



Allergies & Asthma Wave and Building Partnerships

February 28, 2013

Agenda

- Allergies & Asthma Wave
 - Overview of activities
 - How to participate
- Building Partnerships
 - Tips for building partnerships
 - Allergies & Asthma partnership focus



Allergies and Asthma “Hook”

- Seasonal allergies and asthma can mean increased visits to health care providers
- Opportunity to engage parents in our target audience as they seek care for their kids and teens
- Elevate the message about free or low-cost coverage for children and teens



How to Participate

- Grantees and partners across the country can get involved
- Wave activities April and May
 - Conduct an outreach and enrollment activity in your community
 - Help spread the word about free or low-cost health insurance for kids and teens



Ideas for Events and Activities

Partner with a health care provider for an Asthma Screen-a-thon or Spring for Health Fair enrollment event

Host a Spring Telethon with a local television or radio station featuring health experts and application assistance

Work with a youth athletic organization to host a soccer or baseball enrollment drive or distribute information to families

Ask health care providers in the community to display and distribute information about free and low-cost health coverage



Tools, Tips and Templates

- Event and activity ideas, planning tools, promotion
- Messages and talking points
- Tips and sample templates for partner outreach, media outreach, social media and more

www.insurekidsnow.gov



Allergies and Asthma Materials

When kids have health insurance, we all breathe easier.

Whether it's allergies, asthma or just a common cold, your kids can get the care they need. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,100 a year or more may qualify.

Go to InsureKidsNow.gov or call 1-877-KIDS-NOW to learn more.



Cuando los niños tienen seguro de salud, todos respiramos mejor.

Ya sea por alergias, asma o sólo un resfriado común, sus hijos pueden recibir la atención que necesitan. Medicaid y CHIP ofrecen seguro de salud a bajo costo o gratis para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. Los niños en una familia de cuatro que ganan hasta \$47,100 al año o más pueden calificar.

Visite el sitio Web InsureKidsNow.gov o llame al 1-877-KIDS-NOW para más información.



www.insurekidsnow.gov



InsureKidsNow.gov

Regional Field Desks

- We are here to help with your wave activity.
- Contact us by phone or email and we will assist you with what you need to participate in the campaign:
 - Event planning
 - Messaging
 - Template materials
 - Partnerships
 - Media outreach



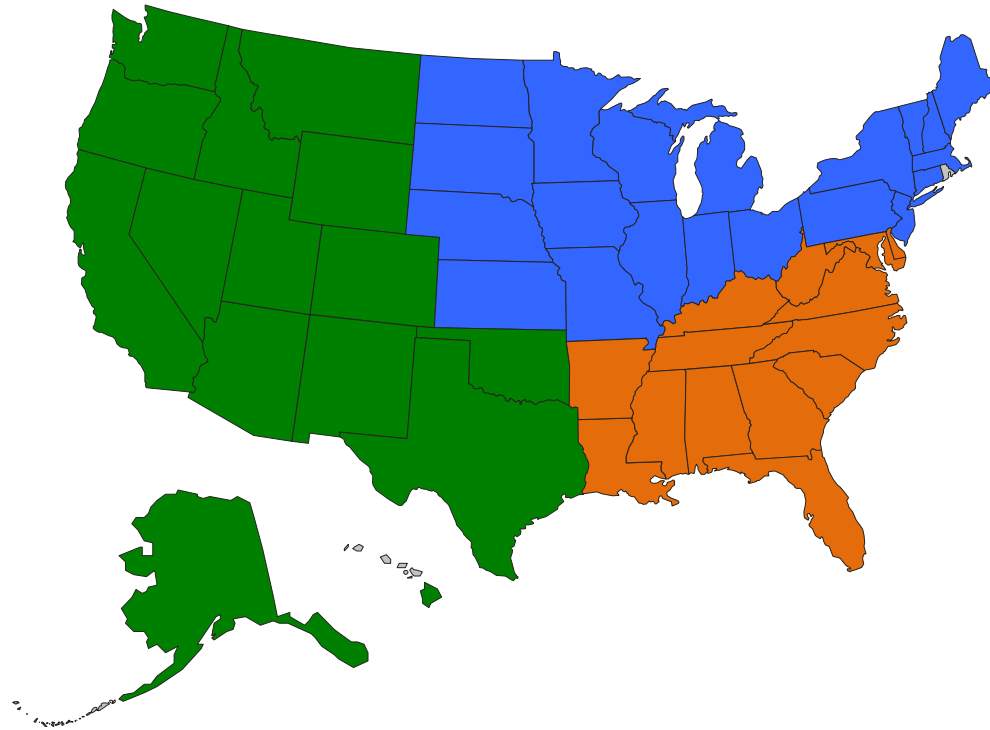
Connecting Kids to Coverage Regions

Field Director: Christine Glunz

Northeast/Central: Kate Kreps

Southeast: Riley Greene

West: Ashley McPhail



Contact

- Visit: <http://www.insurekidsnow.gov>
- Subscribe: **Connecting Kids to Coverage
National Campaign Notes**
- Call: **1-855-313-KIDS**
- Email: InsureKidsNow@fleishman.com





Questions & Answers



Building Partnerships

Tips for Building Successful, Sustainable Partnerships

- Make getting involved *easy*
 - Tap into existing channels
 - Provide templates
- Make partnership mutually beneficial
 - Recognize involvement at events, in earned media
 - Look for opportunities for partners to connect with each other
- Report back
 - Track what you accomplished together
 - Thank appropriate contacts
- Always look ahead
 - Identify ways to engage during Back-to-School and other times of year



Building Partnerships for Allergies & Asthma Wave

■ Possible Groups to Target

Health Care Professionals

- Pediatricians
- Allergy and Asthma specialists
- Nurses, School Nurses
- Nurse practitioners
- Physician assistants
- Doctors
- Pharmacists

Points of Care

- Health centers
- Health clinics
- Hospitals
- Urgent care centers
- Retail clinics
- Pharmacies



Building Partnerships for Allergies & Asthma

- Ways to Engage
 - Conduct asthma and other health screenings at events
 - Distribute materials in waiting rooms/at pharmacy counter
 - Provide talking points to admissions staff
 - Be a spokesperson on the importance of health insurance for children and teens



Partnership Focus: Working with Providers

Fresno Healthy Communities Access Partners

- Norma Forbes, Executive Director
- www.fresnohcap.org



Working with Providers

- Collaboration – Medical Credibility
- Understand medical profession
 - Their time is money
 - Productivity focused; not meetings
 - Go to where they are



Working with Providers

- Lessons Learned
 - Find win-wins
 - Don't compete
- Challenges
 - Control versus collaboration
- Build on Successes



Partnership Focus: Community Health Centers

Texas Association of Community Health Centers

- Sonia Lara, Outreach & Regional Migrant Health Coordinator
- www.tachc.org



A Provider Perspective

- Designate Outreach staff
 - Educate families on availability of coverage
 - Create opportunities to raise awareness
 - Application assistance is vital (especially in Texas)
- Strengthen existing partnerships
 - School outreach has been most successful



A Provider Perspective

- Partnering with health centers
 - Meet health care needs, connect our patients with other resources in their community
 - Invite your local health center to be involved in any local coalition
 - Traditional partners for health centers
 - Food pantries, faith-based, WIC programs, Head Start, PTA/parent groups, school nurses, local businesses





Questions & Answers



Field Updates

Campaign Update

- Atlanta: Valentine's Family Fun Day Event
February 16
- Cincinnati: Valentine's Family Fun Day Event
February 16
- Houston: Give Your Kids the Gift of Health
Care" Valentine's Event February 16 at
Fiesta Mart



Contact

- Visit: <http://www.insurekidsnow.gov>
- Subscribe: **Connecting Kids to Coverage
National Campaign Notes**
- Call: **1-855-313-KIDS**
- Email: InsureKidsNow@fleishman.com





Closing