

# Let's Get Teens Covered

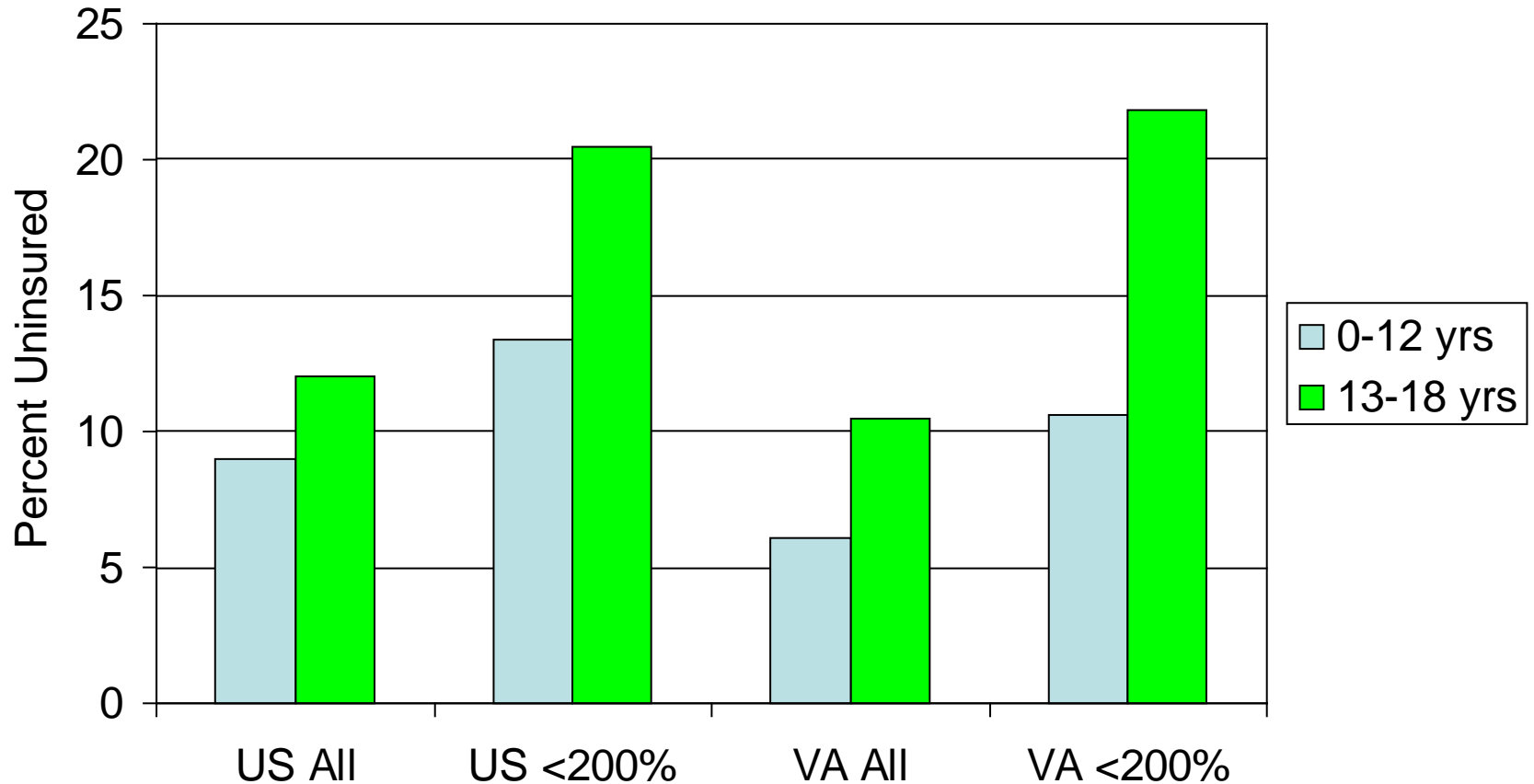
Centers for Medicare and Medicaid Services  
Connecting Kids to Coverage: 2nd National Children's Health Insurance Summit  
"Big Brother, Big Sisters: Getting Teens Enrolled in Coverage" session

Rebecca Mendoza, MA  
CHIP Director & Director, Maternal and Child Health  
Virginia Department of Medical Assistance Services

November 3, 2011

# Why Teens?

# Uninsurance Rates by Age and Income US and Virginia 2008 - 2010



Source: Current Population Survey, 2009, 2010, 2011

# Covering Teens

A challenging group:

- Teens are more likely to be uninsured than younger children

Harder to reach

- Less perceived need

# Covering Teens Now

Why now?

- There's never going to be a better time to reach them
- Get them insured now and they'll be in good shape as young adults – especially for 2014
- Avoid becoming “Young Invincibles”
- Covering them now will take some of the burden off the estimated 400,000 adults streaming into Medicaid in Virginia in 2014 and beyond

# 2008 Teen Campaign

**FAMILY  
TEENS**

# 2008 Teen Campaign

Created a campaign to market our message to teens and establish a social norm that “teenagers need to take care of their health.”

- Created a new “look” specifically for teens
- Found a real “FAMIS Teen” spokesperson
- Designed a fresh new teen section of the FAMIS website and devised ways to drive traffic to the site
- Created a TV Ad using FAMIS Teen Spokesperson
- Created new promotional “teen friendly” items to be given as incentives and prizes
- Developed new partnerships to promote and reach teens

# 2008 FAMIS Teens

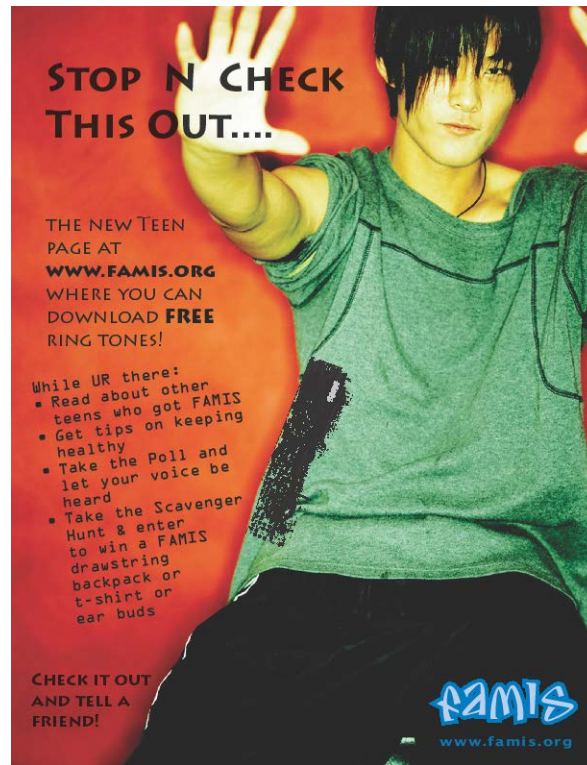


[www.famis.org](http://www.famis.org)

New Teen logo



Teen Spokesperson - Jessica



Teen Flyer



Promotional items and prizes



# 2008 Teen Campaign New Partnerships

- Partnered with FOX Television and the Virginia High School Basketball League (VHSL) to televise for the first time the 2008 Virginia Statewide High School Basketball Tournament
- Piloted a partnership program with School Nurses



# Staying Healthy

## Teen-Oriented Content

Posted teen specific health information and resources

- How can I lose weight safely – TeensHealth (Nemours Foundation)
- Tongue piercing – American Dental Association
- Safe Teen Driving – Virginia Department of Motor Vehicles
- Why am I in such a bad mood? – TeensHealth (Nemours Foundation)

# 2011 & Beyond

# Teen Campaign

## Keeping it Low cost

- Modified BAA with local school systems – allowing them to utilize the Medicaid/CHIP eligibility files for outreach purposes
- Informal “focus group” like meetings with teens to review materials
- Redesign of website based on feedback
- Leveraged relationship with DOE school nurses Statewide Teen Health Week – November 7 -11
- E-postcards to partners & target groups like athletic directors
- Teen-oriented flyers

# Teen Campaign

## Keeping it Low cost

- Scripts for “robo calls” or e-mail blasts
- Launching a new FAMIS Facebook
- FAMIS poster and video competition open to teens statewide
- Utilize community-based outreach and application assistance organizations to identify candidates for new FAMIS teen spokesperson
- Showcase new FAMIS teen spokespersons on Teen page of website
- “Thursday Night Lights” with Fox TV



# Teen Health Week

November 7 - 11, 20011





# Covering Children and Pregnant Women with Affordable Health Insurance

A Service of the Commonwealth of Virginia

Home Our Programs Applying/Renewing Health Plans Staying Healthy **Teen Page** Links FAQ Español

Apply Online

Renew Online

Member Services



Partners & Professionals



become a fan on facebook

## Teen Health Week

### Do you know if you have health insurance?

Many teens don't think about this question...until they have a medical problem or need emergency medical care. A single trip to the ER can end up costing thousands of dollars, so it's important to know whether you have health insurance or not before you need medical help.

If you are under 19 and do not have health insurance, you may be eligible for FAMIS, Virginia's health insurance program. You can check the eligibility requirements by clicking on the FAMIS action under Our Programs on the navigation bar. We've made it very easy to apply.

Go ahead and ask your parent today if you have health insurance.

### FAMIS covers teens for:

- Visits to the doctor
- Hospital visits
- Vaccinations
- Prescription medicine
- Tests and X-rays
- Dental care (including braces)
- Emergency care
- Vision care (including glasses)
- Mental health care

and more.

### Know all there is to know about FAMIS?

Play for a chance to win!  
Complete the FAMIS Teen Health Quiz and you could win a backpack of cool FAMIS stuff. Answer 15 questions correctly and you will be automatically entered. There is a new winner every week.



Enter the FAMIS Teen Health Quiz

### Did you know?

Smoking causes yellowed teeth, bad breath, increased facial hair, and one cup of tar to be inhaled each year.

Source: "Smoking" – Teen-Health (Nemours Foundation)

[Site Map](#) | [Privacy Statement](#)

Toll Free 1-800-57FAMIS (1-800-673-2047) • TDD: 1-888-221-1580  
8:00 am to 7:00 pm Monday - Friday  
8:00 am to 12:00 pm Saturday



Get Started

Wall

Hidden Posts

Info

Photos

EDIT

About [Edit](#)

FAMIS is Virginia's program that helps families provide health insurance to...

More

0

like this

Get Updates via RSS

Share

This page has not been published. [Learn about unpublished pages](#) and [publish this page](#) when you are ready.

## FAMIS

Government Organization · [Edit Info](#)

[Edit Page](#)



Wall

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...



### FAMIS

Teen Health Week!



#### Family Access to Medical Insurance Security

[www.famis.org](http://www.famis.org)

Many teens don't think about this question...until they have a medical problem or need emergency medical care. A single trip to the ER can end up costing thousands of dollars so it's important to know whether you have health insurance or not before you need medical help.

79 Impressions · 0% Feedback

[Like](#) · [Comment](#) · [Share](#) · September 20 at 4:08pm



### FAMIS

Welcome to the FAMIS Facebook Page!

86 Impressions · 0% Feedback

[Like](#) · [Comment](#) · [Share](#) · September 20 at 3:52pm

#### RECENT ACTIVITY

- FAMIS edited their About and Mission.
- FAMIS edited their Mission and General Information.
- FAMIS edited their Description and About.

#### RECENT ACTIVITY

Admins (1) [\[?\]](#)

[See All](#)



Sponsored

[See All](#)

#### Say Yes to Grace



Where do you see grace?

[Like](#) · 17,961 people like this.

#### Must See Condo Closeout!



The Rocketts Landing Cedar Works closeout is here. At just \$179,900 and as little as 3.5% down, you can't afford not to buy one!

#### The Real Costs



At Brent Spence bridge, President Obama says the time for gridlock is over. What project means gridlock for you? Share!

[Like](#) · 3,675 people like this.

#### Long Term Care Insurance

[freeltcquotes.com](http://freeltcquotes.com)



Think about this. Nearly 2/3s of people over 65 will need care at home or a facility & it may not be covered by your health insurance.



Teens need health insurance too!

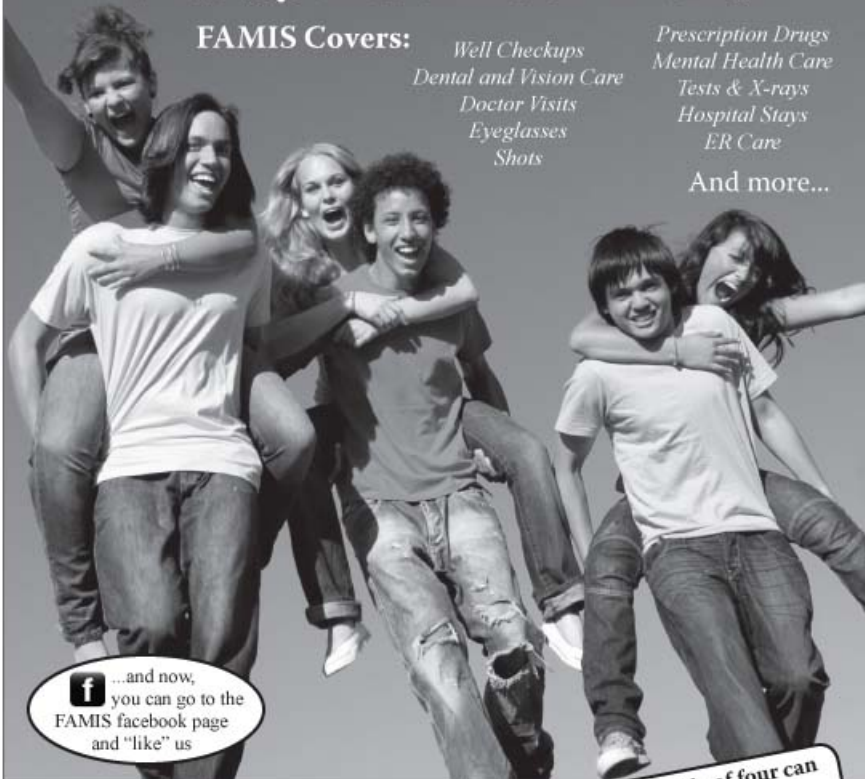
FAMIS may be able to help

FAMIS Covers:

*Well Checkups  
Dental and Vision Care  
Doctor Visits  
Eyeglasses  
Shots*

*Prescription Drugs  
Mental Health Care  
Tests & X-rays  
Hospital Stays  
ER Care*

And more...



 ...and now,  
you can go to the  
FAMIS facebook page  
and "like" us

**A family of four can  
make as much as  
\$44,700 a year and  
still qualify for  
FAMIS!**



Apply online at [www.famis.org](http://www.famis.org)

OR  
Call FAMIS toll-free at  
1-866-87FAMIS (1-866-873-2647)

OR  
Contact your local Department of Social Services

If you enrolled last year, it may be time to renew your coverage. FAMIS must be renewed every 12 months.

# Teen Flyer with Facebook request

# Teen Flyer – targeting athletes

If your teen needs health insurance,  
FAMIS may be able to help

**Healthy students make great athletes!**



**FAMIS Covers:**

<i>Well-child Checkups</i>	<i>Prescription Drugs</i>
<i>Dental and Vision Care</i>	<i>Mental Health Care</i>
<i>Doctor Visits</i>	<i>Tests &amp; X-rays</i>
<i>Eyeglasses</i>	<i>Hospital Stays</i>
<i>Shots</i>	<i>ER Care</i>

And more...

**FAMIS**  
Covering Children With  
Affordable Health Insurance

A family of four can make as much as \$44,700 a year and still qualify for FAMIS!

Apply online at [www.famis.org](http://www.famis.org)  
OR  
Call FAMIS toll-free at 1-866-87FAMIS (1-866-873-2647)  
OR  
Contact your local Department of Social Services

If you enrolled last year, it may be time to renew your coverage. FAMIS must be renewed every 12 months.

Questions?

# Contacts

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