



“Out of the Box” Outreach and Enrollment Strategies

September 24, 2015 2:00 PM EDT

Agenda

- Overview and Introductions
- Engaging City Officials in Promoting Medicaid & CHIP
- Working with the Juvenile Justice System to Enroll Children and Teens
- Empowering Youth as “Healthy Ambassadors”
- Building a Culture of Enrollment
- Connecting Kids to Coverage Campaign Resources
- Questions and Answers



Engaging City Officials in Promoting Medicaid & CHIP

- **Monica Fulton**

Director of Community Resources, City of Garden City
Garden City, Michigan



Unchartered Waters

About Garden City

- Small suburb of Detroit
 - < 28,000 residents
 - Bedroom community
- Prior to 2010
 - Most residents worked at one of the Big Three auto companies
 - Stable housing stock; little need for assistance programs
 - Hard-working, blue collar, comfortable lifestyle
- New Reality
 - Massive layoffs, foreclosures, vacant homes
 - Severe economic hardship for our families
 - Lack of knowledge about assistance programs



Lead Partners





Task Force



School of Social Work

Challenging Minds, Leading Change, Transforming Lives



JADE CHILD DEVELOPMENT CENTER



Enrollment Assistance



Get Covered-Stay Covered event

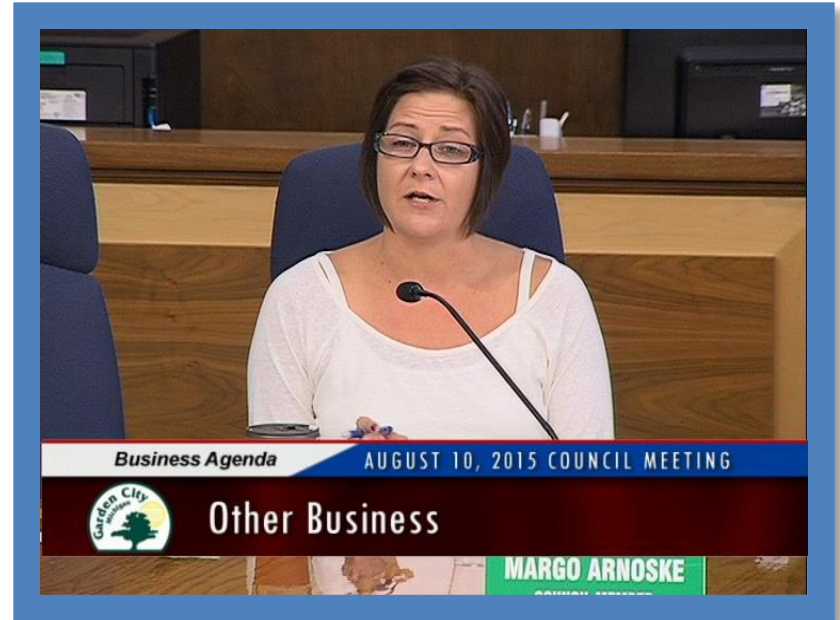


Walk-in application assistance

Engaging City Officials



Mayor's Kick-Off PSA



Councilmember Announcements



Engaging City Departments

City Vehicles



Water, Finance & Clerk

- Water Bill insert
- Campaign umbrellas given to all precinct workers
- Campaign Logo on Budget Cover

HEALTHY KIDS.
ARE YOU COVERED?
Get Health Insurance TODAY!
Call
734.793.1857
HAPPY FAMILIES the Community Resources Department at

NATIONAL LEAGUE of CITIES

GARDEN CITY ANNUAL ADOPTED BUDGET FISCAL YEAR 2015 - 2016

LIVE WELL HERE
Garden City hosts thousands and thousands of medical professionals, optimistic patients, and healthy families daily.



InsureKidsNow.gov

City Communication Media

Facebook, Twitter, Nixel

City of Garden City, Michigan
Published by Megan Elizabeth (7) · July 20 ·

Do you wish for health coverage that's friendly for your wallet? The Healthy Michigan Plan can make your wish come true. Learn how this new plan is helping more people get healthy. To learn more now about the new Healthy Michigan Plan or get help with the application process call the CRD office at 734-793-1857.

More people are getting healthier.

HEALTHY MICHIGAN PLAN

Entered by:
City of Garden City Administration

Entered on:
Monday, September 22 2014 :: 9:50 a.m. EDT

Contact:
City of Garden City Administration
6000 Middlebelt Rd Garden City, MI 48135 | 734-793-1660

SMS Message:

GARDEN CITY: Do you know children who are uninsured or underinsured in Garden City? Contact Garden City's Healthy Kids-Happy Families at 734-793-1857

Email and Web Subject
Do you know children who are uninsured or underinsured in Garden City? Contact Garden City's Healthy Kids-Happy Families at 734-793-1857

Email and Web Body
Healthy Kids-Happy Families Project
Is Your Family Covered?

Now more families than ever are eligible for low-cost or no-cost health insurance through Healthy Michigan. A family of four earning up to \$33,000 a year or a single person earning \$16,000 a year may qualify! If you have attempted to enroll in the past and were unable to get coverage, you may now be eligible. What health services are covered?

- Dental
- Prescriptions
- Immunizations
- Mental/Behavioral Health
- Hospitalizations
- And more...

Parents and caretakers, you also may be eligible!

Your family is a success when you are at your best. Call the Garden City based Healthy Kids-Happy Families project at 734-793-1857 for more information.

Also Published to:
Facebook

City of Garden City, Michigan
Published by Megan Elizabeth (7) · August 15 at 1:00pm ·

Thanks to all that came out and signed up for health insurance today! Couldn't make it today? Application assistants are at the Maplewood Community Center 5 days a week. Walk-in or call 734-793-1857 to make an appointment. You could walk into the community center and walk out with low cost or no cost health insurance the same day!

ARE YOUR CHILDREN COVERED?
Healthy Kids-Happy Families can help you check one more item off your list!

PRESCRIPTION ABUSE AWARENESS
DON'T ACCIDENTALLY BE A REFRIGERATOR

Quit! Quit!

1,051 people reached

Boost Post

Municipal Cable Channel



Win or lose, what matters is being part of the team.
Health insurance gets them in the game.

HEALTHY KIDS.

HAPPY FAMILIES.

Call the Community Resources Department at 734-793-1857 for information to get your kids covered and get them in the game!

NIChild Kids' Health Insurance

As Low as \$5 a Month
Think Your Income is too High to be Eligible?

Family of 2 \$33,771.60
Family of 3 \$42,590.80
Family of 4 \$51,410.00

Call 734-793-1857 To Sign Up Today



InsureKidsNow.gov



Results



August 2014-May 2015

- **800** more uninsured adults are now covered by Medicaid
- **115** more uninsured children are now covered by Medicaid
- **100** more uninsured children are now covered by MiChild (CHIP)

Top Three Outreach Strategies

- Informational insert in City water bills
- Municipal Social Media campaign
- Municipal channel coverage

Thank You!

Monica Fulton

Director of Community Resources

City of Garden City

monicaf@gardencitymi.org

Megan Sheeran

Healthy Kids-Happy Families Coordinator

megans@gardencitymi.org



Medicaid and CHIP Enrollment Support for Chatham County Juvenile Court (CCJC)

- **Eva Elmer, MPA, PMP**
Campaign Manager,
Chatham County Safety Net
Planning Council
Savannah, Georgia



Snapshot: Medicaid and CHIP Enrollment in Chatham County, Georgia



- In early 2014 (until August 2015), Chatham County’s local Department of Family and Children’s Services (DFCS) disengaged from personal enrollment assistance for families applying for Medicaid
- DFCS staff directed clients to a self-serve computer and scanner
- “Georgia One” helpline routed calls to offices all over Georgia resulting in long wait times or no answer

Chatham County by the numbers:

- Number of Children: 60,000
- Children living at or below 235% of poverty: 63.1%
- Children who do NOT have health insurance: 4,559

Campaign for Healthy Kids and Families by the numbers

- Total Enrolled/Renewed: 1,279 (July 2014-August 2015)
- Medicaid 1,219
- CHIP: 60

Idea for Outreach to Chatham County Juvenile Justice System

- Presentation by Laura E. Furr at a cross-site meeting in October 2014 for grantees of *Cities Expanding Health Access for Children and Families*, an Atlantic Philanthropies funded three year, three phase initiative (NLC passed through grants to 8 cities).
- Laura E. Furr is the program manager for justice reform and youth engagement in the National League of Cities' (NLC) Institute for Youth, Education, and Families.
- Technical assistance and facilitation of cross-team relationships between different cities within the grant by NLC critical to helping expand the breadth of our outreach.





Juvenile Court: Needs Analysis

NOTE: CCJC had lost its dedicated DFCS worker in 2013.

Challenges

- At the time, no individual assistance available – only option was to send to DFCS office
- Computer-only access & application too difficult and intimidating, family often gave up
- Many families do not have transportation

Needs

- Personal Enrollment/Renewal assistance especially for cases where judge has mandated counseling services – estimated 5-10% of children on probation-mandated (avg. 150-200) mental health services are uninsured
- Offer multiple ways to enroll – in-person, onsite at Juvenile Court or by telephone

Juvenile Court: The Process

Campaign point of contacts...

Intake Assessment

- Required for all children referred to Juvenile Justice. Intake Officers offer informational flyer to parents with a list of enrollment assistance partners if child is uninsured or needs assistance with public benefits. Intake officer may also offer a direct referral to an enrollment assistance partner.

Probation System

- Probation Officer refers families to enrollment assistance partners or designated CCJC enrollment assister. Judge often mandates counseling services and parents are given 30 days to enroll child if uninsured.

Release from Foster Care

- Parents are given 30 days to enroll their children in health coverage after DFCS releases child and parents are referred to Campaign enrollment assistance partners.

Outreach at CCJC

- Campaign enroller is onsite 2-3 times per month for outreach to families, answer questions and be available to do enrollment.

Juvenile Court: Challenges/Outcomes

Challenges

- Families tend to face more barriers to enrollment
- Issues of guardianship
- Difficulty with transportation for parents
- More complicated family dynamics or families in crisis, flux and hard to contact

Outcomes

- Referrals from CCJC staff – averages 2-4 “official” referrals per month via Probation Officers
- CCJC staff are very satisfied with the support the Campaign provides
- Accountability for parents of children mandated counseling and other medical services

Working with Juvenile Court: Best Practices

Do a “Needs Analysis”

Find best way to embed enrollment process within existing systems

Train staff who work directly with families on public health insurance eligibility criteria, how to screen for services and assist with sending in documentation if necessary

Have a highly-qualified enrollment assister designated to accept referrals directly and to be on “speed-dial” for CCJC staff

Make sure a member of your team continues to make time to be onsite

The Chatham County Juvenile Court Team



197 Carl Griffin Drive, Savannah, GA 31405-1376
(912) 652-6700

Adam Kennedy, Court Administrator, akennedy@chathamcounty.org



InsureKidsNow.gov

Empowering Youth as “Healthy Ambassadors”

- **Azade Perin-Monterroso**

Fiscal and Outreach
Coordinator, Healthy
Communities Office

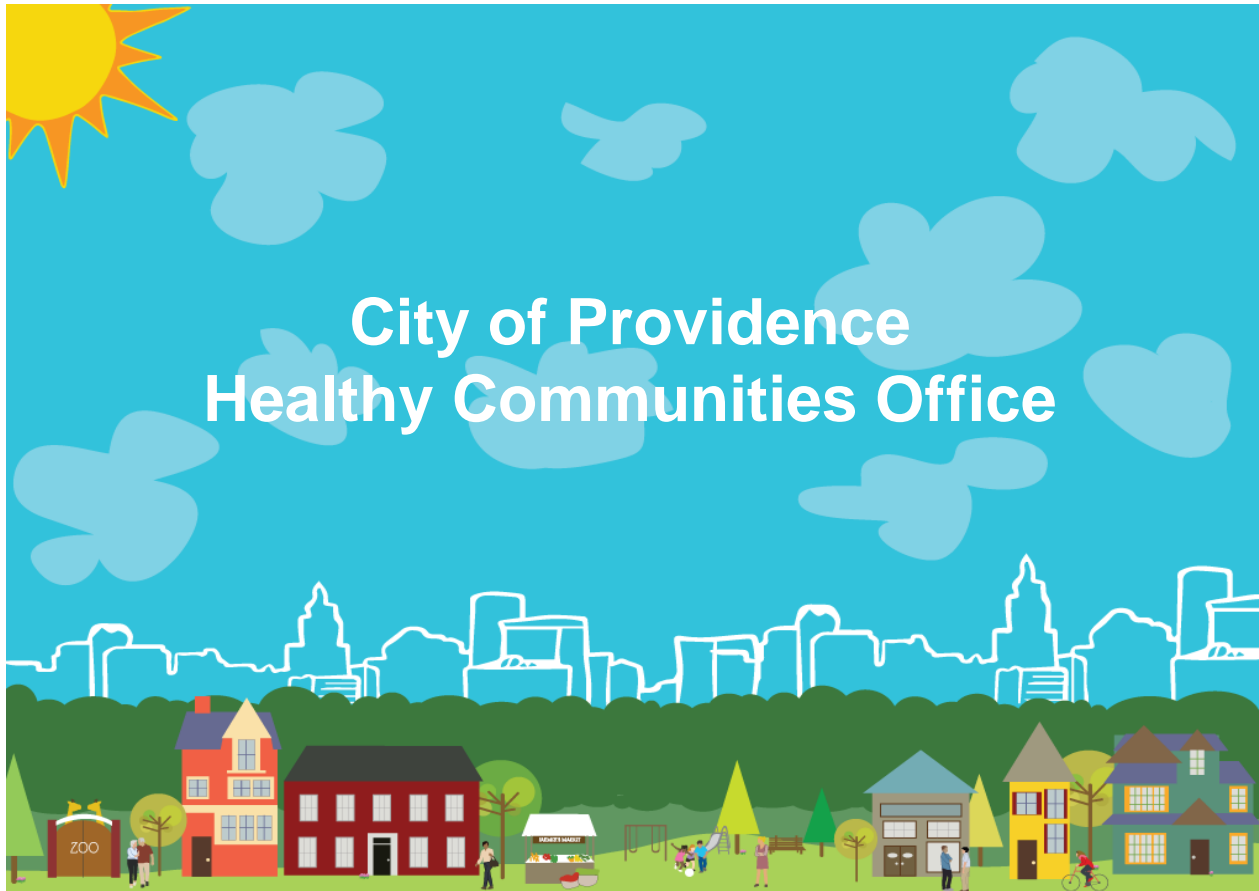
Providence, Rhode Island



Healthy Communities Office
Jorge O. Elorza Mayor | City of Providence



Cities Expanding Health Care Access to Families



Healthy Communities Office

- Established by Executive Order in 2012.
- Facilitators of Change: Public Health Focus
- Work on: Health Care Access, Healthy Food Access, Substance Abuse Prevention, Active Living, and more
- In 2014 received funds through the National League of Cities to work on *Cities Expanding Health Access for Children and Families*
- This is an Atlantic Philanthropies funded three year, three phase initiative. Atlantic funded NLC, and NLC passed through grants to the cities.
- Each city designed and is implementing a city-led outreach and enrollment campaign to enroll eligible but not enrolled kids and families in Medicaid and CHIP.



In Providence...In Rhode Island

HEALTHY COMMUNITIES OFFICE
www.providence.ri.com/health

RHODE ISLAND HEALTH COVERAGE PROJECT

ACT NOW!
Renew your RItE Care

Neighborhood Health Plan of Rhode Island
ID Number: 10000100
Plan: ACCESS
Member: Howard Sample
Primary Care Doctor: Name: Joseph Smith, MD
State Committee Pediatric Association
Phone: (401) 950-9999 (24 hr service)

UnitedHealthcare
Health Plan Number: 911-87726-04
Member ID: 91000-999999999-00
Subscriber: SUBSCRIBER BROWN
Payer ID: 87726
PCP Name: DR. PROVIDER BROWN
PCP Phone: (866)999-9999

OPTUM
PH: DR. PROVIDER BROWN
PH: DR. PROVIDER BROWN

If your family had RItE Care in **2013** you need to renew your Neighborhood or United insurance.

There's a new way to renew and people to help you.

- Renew over the phone:** Call the contact center: 1-855-651-7879. Available Monday - Saturday 8am - 9pm and Sunday Noon - 6pm.
- Renew in person:** Call 2-1-1 or chat at 211RI.org to find an expert (navigator) in your community. Go to the contact center at 70 Royal Little Drive, Providence or call to make an appointment. Go to your local DHS office.
- Renew online:** www.eohhs.ri.gov/renewals
Be sure to call 1-855-651-7879 if you need help when you are online.

Renew Now! Once you get a yellow notice from the state, renew right away. If you got a notice and didn't renew, re-apply now. You don't have to wait for a notice, you can renew now. If you are not sure, call 1-855-651-7879.

The Rhode Island Health Coverage Project is an initiative of The Economic Progress Institute and Rhode Island KIDS COUNT
www.economicprogressri.org/rihealthcoverageproject

For more information contact Azade Perin at the City of Providence Healthy Communities Office
by calling 401-421-7740 Ext. 490

- Medicaid and CHIP are a combined program in RI known as “RItE Care”
- When grant began we faced change with enrollment systems and renewal process threatened to drop 144,000 individuals’ health insurance.
- Needed to think creatively, and define strong partnerships.



Strategies: Healthy Ambassadors



HEALTH RHODE ISLAND
 FAMILY YOUTH CHILDRENGIFT
 STAY COVERED **A** TIME EXCELLMEDICAID
COMMUNITY **C** PREVENTIVE CARE EMPOWER
 THINK HEALTHY **C** BRIGHTER TOMORROW
 BETTER TODAY **C** LIFE SMART
 STRONG
 AFFORDABLE **E** HEALTHY COMMUNITIES
 ENABLE CHOICES
HERO GET **S** HIGH QUALITY CARE
 TOGETHER
SAVE MONEY GOOD **S** SAVE AVOID PENALTIES
 LOW COST NO COST **RITE CARE**



Finding Healthy Heroes

Community Based Outreach: Designed to educate the community about the importance of health care access and to directly facilitate enrollment in community settings. Awareness, reinforcement & sustainability.

School Based Outreach: Embedding efforts to facilitate enrollment throughout the school district by placing application counselors in Registration office, educating nurses and other staff, improving school data collection around health coverage for students, as well as using school as a communications channel to educate families.

Youth Outreach: Hired local youth advocate and performer, Mr. Deep Positivity, to empower youth as Healthy Ambassadors charged with educating their families about health care. Also worked with the city youth employment office to provide information to youth as they apply for their work permit.

Statewide Partnerships: Strengthened cooperation among partners and developed new partnerships with a collective vision supporting a collective message.



Youth Outreach

- Hired Mr. Deep Positivity to empower youth to become Healthy Ambassadors.
- Outreach consisted of presentations in schools and in the community.
 - More than **15,000 youth** have been reached.
 - Call to Action: youth to educate families.
- Healthy Ambassadors are asked to talk to their parents about health care access and ask about whether or not they have health insurance as a family.
- Are You Covered? Art Contest: 139 submission, 14 top winners
- Lessons in understanding children/youth vision related to health care access
- Healthy Heroes Gallery Series: opportunity to engage community at another level







HEALTHY PROVIDENCE

UN PROVIDENCE SALUDABLE



RITE care a fu alcance ALL Year

RITE CARE IS A NO-COST HEALTH INSURANCE FOR CHILDREN AND PARENTS THAT COVERS HOSPITALS AND DOCTOR'S VISITS, PRESCRIPTIONS AND MORE. EVEN IF YOU DON'T QUALIFY, OTHER LOW-COST HEALTH COVERAGE OPTIONS MAY BE AVAILABLE FOR YOUR FAMILY.

RITE care a fu alcance Todo el Año

RITE CARE ES UN SEGURO DE SALUD PARA PADRES Y NIÑOS QUE NO TIENE COSTO. CUBRE VISITAS AL HOSPITAL Y A SU DOCTOR, AL IGUAL QUE LAS MEDICINAS QUE LE SEAN RECETADAS. SI USTED NO CALIFICA EXISTEN OTRAS OPCIONES DE BAJO COSTO QUE PUEDEN ESTAR DISPONIBLES PARA SU FAMILIA.

GET ENROLLED. STAY ENROLLED.

call 211* to find help near you.

INSCRIBETE. MANTEN TU COBERTURA.

llama al 211* para encontrar ayuda cerca de ti.



CITY OF PROVIDENCE
Healthy Communities Office
www.providenceri.com/health



Providence
Schools



InsureKidsNow.gov

“Improving enrollment in Rite Care is a powerful step on the road to boosting health outcomes for children.”

Peter Asen, Director
Healthy Communities Office



Thank You!

Azade Perin
Program Manager
Healthy Communities Office
City of Providence, RI

25 Dorrance Street, Room 111
Providence, RI 02903
401-421-7740 x 5490
aperin@providenceri.com
www.providenceri.com/health



Healthy Communities Office
Jorge O. Elorza Mayor | City of Providence



Building a Culture of Enrollment

- **Teresa Fleming**

Director of Financial Affairs,
Mountain Comprehensive
Health Corporation

Whitesburg, Kentucky



Background

- FQHC founded in 1971
- 5 counties in Southeastern Kentucky
- 22 Clinics, including 16 School Based Clinics
- 260 employees
- Services include: Family, Internal, Pediatrics, OB/GYN, Dental, Pulmonology
- Ancillary Onsite Services at some locations include: Mammography, xray, DEXA, moderate and high complexity laboratories
- Founding Member of Kentucky Primary Care Association
- Founding Member of Kentucky Health Center Network



Embracing Enrollment

- Hired a Kynect Coordinator to begin organizing our project and ensure training.
- Began training for not only designated Kynectors, but also receptionists, administrators, self pay billing staff, financial counselors, and Director of Financial Affairs.
- Educated all staff on overview of program.
- Contacted patients who were eligible based on previous income and family size provided, to do a pre-screening and application if eligible.
- Used the registration form as a pre-screening tool for patients who came in to the clinics, and are not familiar with the Kynect program. Patients who qualified were either signed up on the spot by receptionists, or sent to a Kynector for sign up while waiting to see the provider.
- Kynect signage visible at all locations, and staff were accessible.

Total trained: 27



Covering the Community



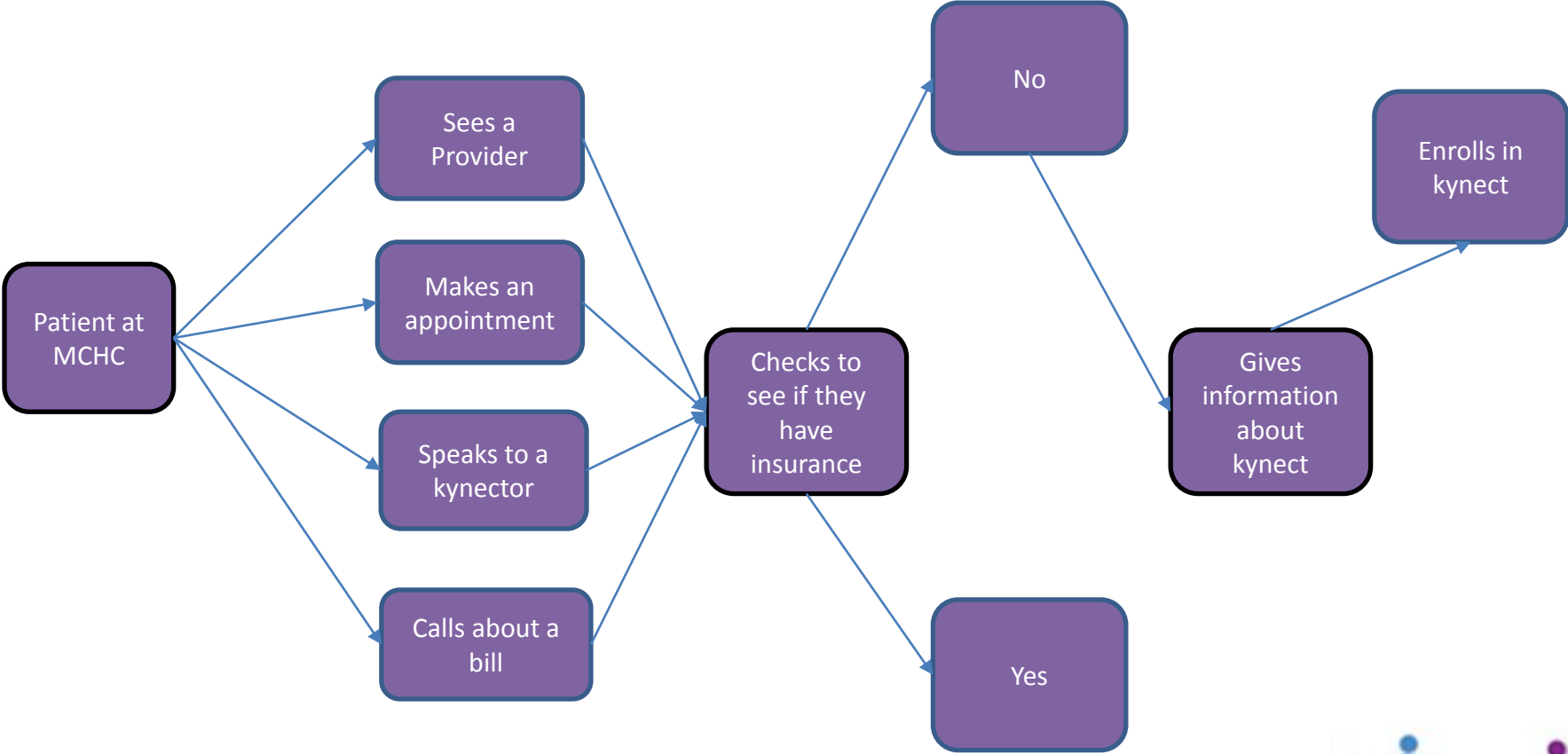
Be available! In person, by phone—we signed up people and received referrals from other areas because of this. Word of mouth was a substantial factor in success of our Kynect model.

Advertising - Radio, social media (especially Facebook), TV (local government & school channels), billboards, clinic signage, newspaper articles

Build staff capacity - Ensured that staff was available at all locations at all times to handle influx of patients

Outreach events - Libraries, courthouses, local businesses, festivals, create your own! Kynect Sunday Social

MCHC Workflow



[InsureKidsNow.gov](https://www.insurekidsnow.gov)



Kentucky's New Health Insurance Marketplace (kynect) and the New MAGI Medicaid.

From October 1, 2013 to March 31, 2014, you can go online on Kentucky's Health Insurance Marketplace where you can compare and purchase Health Insurance. By using Kynect you may be eligible for payment assistance to help cover the cost of coverage for you and your family.

What is the health benefit exchange?

A health benefit exchange is an organized marketplace for individuals and employees of small businesses to shop for health insurance based on price and quality. Kynect is run by the Office of Kentucky Health Benefit Exchange within the Cabinet for Health and Family Services. Federal law requires each state to have an online health insurance marketplace to ensure that all Americans have access to quality healthcare.

Medicaid Expansion

The Medicaid expansion provision of the Affordable Care Act requires states to expand Medicaid to cover all non-elderly residents with incomes up to 138% FPL starting Jan. 1, 2014.

Individuals will no longer need to meet both income and other medical or categorical requirements (e.g., children, disabled, etc.) to be eligible for Medicaid. The expansion will enable childless adults (ages 19-64) to get Medicaid. Depending on household size and income you may be eligible for the new MAGI Medicaid. If you fall below the 138% FPL (Federal Poverty Level) then you are eligible for the new MAGI Medicaid.

www.mchcky.com

MORE INFO >

What happens if I don't have health insurance?

Beginning January 2014, most Americans will be required to have health insurance or pay a penalty. By using Kynect, you may be eligible for payment assistance to help cover the costs of coverage for you and your family. Kynect will also check to see if you are eligible for programs like Medicaid or the Kentucky Children's Health Insurance Program.

Choose the health insurance option that fits your needs

The Kynect Marketplace is a new way to find health coverage that fits your budget and meets your needs. With one application, you can see all your options and enroll. Every health insurance plan in the new Marketplace will offer essential health benefits, including doctor visits, preventive care, hospitalization, prescriptions, and more. You can compare plans based on price, benefits, quality, and other features important to you before you make a choice.

What if I don't qualify for the MAGI Medicaid?

If you're not eligible for the MAGI Medicaid you still may be eligible for help with your health insurance. Through kynect you may be eligible for things like APTC (advanced premium tax credit) or CSR (cost sharing reductions) which basically means the government will give you money to help pay your premiums. The APTC and CSR will automatically be applied to reduce your monthly premium. MCHC will be your community resource for your questions about Medicaid expansion and the new health insurance exchange known as Kynect, and MCHC will also provide in person assistance that will help you every step of the way.

For additional information you can go onto the Kynect website:

www.kynect.ky.gov

You can also speak to one of our four outreach enrollment specialists (kynectors)

- Zach Sturgill - Letcher - 606-634-5180
- Malinda Sexton - Letcher / Perry - 606-634-8613
- Patricia Noe - Harlan - 606-505-0880
- Marilyn Begley - Owsley / Buckhorn - 606-493-5900

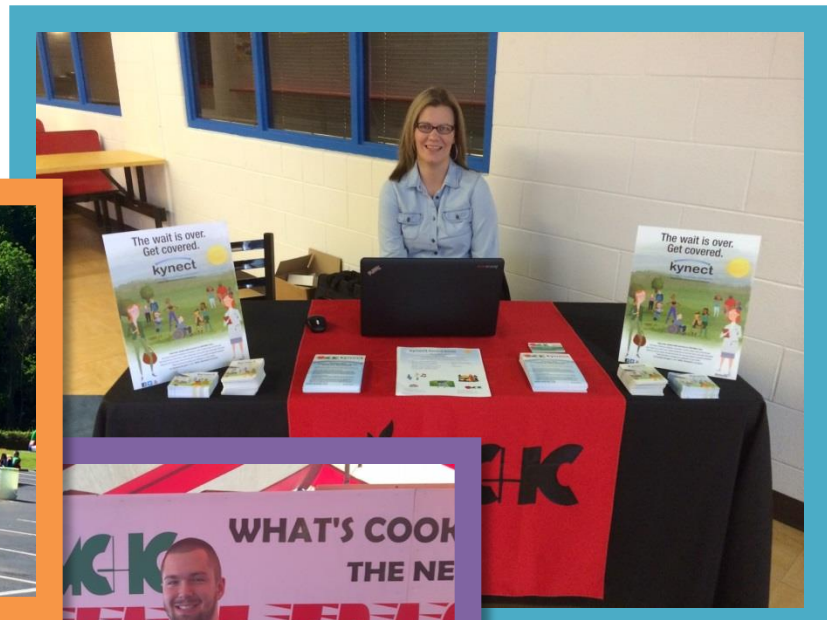


Find us on facebook.



606-633-4871 • www.mchcky.com





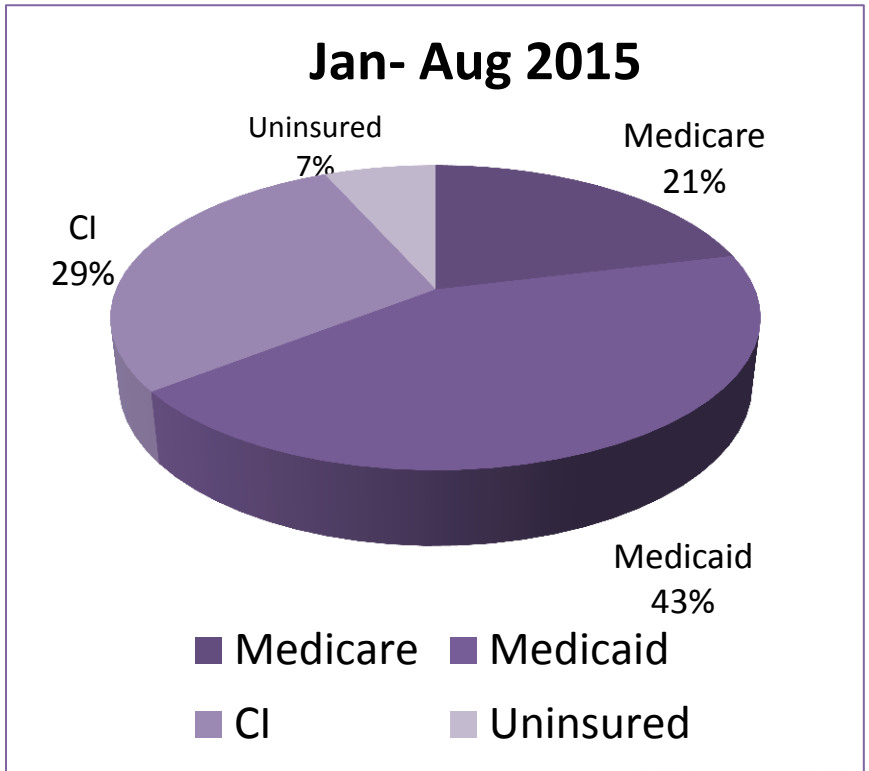
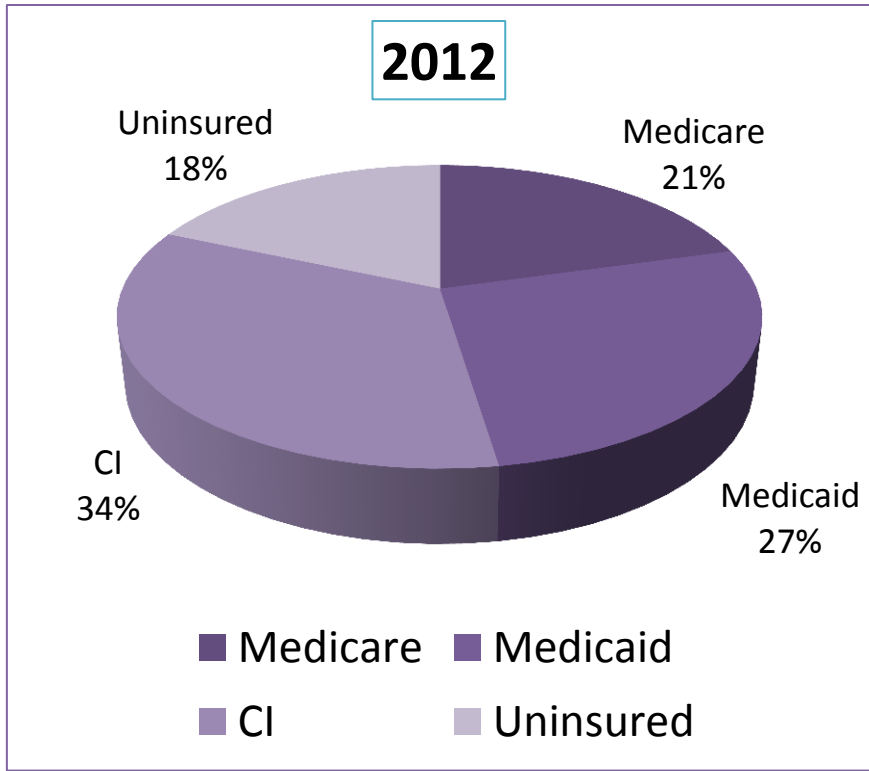
Lessons Learned

- Make sure no one falls through the cracks. (If front end staff misses a patient who is eligible, billing staff are trained as Kynectors to recognize eligibility and can contact and enroll if patient is interested)
- Do as many outreach events as you can, even create some events and advertise them in advance.
- Make sure there is someone available to do Kynect at anytime, so patients can get in and get out.
- Train billers and receptionists and inform all staff on basic information on Kynect—the more correct information out there the better.
- Check all self pay patients to see if they are eligible.
- Have information handy for all staff just in case someone has a question.
- Talk it up—employers, social media—and have information everywhere!
- Remind patients to tell anyone they know who may have lost their job, or have had a life changing event.
- Word of mouth can be your best friend, or your worst enemy, so make sure everyone has a positive experience.



Results

Since October 1st 2013- Present
Assisted: **14,591**
Estimated Enrolled: **9,574**



CI = commercial insurance



Thank You!

Teresa Fleming
Director of Financial Affairs
tfleming@mtncomp.org

Zach Sturgill
Kynect & Outreach and Enrollment
Coordinator
zsturgill@mtncomp.org





Connecting Kids to Coverage Campaign Resources

Customizable Print Materials

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos.

Please Note: You may request these changes on all customizable materials.

Your program name(s)

Your state's annual income eligibility limit for a family/household of four

Your website and/or phone number

Up to two logos

Available in English and Spanish

Some available in Chinese, Korean, Vietnamese, Hmong and more.

An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health coverage for kids and teens. Children can get regular check-ups, immunizations, doctor and dental visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,700 a year or more may qualify.

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

visit HealthCare.gov to learn more about affordable health coverage for your family.

LOGO 1 LOGO 2

High Insurance Initiatives

SOY JOVEN, PERO NO NACÍ AYER

Reconozco una cosa buena cuando la veo, como la cobertura de salud a través de Medicaid y CHIP. Y yo estoy aquí para hablar sobre esto. Es a bajo costo o gratis para los niños y adolescentes de hasta 19 años de edad. Nosotros podemos obtener chequeos regulares, vacunas, visitas al doctor y al dentista, atención hospitalaria, servicios de salud mental, recetas y más. Y los niños en una familia de cuatro que ganan hasta \$47,700 al año o más pueden calificar.

Se puede inscribir cualquier día del año, pero ¿por qué posponerlo cuando puede proteger hoy a su familia (y a sus finanzas)?

An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dental visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,700 a year or more may qualify.

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

visit HealthCare.gov to learn more about affordable health coverage for your family.

LOGO 1 LOGO 2

High Insurance Initiatives



With health insurance, they'll be ready for whatever the school year brings.

Kids who have health coverage are better prepared to do well in school and succeed in life. 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 \$47,700 a year or more may qualify.

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

Visit HealthCare.gov to learn more about affordable health coverage for your family.



Flyers, Posters and Palmcards

I'M YOUNG, BUT I WASN'T BORN YESTERDAY.

I know a good thing when I see it—like health coverage through Medicaid and CHIP. And I'm here to talk it up. It's low-cost or free for children and teens up to age 19. Us kids can get regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. And kids in a family of four earning up to \$47,700 a year or more may qualify.

You can enroll any day of the year, but why put it off when you can protect your family (and your finances) today?

To learn more about affordable health coverage for your family, visit HealthCare.gov or call 1-877-KIDS-NOW.

Health coverage for teens who just want to have fun

Now your teens can have fun and get the health care they need. Medicaid and CHIP offer free or low-cost health insurance for children and teens up to age 19. That means check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more are covered. Children and teens in a family of four earning up to \$47,700 a year or more may qualify.

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

Visit HealthCare.gov to learn more about affordable health coverage for your family.



Social Media Resources

- Web banners and buttons
- Social Media Graphics
- Language for Facebook and Twitter posts



URL: <http://www.insurekidsnow.gov/professionals/index.html>



InsureKidsNow.gov

Live Read Radio Scripts

- Live read PSA scripts are available for local radio on-air personalities to inform their listeners about Medicaid and CHIP enrollment
 - :15 radio PSA script in English and Spanish
 - :30 radio PSA script in English and Spanish
 - :60 radio PSA script in English and Spanish

URL: insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html



Outreach and Enrollment Best Practices



- All webinars available online

<http://www.insurekidsnow.gov/professionals/webinars/index.html>

- Outreach Video Library

http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html



InsureKidsNow.gov

Keep in Touch With the CKC Campaign!

- Sign up for eNewsletters here:
public.govdelivery.com/accounts/USCMS/subscriber/new
- Follow the Campaign:
 - Twitter: [@IKNGov](https://twitter.com/IKNGov)





Questions & Answers



Thanks!