



Helping Schools Help Families Get Health Insurance

July 29, 2010


covering kids & families - wisconsin



covering kids & families' School-based Outreach Project

Goal: Develop sustainable strategies to identify families who are uninsured and connect them with BadgerCare+

- Engage schools in promoting public health insurance
- Strengthen community partnerships that enhance outreach and enrollment assistance
- Help schools provide enrollment assistance directly



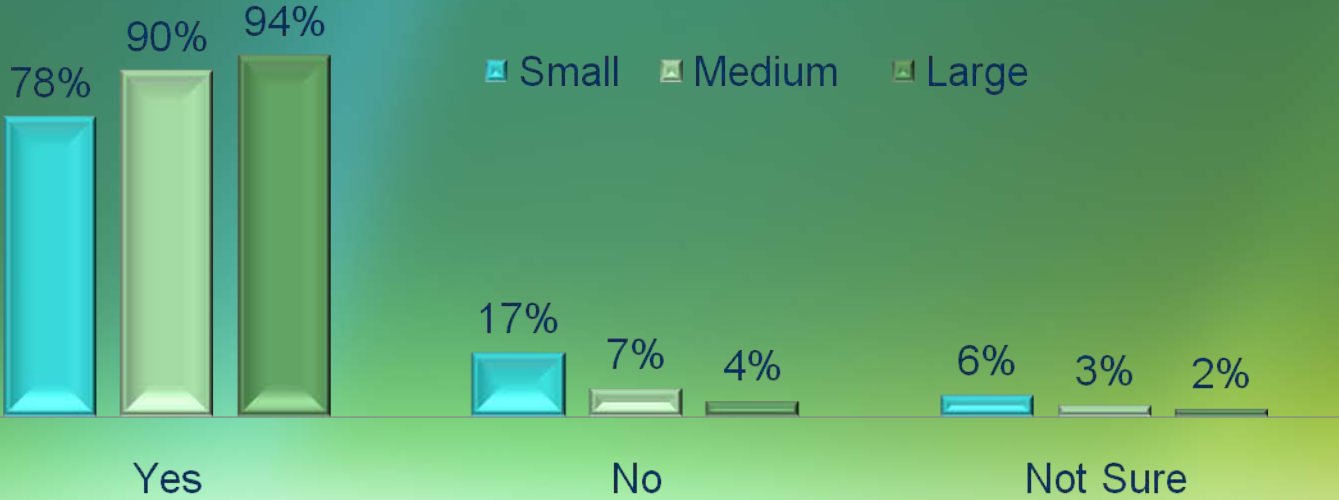
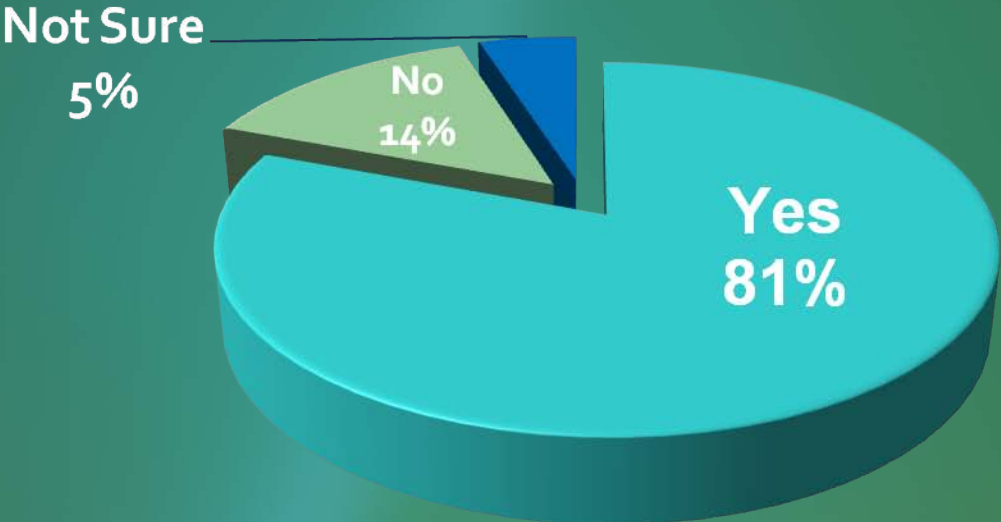
“We’re firm believers that if we can keep the kids healthy, they are going to have a better chance at learning and being successful here in school.”

District Administrator
Pilot School District

“I definitely think parents appreciate being able to come in and talk to me about it and not having to go take a number and go get on a bus and go downtown.”

School Social Worker
Pilot School District

Does Your District Provide BadgerCare+ Assistance?

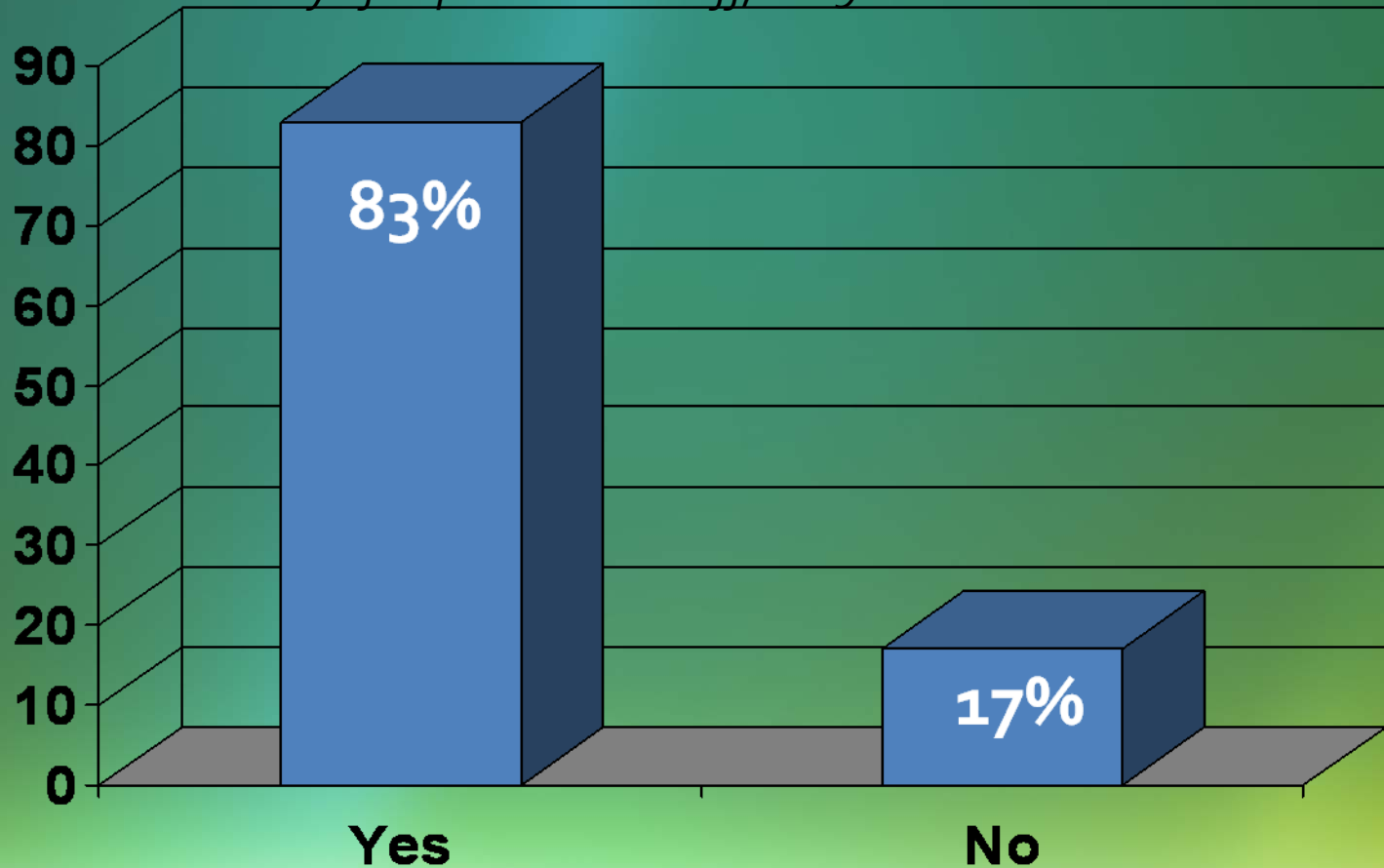


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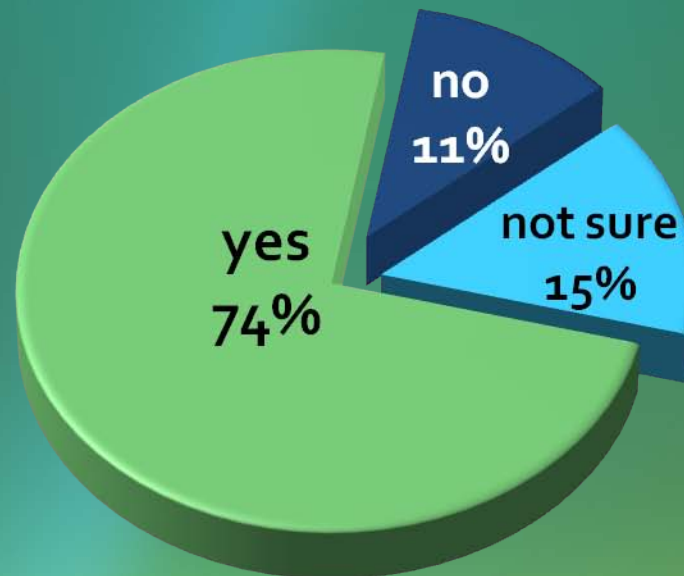
Pupil Services Staff Interested in Increasing BadgerCare+ Knowledge and Skills

WI DPI Survey of Pupil Services Staff, 2009



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Parent Survey: Do you think public schools should have a role in letting families know about BadgerCare+?



Pilot Districts Valued Support

from a county or agency staff member who . . .

- attended school events like Parents' Night
- provided materials and assisted families at school events
- completed or assisted families with BadgerCare+ enrollment
- provided technical assistance to the district staff who sought more information
- had expertise in troubleshooting specific family situations before and after enrollment was complete
- was a source of current information and resources about BadgerCare+ and related programs
- became a source of outreach to other parts of the community

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from CKF who . . .

- developed partner relationships and helped support relationships
- had a variety of reliable materials for promotion and for families
- trained staff on BadgerCare+ processes
- had a “go-to” person available by phone and e-mail
- stayed in touch with pilot district staff
- was available for technical assistance
- provided inspiration for process improvement

We Learned That Schools Need . . .


- Localized outreach tools
- Strategies tailored to district capacity
- Increased capacity among school staff
- Simple, accessible training tools on BadgerCare+
- Strengthened community partnerships
- Systems to collect and share insurance information



... and So We Created a Toolbox

- On-line information and training so school staff are better informed about BadgerCare+
- On-line materials and assistance that can be used to identify and help uninsured children
- Technical support to help schools develop outreach plans and respond to enrollment/eligibility questions

BadgerCare+ Toolbox



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toolbox home

BadgerCare+ Toolbox

Covering Kids & Families has created the BadgerCare+ Toolbox to help schools and community organizations connect uninsured families to BadgerCare+, Wisconsin's public health insurance program. Click the plus sign on the drawer to explore the tools we have assembled. For ideas and help working through the Toolbox, see our [Quick Guide](#). You can also view the following webinars about our school-based outreach project and the Toolbox:

- [DPI webcast](#) for school and district staff
- [WASDA webcast](#) for superintendents and district administrators
- UW Extension [Wisline audio](#) for county faculty and community-based organizations

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Learn the Basics of BadgerCare+
Promote BadgerCare+
Identify Uninsured Kids in Your District
Enroll Families in BadgerCare+
Access County Tools and Data
Give Us Feedback

Covering Kids & Families is housed at the UW-Madison School of Human Ecology, working in partnership with UW-Extension and other partners throughout the state.



Tools in the Toolbox

- Free, downloadable resources customizable to your district
- Basics on BadgerCare+ and how families can apply
- Strategies for identifying and reaching uninsured children



Ways You Can Use the Tools

1. Learn the Basics of BadgerCare+

- Materials and quick links to help you know who is eligible, services covered and how families can apply

2. Promote BadgerCare+

- Bookmarks, newsletter articles, school lunch/calendar “ads” and other materials to let families know BadgerCare+ may be a good option



More Ways To Use the Tools

3. Identify uninsured kids and families in your district

- Templates to assess health insurance status and other ways to identify and reach the uninsured

4. Assist families with BadgerCare+ enrollment

- A guide to become an Express Enrollment site
- Strategies for community partnerships
- Training in full application assistance

Data Sharing:

Free and Reduced Price Lunch (FRPL)

- Why coordinate?
 - Often identical income requirements
 - Willingness/ability to enroll in a public benefit program
 - Data suggest that 17% of those enrolled in school meal programs are uninsured and eligible for MA/SCHIP
- USDA guidelines allow:
 - Allows sharing of information between free and reduced price meal programs and state Medicaid and SCHIP programs (does your organization qualify?)
 - Must offer families the opportunity to request information NOT be shared (opt out)
 - FRPL “determining agency” and MA/SCHIP agency must enter into a DSA

Data Sharing: Health Insurance Status (HIS)

- School Districts may collect student health insurance status
- School Districts may share health insurance status only when parents/guardians give **active** consent
- The Family Educational Rights and Privacy Act (FERPA) requires the following elements be included for active consent:
 - Name of student whose record is being released
 - Specify records that may be disclosed
 - State the purpose of the disclosure
 - Identify the party to whom disclosure will be made, and
 - Include the signature of the parent/guardian

Data Sharing - Key Questions

- How best to target: FRPL, HIS, both or neither?
- If FRPL:
 - Are you considered “central to the administration of MA/SCHIP”? If not, will your state designate you as such?
 - Does the school district already include an “Opt-Out” question or form in its FRPL enrollment process? What, if anything, is done with that information?
 - What is the FRPL enrollment process? What is the school enrollment process?
- If HIS
 - Does the district gather health insurance status from students? If not, is it willing to collect it?
 - How will the district obtain informed consent to share the data?
- What are the timelines and deadlines for preparing these materials and forms?
- What is the capacity within and without the district to provide outreach and enrollment assistance?

Data Sharing: Challenges to expect, tools you can use

■ Challenges

- Keeping it legal
- Easing privacy concerns
- Navigating the schools' process(es)
- Capacity, yours and theirs

■ Tools

- FRPL Opt-out samples and Data Sharing Agreement prototypes
- HIS collection forms
- Outreach materials


Student Health Insurance Status Form
Name of School District

This form is good through Month/Year. If you would like to make changes, send the school a written note.

Student Name (please print) _____ Phone _____ Address _____ Date of Birth _____

Does your child have health insurance? Yes No

May the school share this form with Name of Community Agency? Yes No
Sharing this information helps the school connect families who may need affordable health insurance to resources that can help them.



Health insurance coverage is an important part of making sure kids do well in school. It can pay for vaccinations, prescription drugs, and regular check ups. These services add up to kids going to school healthier and ready to learn.

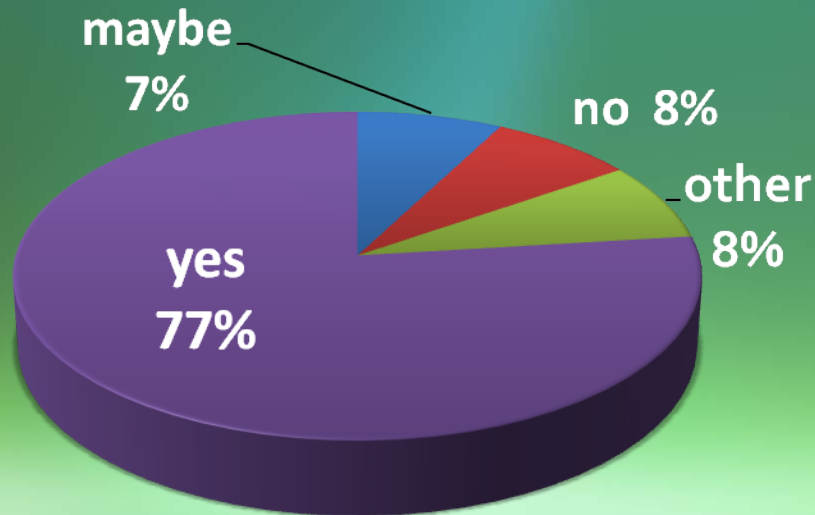
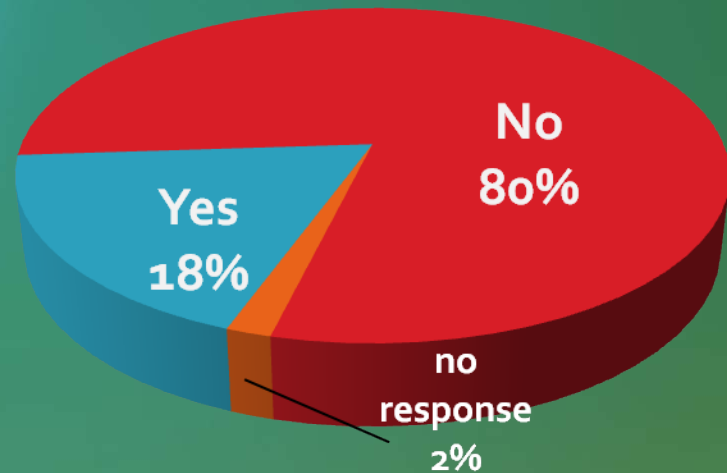
But not all kids have health insurance. Your child's school is working to make sure that more kids and their parents can get health insurance coverage.

Your signature shows that you agree to share information about your child's health insurance status. Your information will only be used for school-related purposes.

Parent/Guardian Name (please print) _____ Parent/Guardian Signature _____ Date _____

Does your district collect health insurance status information?

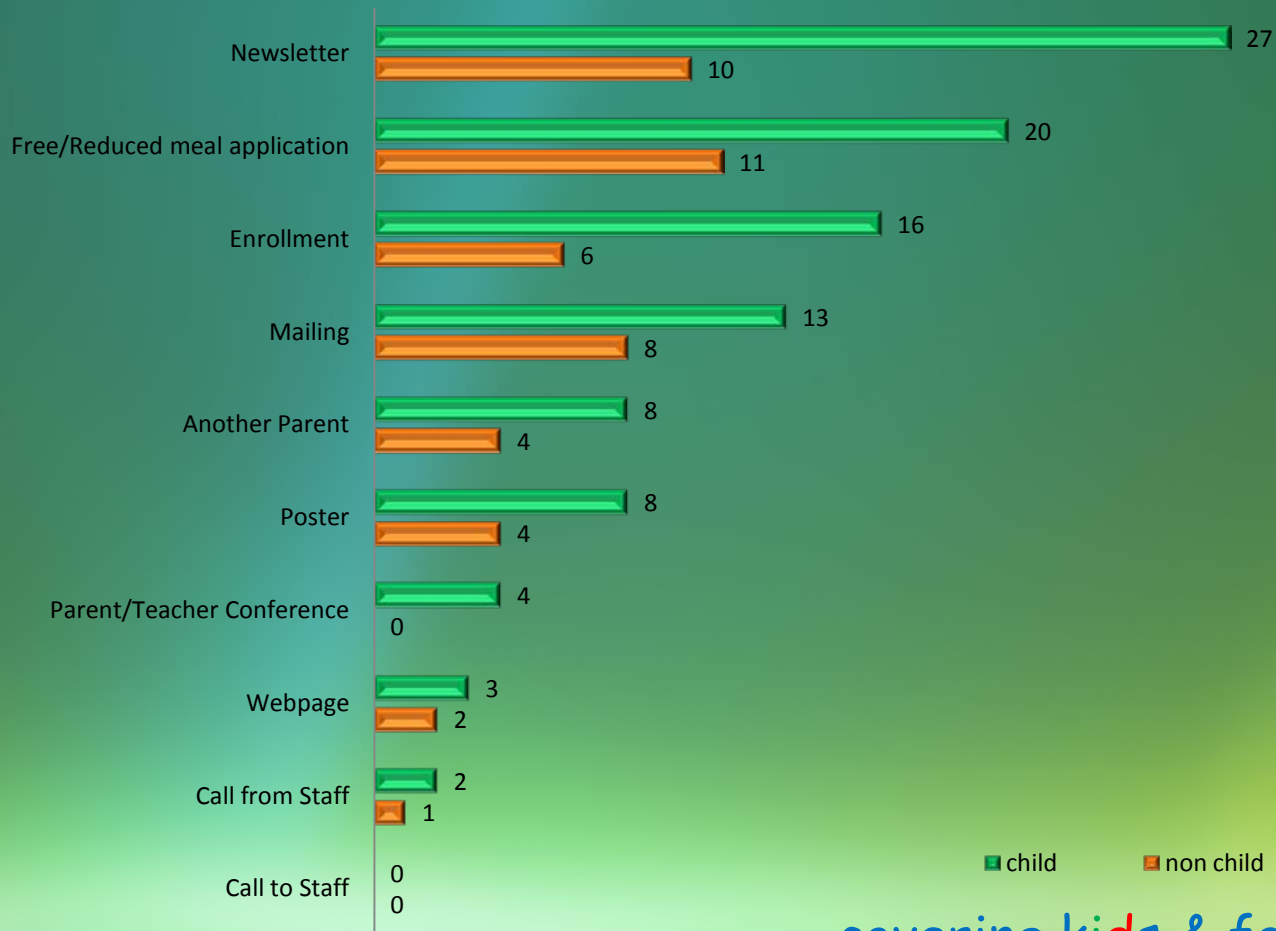
Statewide



Pilot Districts

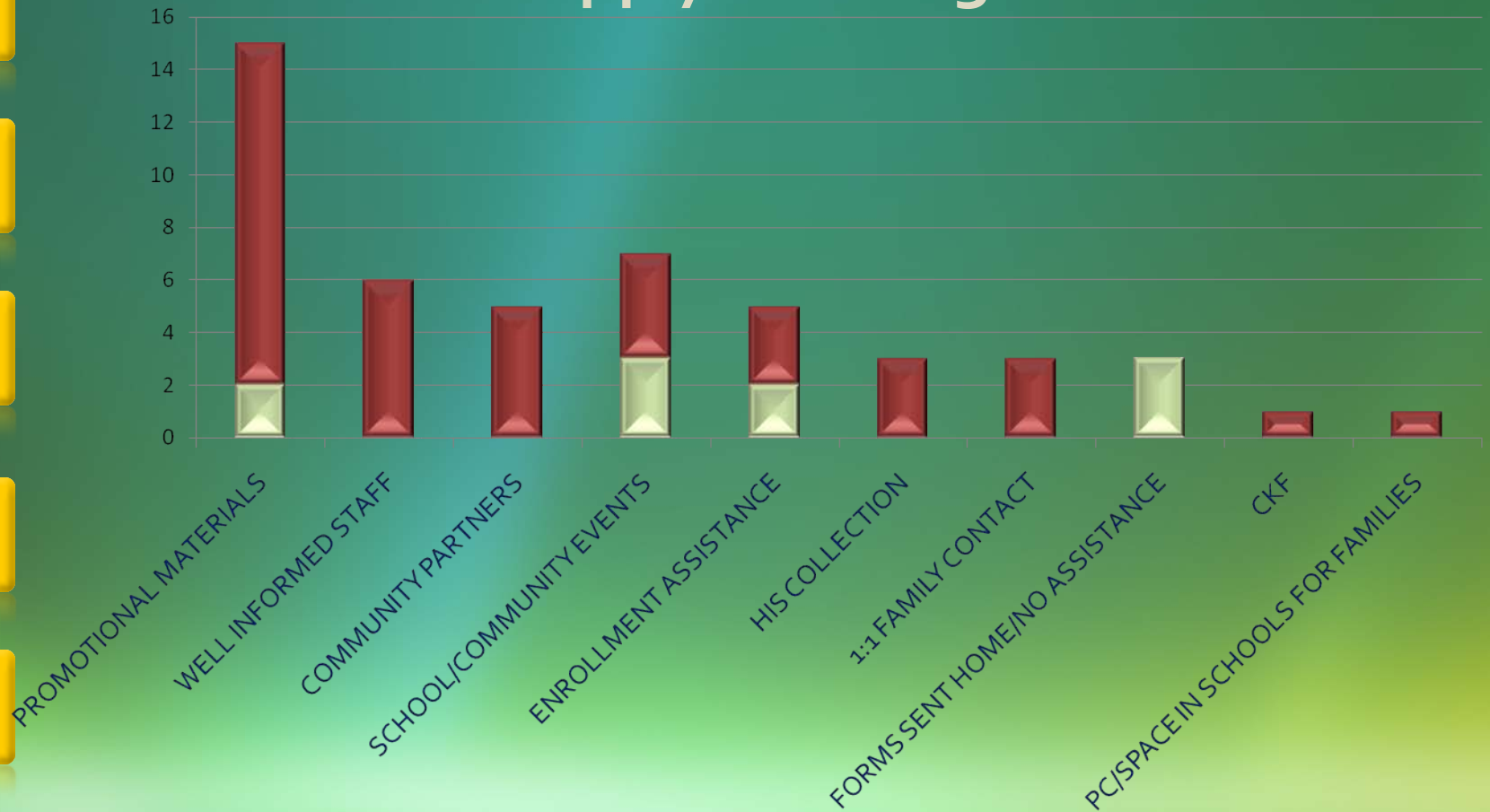
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Where did parents who said they heard about BadgerCare+ at school, recall seeing BadgerCare+ information at their schools?



Most Effective Strategies for Helping Families Apply for BadgerCare+

Least Effective Strategies for Helping Families Apply for BadgerCare+





“Before we were involved in the project . . . we were fragmented about how we were going to help [uninsured] families. Now we feel we have some strategies.”

Health Coordinator
Pilot School District