

Effective & Unique Outreach

Reaching Teens



LEGAL AID SOCIETY OF
GREATER CINCINNATI

Vuka Stricevic

Legal Aid Society

- Our mission is to resolve serious legal problems of low-income people, promote economic and family stability and reduce poverty through effective legal assistance.
- We provide effective legal advice and advocacy to seven counties in Southwest Ohio.
- Last year, we received 31,401 calls for help and opened cases for 7,619 people.
- In 2009, Legal Aid received a CHIPRA Outreach and Enrollment Grant to enroll 1,800 children and retain 425 children into Medicaid.



Agenda

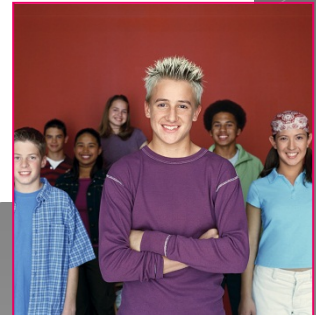
- Landscape of the uninsured
- Get Covered – Get in the Game
- Hosting a Phonathon
- Outcomes for teenagers



Uninsured Children in Ohio

- In Ohio, nearly 1 in 10 children, almost 77,000, who are potentially eligible for Medicaid, are uninsured.*
- Ohio's rate of uninsured children has remained low; declining from 5.4% in the 2004 Ohio Family Health Survey to 4.6% in the 2010 Ohio Family Health Survey.
- According to the 2010 Ohio Family Health Survey, the percentage of uninsured 13-18 year olds is estimated at almost 9%.

*2008 Ohio Family Health Survey



Get Covered – Get in the Game

- Nationwide, roughly 5 million uninsured kids and teens are eligible for Medicaid.
- There are approximately 44 million boys and girls participating in organized youth sports.
- The Get Covered – Get in the Game initiative was designed to bring coaches, schools, families and communities together to raise awareness about Medicaid.
- Ohio is one of seven pilot states across the country (the others are Colorado, Florida, Maryland, New York, Oregon, and Wisconsin) who launched this initiative.
- Activities include on-site enrollment opportunities at high school football games throughout the state.



Ohio: Get Covered – Get in the Game

- Collaborate with stakeholders
 - Share goals and objectives
 - Measure resources
 - Develop required alliances, i.e. Princeton High School
 - Build awareness
- Link with Princeton High School
 - Web presence
 - Press conference
 - Media Advisory
 - Key Speakers
 - Football game outreach
 - Signage
 - On-site presence
- Host a Phonathon
 - Public outreach



Princeton High School Press Conference



Press Event

LEGAL AID SOCIETY OF GREATER CINCINNATI

MEDIA ADVISORY
Sept. 7, 2010

CONTACT
Vuka Stricevic
Legal Aid Society of Greater Cincinnati
(513) 546-9888

Get Covered – Get in the Game Initiative Launches in Ohio on Sept. 10

Program will boost awareness of health coverage available for children

WHAT: Briefing to discuss launch of *Get Covered – Get in the Game* initiative in Ohio

WHEN: Friday, Sept. 10 at 8 a.m.

WHERE: Viking Stadium – Princeton High School (11080 Chester Road, Cincinnati, Ohio 45246)

WHO:

- o Donna Cohen Ross, senior advisor to the director on Medicaid and CHIP, Office of External Affairs, Centers for Medicare & Medicaid Services
- o U.S. Congressman Steve Driehaus
- o State Rep. Connie Pillich
- o State Rep. Alicia Reece
- o State Rep. Denise Driehaus
- o Woodlawn Councilmember Gina Moore
- o Princeton City Schools Athletic Director Scott Kaufman
- o Fairfield City Schools Superintendent Cathy Milligan

BACKGROUND:

Fall sports season is here and it's important to ensure children have the health coverage they need so they're protected on and off the field. With approximately 44 million boys and girls participating in organized youth sports, kids shouldn't be sidelined from their favorite activities because they don't have health insurance.

Sept. 10 marks the launch of the *Get Covered – Get in the Game* initiative in Ohio, designed to bring coaches, schools, families and communities together to raise awareness about available health coverage and get eligible children enrolled. Roughly 5 million uninsured kids are eligible for health coverage through free, public health care programs like the Children's Health Insurance Program (CHIP) and Medicaid. In Southwest Ohio, nearly 18,000 children are uninsured.

Ohio is one of seven pilot states across the country (the others are Colorado, Florida, Maryland, New York, Oregon, and Wisconsin) launching the initiative. Activities include on-site enrollment opportunities at high school football games throughout the state, including the Sept. 10 Princeton High School game versus Glen Este High School, and outreach to various sports groups.

Ohio partners like the Legal Aid Society of Greater Cincinnati offers families free assistance with applying for Medicaid. Those who are interested in assistance with enrolling their children in Medicaid should visit www.covercincy.org or call (513) 362-2787.

For more information about the *Get Covered – Get in the Game* initiative, visit www.insurekidsnow.gov or call the Healthy Start program at the Ohio Department of Job and Family Services at (877) 852-0010.

###

Phonathon: First Steps

- Building a relationship with the station
- Meet with station
 - Laying out expectations
 - Marketing
 - News story
 - Set up/Logistics
 - Web presence
- Pick a date and start coordinating



Coordinating a Phonathon

- Laying out the day
 - Setting goals
 - Targeting a population
- Developing a budget
 - Measuring resources
 - Generating income
- Confirmation with a TV/Radio Station
 - In-person meeting
- Recruiting volunteers



Coordinating a Phonathon

- Developing materials
 - Administrative support
 - Printing v. copying
 - Ordering applications
- Training volunteers
 - Call-in experience
 - Screening forms
 - Applications
- Shifts
 - 12 hours
 - 4-5 volunteer shifts



Implementing a Phonathon

- Volunteer greeter
 - On-site training
- Managing supplies
 - Screener paperwork
 - Refreshments
- Developing Packets
- Tracking calls
 - Log
- Marketing
 - Ticker
 - Interviews
 - Advertisements



Interviewing at a Phonathon

- Assigning a spokesperson
- Developing talking points
 - Relevant and easy data points
 - Impact on viewer
 - Theme
 - Thank you to the station



Phonathon



Follow up to a Phonathon

- Mailing Packets
 - Pre-made
 - with children
 - children out of house
 - no children
- Enrollment Clinic
- Incentive
 - \$10 gift cards
- Follow Up Calls



Video – WCPO/ABC

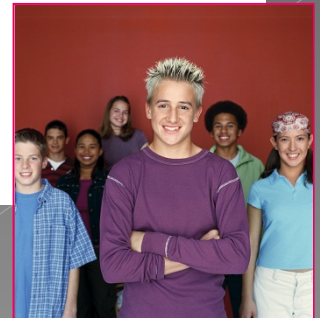
- http://www.wcpo.com/dpp/news/local_news/phone-a-thon-for-uninsured-children

Phonathon Results

| Phonathon | Calls Received | Children Enrolled |
|--------------------|----------------|-------------------|
| April 20, 2011 | 656 | 158 |
| December 15, 2011 | 258 | 54 |
| September 15, 2010 | 273 | 41 |
| March 15, 2010 | 273 | 38 |

Reaching Teens Through Phonathons

- Since inception of the CHIPRA grant, Legal Aid has enrolled 321 teenagers
- 115 or 36% of teenagers enrolled, were identified through a Phonathon



Contact Information

- Vuka Stricevic
Staff Attorney
Legal Aid Society of Greater Cincinnati
215 East 9th Street, #200
Cincinnati, OH 45202
P: (513) 361-8846
E: vstricevic@lascinti.org

