



# Connecting Students to Coverage This Back-to-School Season

June 6, 2018

2:00 p.m. ET



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# Agenda

- Overview and Introductions
- Engaging Families in the Care and Development of their Children
- Utilizing a Grassroots Approach to Establish Sustainable Enrollment and Retention
- Partnering with Schools and Educators to Enroll Students in Medicaid & CHIP
- School-Based Outreach and Enrollment Toolkit
- Campaign Back-to-School Resources
- Questions and Answers



# Engaging Families in the Care and Development of their Children

**Evelyn Mercado**

Community Programs Manager

HOPES CAP, Inc.

ESTD.  
1964



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## About HOPES CAP, Inc.

- HOPES has been serving primarily low-income individuals and families for over 53 years.
- The mission of HOPES is to provide services that respond to the social, educational and training needs of individuals in an effort to overcome barriers and fight the causes of poverty.
- HOPES empowers people of all ages: more than 1,000 children from birth to 5-years-old for school readiness, and over 3,000 youth, adults, and seniors towards economic self-sufficiency.



# Connecting Students to Coverage

- Partner with uniform stores in school districts requiring them.
- Partner with school supply stores- Staples, Walmart, Target, etc.
- Be active with Parents' Nights and Back-to-School events.
- Partner with local recreation departments.
- Partner with Board of Educations in all districts.
- Sponsor a Back-to-School Event – giveaway school items.



# Community Outreach Strategies



- Partner with Board of Social Services to promote the work HOPES does-makes it easier for them.
- Bilingual staff will continue participating in health events and other social services events in all districts HOPES serves.
- Conduct 3 events during the summer to conduct enrollment.



# Some Tips and Best Practices

- Hire bilingual staff to conduct outreach and enrollment according to the need in your community.
- Have staff travel with laptops, portable printers and Wi-Fi to offsite locations.



- Always follow-up with families after 2 weeks and continuously thereafter to ensure satisfaction and/or to find out if they received any decision in the mail regarding their application.
- Assure families you will assist by advocating on their behalf.



# Partnerships

Partnerships are key for growth. Current partners include:

- Board of Education
- Board of Social Services
- Local Public Housing Authorities
- Division of Child Protection and Permanency
- All County Offices
- Legislators





# Resources and Tools

- Website: <https://www.hopes.org/youth-services>
- Phone: 1-855-OKHOPES x 1302





# Thank You!

**Evelyn Mercado**

[emercado@hopes.org](mailto:emercado@hopes.org)

1-855-OKHOPES x1302

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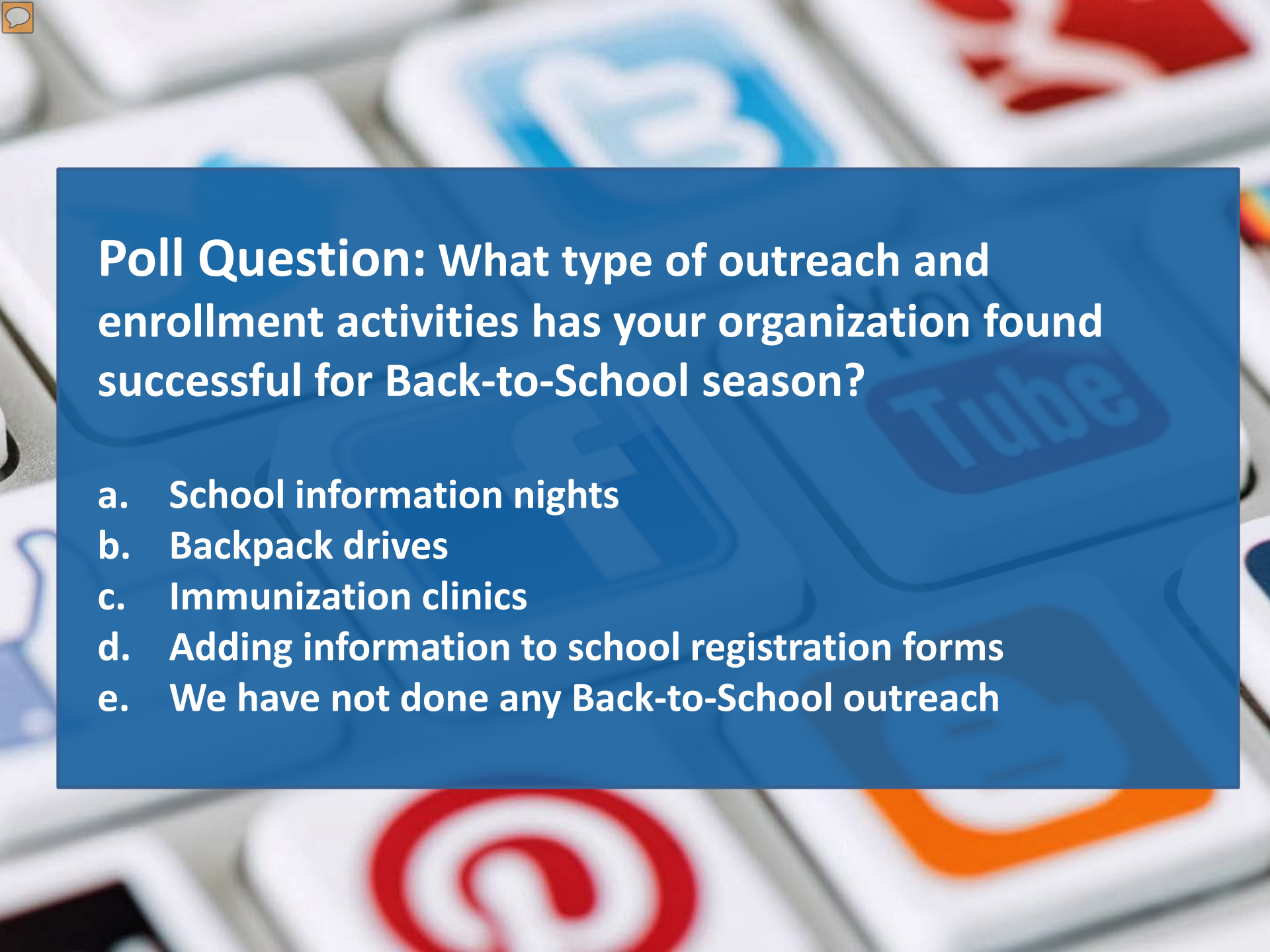


Empowering people.  
Strengthening Communities.  
Inspiring innovation.

For more information please visit: [www.hopes.org/](http://www.hopes.org/)



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**Poll Question: What type of outreach and enrollment activities has your organization found successful for Back-to-School season?**

- a. School information nights**
- b. Backpack drives**
- c. Immunization clinics**
- d. Adding information to school registration forms**
- e. We have not done any Back-to-School outreach**

# Utilizing a Grassroots Approach to Establish a Sustainable Enrollment and Retention

**Jodi Ray, M.A.**

Instructor Program Director

Florida Covering Kids & Families  
(FL-CKF)

florida  
covering kids<sup>™</sup>  
& families



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# Why Florida Covering Kids and Families is Unique

- It is the only statewide organization in Florida that works with multiple federal, state, non-profit, and private organizations to address the problem of uninsured children.
- The Statewide Covering Kids and Families Coalition serves as a center for all participating organizations to convene in an open forum on behalf of uninsured children.
- The Coalition plays a crucial role in educating state agency staff, state and national lawmakers, and the public about the importance of health care access for children through publicly subsidized health insurance.



# The Florida Covering Kids and Families Program Overview

Program activities include:

- Providing enrollment and retention assistance.
- Distributing applications and outreach materials to community partners throughout the state.
- Developing business partnerships and administering press conferences and enrollment fairs to increase awareness of Florida KidCare programs.
- Training and organizing local coalitions to increase Florida KidCare enrollment and retention statewide.
- Employing the assets and resources of the Florida Covering Kids & Families State Coalition to identify and enroll underserved populations.



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# The Problem

Approximately 3.3 million children in the United States are uninsured.

More than 283,000 children under age 19 in Florida are uninsured.

Most don't have to be.



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# 2017 Back-to-School Season Success

In 2017, there were **346 events** held statewide over 18 weeks.

2017 Statewide Events by Week		
Week	Dates	Events
<b>Week 1:</b>	July 1-7	6
<b>Week 2:</b>	July 8-14	12
<b>Week 3:</b>	July 15-21	23
<b>Week 4:</b>	July 22-28	45
<b>Week 5:</b>	July 29 - Aug 4	57
<b>Week 6:</b>	Aug 5-11	61
<b>Week 7:</b>	Aug 12-18	29
<b>Week 8:</b>	Aug 19-25	24
<b>Week 9:</b>	Aug 26 - Sept 1	9
<b>Week 10:</b>	Sept 2-8	1
<b>Week 11:</b>	Sept 9-15	8
<b>Week 12:</b>	Sept 16-22	15
<b>Week 13:</b>	Sept 23-29	22
<b>Week 14:</b>	Sept 30 - Oct 6	8
<b>Week 15:</b>	Oct 7-13	8
<b>Week 16:</b>	Oct 14-20	5
<b>Week 17:</b>	Oct 21-27	7
<b>Week 18:</b>	Oct 27-31	6
<b>Total</b>		<b>346</b>





# 2017 Back-to-School Season: Media Coverage of Events

## 2017 Media Market Event Totals

Market	Events
Panama City	31
Pensacola	19
Miami	99
Palm Beach	37
Tallahassee	3
Ft. Myers	45
Tampa	95
Orlando	12
Jacksonville	5
Gainesville	0
Total	346



# Evaluation of Medicaid & CHIP Applications

	CHIP applications submitted	Medicaid applications submitted
<b>July 2017</b>	38	524
<b>August 2017</b>	21	454
<b>September 2017</b>	37	322
<b>October 2017</b>	36	501



# 2017 Back-to-School Activities

Examples of Activities:

- KidzFest (Hernando)
- FUN Day @ Play, Learn, and Grow Summer Camp (Escambia)
- 10<sup>th</sup> Annual No Child Without Healthcare Fair (Okaloosa)
- Good Start Back-to-School Bash 2017 (Gadsden)
- Putting Kids First Back-to-School Bash (Palm Beach)
- Health Ready Fest (Bay)
- Live Oaks Baptist Back-to-School (Washington)
- Little Haiti Cultural Center Health Fair (Miami-Dade)
- HopeFest Backpack Giveaway (Pasco)
- Community and School Awareness (Hardee)



# Business Outreach



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# 2018 Back-to-School Season Planned Outreach Activities

- Media Engagement
  - Identify key spokespersons
- Attend Events
- Expand Business Partnerships
  - Back-to-School is a great time to make those connections with all the events occurring.
- Coordinate with Florida Healthy Kids and Medicaid program for 4 Press/Enrollment events in targeted areas around the state.
- Coordinate with partners around the state to ensure outreach presence at all Back-to-School events.
- Provide training to community partners in preparation for Back-to-School season (i.e., resources, plans, strategies).



# Priorities for Successful Outreach in Florida

- Outreach is results driven and connected to actual enrollment
- Partners use sound data demonstrating connection
- Partners share best practices and lessons learned for potential replication



# Outreach and Partnership Opportunities

- Successful partners from previous enrollment and outreach efforts
- Faith communities and faith-based organizations
- Other state and local government officials
- Health providers and organizations
- School principals and superintendents
- Universities and ESL course providers
- Utility providers
- Local businesses
- Tenant associations
- Head Start programs
- Cooperative extension programs
- Community health centers
- Ethnic, cultural and community development organizations
- Current partners that you work with on other programs
- Social service organizations
- Health advocates
- School counselors and social workers
- School nurses and coaches
- Community centers
- Hospital emergency rooms and health clinics
- Ethnic grocery stores
- Public libraries
- Pre-kindergarten programs and child care centers
- Local 211 information centers
- Groups that provide direct health services, especially to parents and guardians
- Media organizations with deep community involvement (including ethnic and cultural community papers)



# Example of Outreach Plan

Tactical Category	Action	Resources	Status Report
Events	Host a 20-minute lunchtime brown bag webinar for PTA members where parents can learn about the Florida KidCare program available to them	<ul style="list-style-type: none"><li>• PTA Support</li><li>• Florida KidCare Overview PPT</li><li>• Webinar Service &amp; Tool</li></ul>	07/01/2017 Confirmed with ABC High School PTA 08/01/2017 webinar at Noon







# Thank You!

Jodi A. Ray, M.A.

Florida Covering Kids & Families

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florida  
covering kids<sup>™</sup>  
& families

Website: [www.floridacoveringkidsandfamilies.health.usf.edu](http://www.floridacoveringkidsandfamilies.health.usf.edu)

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



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**Poll Question: Which groups does your organization engage with for Back-to-School outreach?**

- a. Parents/caretakers
- b. School administrators
- c. School nurses
- d. Teachers and coaches
- f. Local media



# Happy, Healthy and Ready to Learn: Insure All Children

**A School-Based Child Health Outreach and Enrollment Toolkit**

**Rebecca Shaw**  
Project Coordinator  
Children's Programs Department  
AASA, The School Superintendents Association



**InsureKidsNow.gov**

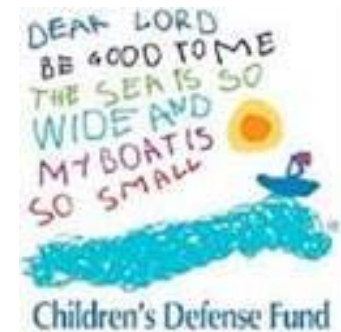
# AASA State Affiliates

- AASA's 13,000 membership is largely superintendents, but also includes other key administrators, school board members, scholars, and researchers.
- AASA has **7 regions** and **49 chartered state affiliates** enabling us to reach every school district in the country.
- Learn More: <http://www.aasa.org/content.aspx?id=23878>



# Our Partnership

- Children's Defense Fund (CDF) and AASA have long recognized the critical importance of access to high-quality health care to student achievement.
- Since 2011, the two organizations have worked with **15 school districts** to identify and enroll eligible children in Medicaid and CHIP in school districts with some of the largest numbers of uninsured children.
- CDF and AASA's work with health insurance focuses on
  - Systemic change
  - Capacity building
  - Sustainability





# Children's Defense Fund State Offices

- During this initiative we worked closely with the following state offices: **CDF-Texas** and **CDF-California**.
- These state offices provide on-the-ground technical assistance, such as guiding uninsured students and their families through the health insurance enrollment process.



# Why is this work important for schools?

Children enrolled in Medicaid miss fewer classes and perform better in school than those uninsured.



#InsureAllChildren

DEAR LORD  
BE GOOD TO ME  
THE SEA IS SO  
WIDE AND  
MY BOAT IS  
SO SMALL  
Children's Defense Fund

**AASA**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION



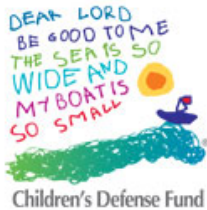
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# Our Strategy

It's a simple question:



**Does your child have  
health insurance?**



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### Does Your Child Have Health Insurance?

- Yes    No    I don't know

If you checked “No,” your child may be eligible for free or low-cost health insurance through Medicaid or CHIP.

- Please check this box to get more information or assistance in obtaining health insurance for your child(ren).
- I would like assistance with renewing my child's health insurance.

I consent to (*School District/Community Health Enrollment Partners*) contacting me with more information.

Parent/Guardian Signature \_\_\_\_\_ Phone: \_\_\_\_\_

Date: \_\_\_\_\_



Does your child have health insurance?

For the full toolkit go to: [www.InsureAllChildren.org](http://www.InsureAllChildren.org)



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# Our Partnership



# www.InsureAllChildren.org



Does your child have health insurance?

About Vision Build Identify Reach Enroll Sustain Engage Download the Toolkit

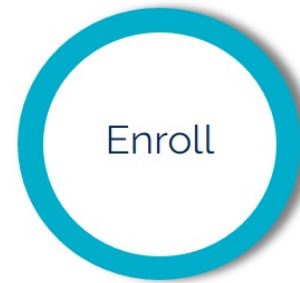
## Happy, Healthy, and Ready to Learn! #InsureAllChildren

Schools are in a unique position to identify and connect eligible children to health insurance. Our goal in offering this toolkit is to provide school and community leaders and parents and child advocates with a framework to build community support for connecting children to health insurance through schools and to provide the practical steps schools need to take to implement a successful and sustainable campaign. This toolkit sets the stage for school districts to partner with community agencies to identify and enroll eligible students in health insurance through a proven strategy in a simple, routine and cost effective way. **When we insure our children, we ensure our future.** Asking this simple question, **"Does your child have health insurance?"** on important annual school forms, is central to ensuring all children in your school district are happy, healthy and ready to learn.

Make sure to visit the Toolkit User's Guide as you get started.



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# District Team Self-Assessment - School-Based Child Health Outreach and Enrollment

Directions: For each question below, think about your school district and answer the questions below. Check RED if you haven't begun work, YELLOW if you have started work, and GREEN if key elements are in place. This self-assessment can be printed and referenced as you and your team work to enroll students in children's health insurance.

First:  Last:  Email:  Zip Code:  School District:

<b>Be sure to answer all the questions by checking the RED, YELLOW or GREEN circles. All questions need to be answered in order to successfully submit the assessment. You will receive an error message if incomplete.</b>	Key Elements Not In Place	Room for Improvement	Key Elements In Place
Have you estimated the number of uninsured children in your county and school district?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you have the support of the Superintendent and school districts leaders?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you have a project leader and interdisciplinary team chosen for children's health insurance enrollment work?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have you added the health insurance question to annual student enrollment forms?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has a system been established for obtaining written consent from parents to allow data sharing?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you know the healthcare marketplace open enrollment dates and have you planned enrollment events for school health fairs and parent meetings?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# Build Your Team



## Why

**Why Build a Team?** As a district or school, you have decided to address the challenge of children without health insurance. The next steps are to 1) build a team; 2) identify uninsured children; 3) add a health insurance question to your annual forms; 4) enroll students and/or develop partnerships to enroll students; and 5) develop a plan for sustainability and evaluation of your effort.

It's important to build a team of those:

- Who have the authority to make decisions or systems changes;
- Whose function in the school district is related to health and wellness;
- Who have strong connections to parents and community agencies; and
- Who can affect school and district policies.

## Who

**Who Should Be on the Team?** Critical to the foundation of the CDF/AASA proven strategy are the superintendent, the district information technology lead and the district's coordinator or director of school health.

The buy-in and engagement of the superintendent will facilitate implementation, compliance and replication of the health insurance initiative. The superintendency is a bully pulpit in your community. It provides an important platform from which to advocate an agenda that healthy children are better learners, so schools have a role in identifying students without health insurance and helping them obtain coverage. The superintendent represents your team's vision for healthy children and can engender support throughout the community.

## How

### How Do You Build Successful Teams?

**Successful teams regularly reassess to ensure they have the right internal and external mix of people, partnerships, potential and power.** They call on their networking skills to get to know "who's in the room" at meetings and conferences, who can be engaged and to whom the team should communicate progress or project needs.

**Successful teams are not only diverse in terms of areas of expertise or influence, but they need to continually seek to educate and expose others in the district and community to enrollment efforts.** Teams can broaden their membership to include community businesses, local and state political representatives, and district union representatives which may prove beneficial for action planning and sustainability.

[More](#)

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## How

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Successful teams keep things simple and piggyback on systems already in place. Teams need to identify the appropriate routine district forms where a question about a child's health insurance can be added. *The school enrollment form is where CDF and AASA recommend school districts begin, but the school enrollment form may not be an annual form in every district.* In some school districts, the emergency contact form, the student health card, or another form is required annually at the start of the year. [Learn more about adding the health insurance question to key school forms.](#)

Successful teams track data and measure outcomes to evaluate what's working and what is not. Teams need to develop strong strategic work and sustainability plans right from the start to guide their efforts. Sustainability plans help teams set goals and establish guidelines for achieving and measuring the impact of their activities. Within a sustainability plan, districts should incorporate action plans that will drive implementation for the initiative and capture school district successes, challenges and lessons learned. CDF and AASA encourage action planning because successful teams have a plan — and a back-up plan or two.

Successful teams ask questions, take educated risks and are not afraid to modify their plan or their team's composition.



### District Spotlight: Building Successful Teams

#### Mountain View School District, El Monte, California

The Mountain View School District in El Monte, CA, creatively built a multi-disciplinary team that included the superintendent, school board members, key school administrators, school nurses, school office managers, community liaisons and health clerks. To build community, establish need, and get buy-in, the district brought key team members "on board" a "Gilligan's Island" themed-tour of their community. The "crew" boarded a bus for their "three-hour tour," which took them to visit several local health clinics serving children and families in the El Monte community. At each site, the school district team learned about the great need in their community for assistance with health insurance enrollment, as well as the myriad of services offered to their students. The strongly motivated team then developed a seamless referral process to guarantee that all uninsured children in the district would be connected to the enrollment assistance needed.



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# Stories from Local Districts

## Story

In the Edinburg Consolidated Independent School District in Edinburg, TX the story of a 12-year-old with a pre-existing health problem and no insurance captures the heartbreak and limitations for children without access to health care. With a debilitating heart condition, Evelyn could not participate in any physical activities and often ended up in the nurse's office suffering from shortness of breath. The nurse urged Evelyn's mother to take her to a heart specialist. But her mother, even with a full time job, could not support her family and afford the doctor's fees. Through the school's health enrollment outreach efforts, the school nurse referred Evelyn and her mother to an outreach worker who successfully helped them navigate the health insurance application process. Weeks later, Evelyn had open-heart surgery to replace a faulty valve. Now Evelyn's mother has become an ambassador for the school's enrollment efforts and has become more involved with her daughter's education.



***Edinburg CISD, Texas***

## Story

Martin arrived in Compton, California as an unaccompanied minor without health insurance. His nomadic journey across America included violence, poverty and separation from his mother and siblings. When Martin enrolled in the Compton Unified School District, a staff member connected him to a social worker. As an unaccompanied minor, the district provided gift cards for clothes and food, helped him get eyeglasses and health insurance. With his new insurance, Martin was able to receive the therapy he needed to address the trauma from the violence and his multiple relocations. He credits his successful graduation from high school with honors and admission into 11 universities to the support he received from the school district. Martin is now following his dream of becoming a college graduate and creating a better life for himself and his family.



***Compton USD, California***



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# Join the Conversation!

## #InsureAllChildren



**“We want children to be well every day so we are looking at policy and practices that support keeping our children in school. Healthier students are better learners.”**

– Nurse Manager Gwen Johnson, Houston ISD, Texas



When we insure our children, we ensure our future. Asking the simple question, “Does your child have health insurance?” on important school forms, is central to ensuring all children in your school district are happy, healthy and ready to learn! You can help spread the word in your community, state and across the nation by using #InsureAllChildren in your social media conversations. We invite you to join @childdefender and @AASAHQ as we help school districts across the country connect children with the health insurance they need to survive and thrive. Please find messaging and other content to share with your community in the #InsureAllChildren social media guide.

Together we can make sure all children are happy, healthy and read to learn. Let's #InsureAllChildren



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**Thank you!**



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**Poll Question: If local media has covered your Back-to-School activities, what kind of media was it?**

- a. School or community newsletter
- b. Op-ed/Letter to the Editor
- c. Radio Segment
- d. TV Interview
- e. Online Story

# The School-Based Outreach and Enrollment Toolkit



Connecting Kids to Coverage National Campaign  
*School-Based Outreach and Enrollment Toolkit*

**Laura Cavello**

*On Behalf of CMS and*

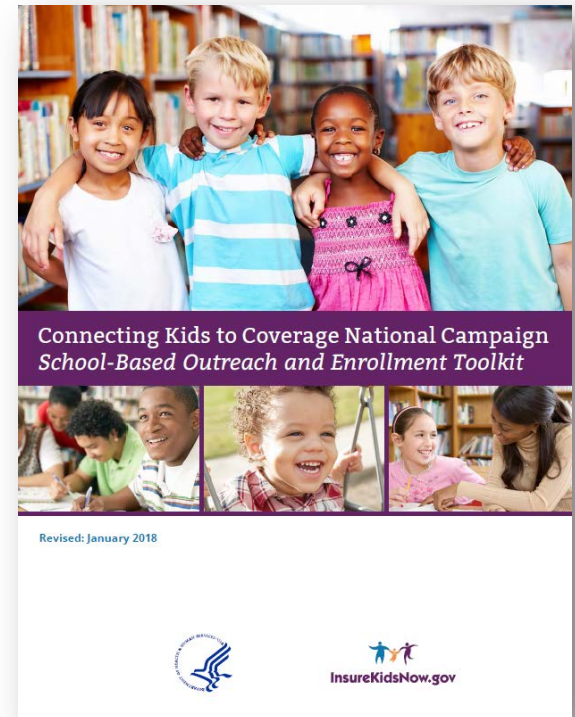
*The Connecting Kids to Coverage National Campaign*



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# School-Based Outreach and Enrollment Toolkit

- Your guide to partnering with schools to enroll children in Medicaid and CHIP, with helpful tips and best practices on how to:
  - Connect with your school community
  - Build sustainable outreach and enrollment practices in schools
  - Leverage school communication channels
  - Develop key messages and customize creative assets
  - Evaluate progress and report success



**Download the Toolkit here: [go.cms.gov/back2school](https://go.cms.gov/back2school)**

# School-Based Outreach and Enrollment Toolkit

The Toolkit also features ready-to-use tools like message guides, templates, and resource links.

## Templates include:

- Newsletter and website copy
- Press release and media advisory
- Radio PSA scripts
- Outreach calendar

### Template Communications

#### Newsletters and Websites

*Newsletter text (for community newsletters and bulletins, eBlasts, blogs, etc.)*

Having health insurance is critical for our children to thrive at school and in life. In fact, children with health coverage are more likely to complete high school and graduate college compared with their peers who don't have access to care.<sup>2</sup> Fortunately, there are free and low-cost health insurance options available through [\[Medicaid and the Children's Health Insurance Program \(CHIP\)\]](#). These programs cover a broad set of benefits, including doctor visits, dental care, immunizations, prescriptions, mental health services, and more. You can have a regular doctor for your child and be protected from unexpected accidents and illness. [\[Medicaid and CHIP\]](#) is quality health insurance for working families — children and teens in a family of 4 earning up to [\[\\$XX,XXX\\*\]](#) a year may qualify. And don't forget, if your child is already enrolled in these programs, it's important to renew their coverage every year so they can get the care they need when they need it. Here in [\[COMMUNITY\]](#), you can get in-person help signing up or renewing your coverage from [\[ORGANIZATION NAME\]](#). Just visit [\[XXX.COM\]](#) or call [\[XXX-XXX-XXXX\]](#). Get your children the health coverage they deserve and have one less thing to worry about.

#### Website blurb

From cold and flu season to playground injuries, having kids means expecting the unexpected. Make sure they have the health insurance they need to stay healthy and safe. Free and low-cost coverage is available through [\[Medicaid and the Children's Health Insurance Program \(CHIP\)\]](#). These programs cover a broad set of benefits, including regular doctor visits, dental care, immunizations, prescriptions, mental health services, and more. A family of 4 earning up to [\[\\$XX,XXX\]](#) a year may qualify. You can get in-person help applying, too; just visit [\[XXX.COM\]](#) or call [\[XXX-XXX-XXXX\]](#). Get your children and teens covered today.

#### Social Media Posts

Customize posts with your state program name and information where applicable and don't forget to link to your website where it says [\[WEBSITE LINK\]](#). The Campaign offers a library of social media graphics for Facebook and Twitter that you can add to posts. The posts that follow are a sampling of available graphics; view the full library [here](#).

\*Your state's income limit for a family of four at 200% of the Federal Poverty Level (FPL). To find the annual FPL figure, visit ASPE Poverty Guidelines. To find the specific FPL guidelines for your state, click here or contact your state's Medicaid or CHIP program for information. Note: The income level figure will change from year to year based on the annual release of FPL guidelines.

2 Cohodes, S. et al. (2014). The Effect of Child Health Insurance Access on Schooling: Evidence from Public Insurance Expansions. No. w20178. National Bureau of Economic Research.

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School-Based Outreach and Enrollment Toolkit 21

Download the Toolkit here: [go.cms.gov/back2school](https://go.cms.gov/back2school)



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# School-Based Outreach and Enrollment Toolkit

The Toolkit offers many **Back-to-School social media graphics** for **Facebook** and **Twitter**. Share them on your channels – or work with partners – to reach the community!

## Facebook Posts



Healthy kids are better prepared to do well in school! Get the lowdown on how to get free or low-cost health coverage for your school superstar: [\[WEBSITE LINK\]](#) #Enroll365 #GetCovered

Image:  
<https://www.insurekidsnow.gov/downloads/library/online/facebookimage-kidshaveaword-english.png>



Check health coverage off of your back to school list. Enrollment is year-round so get covered now and get your children's check-ups, immunizations, and dental visits! #Enroll365 [\[WEBSITE LINK\]](#)

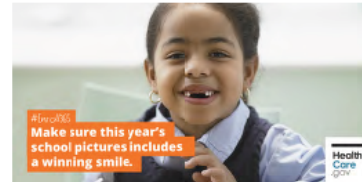
Image:  
<https://www.insurekidsnow.gov/downloads/library/online/facebookimage-annualphysical-english.png>

## Twitter Posts



With #Medicaid & #CHIP, kids health will be covered—one less thing to worry about. #Enroll365 [\[WEBSITE LINK\]](#)

Image:  
<https://www.insurekidsnow.gov/downloads/library/online/twittergraphic-muddykidsblue-english.png>



#Medicaid & #CHIP cover shots, dentist visits, & more—another reason to smile! #Enroll365 [\[WEBSITE LINK\]](#)

Image:  
<https://www.insurekidsnow.gov/downloads/library/online/enroll356-smile-tw-png>

Download the Toolkit here: [go.cms.gov/back2school](https://go.cms.gov/back2school)



InsureKidsNow.gov



# Preparing for Back-to-School Outreach and Designing Your Approach

## Connect with Your School Community

- Identify school partners and get to know key players

## Build Sustainable Outreach and Enrollment Practices

- Embed enrollment in school activities

## Leverage School Communications Channels

- Newsletters, Websites, Phone Systems, Earned/Social Media





# Back-to-School Resources



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

# Back-to-School Initiative Webpage

The screenshot shows the InsureKidsNow.gov website. The browser address bar displays <https://www.insurekidsnow.gov/initiatives/back-to-school/index.html>. The website header includes the InsureKidsNow.gov logo, a "Get Email Updates" button, and an "En Español" button. A purple navigation bar contains links for "Find Coverage for Your Family", "Campaign Information", "Outreach Tool Library", "Webinars & Videos", "Campaign Notes eNewsletter", and "Initiatives", along with a search icon. The phone number "1-877-KIDS-NOW (1-877-543-7669)" is also visible. The main content area features a sidebar with "Initiatives" (highlighted), "Oral Health", "Back-to-School", "Youth Sports", and "Year-Round Enrollment". The main heading is "Back-to-School & School-Based Outreach". The text explains that during the school year, parents and caregivers can get their children and teens eligible for free or low-cost health insurance through Medicaid and CHIP. It lists benefits like immunizations, check-ups, eye exams, and dental visits. A section titled "Back-to-School & School-Based Outreach Materials" describes outreach tools and materials available, including eNewsletters, webinars, and videos. A link to the "Outreach Tool Library" is provided. A "Back-to-School Toolkit" section offers a resource for cultivating relationships with school staff. A thumbnail for the "School-Based Outreach and Enrollment Toolkit" is shown at the bottom.

[Home](#) > [Initiatives](#) > Back-to-School

## Initiatives

- Oral Health
- Back-to-School
- Youth Sports
- Year-Round Enrollment

## Back-to-School & School-Based Outreach

During the school year, there are a variety of ways to let parents and caregivers know that their children and teens may be eligible for free or low-cost health insurance through Medicaid and the Children's Health Insurance Program (CHIP). With health insurance, they can get the immunizations, check-ups, eye exams, dental visits and other care they may need to fully participate in classroom, after-school and summer activities. Schools are great partners to help reach and enroll families with children who are eligible for Medicaid and CHIP.

### Back-to-School & School-Based Outreach Materials

The Campaign has outreach tools and materials to support school-based outreach efforts. Below are outreach materials specifically tailored for Back-to-School and other school-based outreach. You can learn about how others have used these and other campaign materials in our eNewsletters, webinars, and videos.

Campaign materials—including tools for other initiatives—can be found in the [Outreach Tool Library](#).

### Back-to-School Toolkit

Use this go-to resource to cultivate relationships with school staff and to partner with schools on activities to get kids covered and keep them covered.

[School-Based Outreach and Enrollment Toolkit](#)

# Tips for Back-to-School Season

## Use Communication Channels in your Community

- Newsletters, websites, and phone systems
- Social Media
- Earned Media



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# Tips for Back-to-School Season

## Engage in Summer and Back-to-School Activities

### BACK TO SCHOOL EVENTS/CLINICS 2015

**\*\*DOH Pinellas School and Sport Physical at no cost** – Parents must be present during the physicals and must bring the child's immunization record. To make an appointment at any location, call (727) 824-6900.

**GIBBS HIGH SCHOOL CLINIC**, 860 34th St. S., St. Petersburg. Appointments available from Monday through Thursday during the weeks of June 22, July 6 and July 20. Hours are 8 AM to 3:30 PM. Physicals provided weekly during Aug. 3-21.

**NORTHEAST HIGH SCHOOL CLINIC**, 5500 16th St. N., St. Petersburg. Appointments available Monday through Thursday during the weeks of June 29, July 13 and July 27. Hours are 8 AM to 3:30 PM. Physicals provided weekly during Aug. 3-21.

**BOCA CIEGA HIGH SCHOOL CLINIC**, 924 58th St. S., Gulfport. Appointments available during Aug. 3-21.

**PINELLAS PARK HIGH SCHOOL CLINIC**, 6305 118th Ave., Largo. Appointments during Aug. 3-21.

Physicals are also available at the DOH-Pinellas health department at 310 N. Myrtle Ave., Clearwater. The cost at that location is \$26.50, although there's a sliding fee for families that cannot cover the full cost.

**Saturday, July 18, 2015**, Hippy's School Fair – 4140 49<sup>th</sup> St N St Petersburg – 11am to 1pm – [hacy@rclub.net](mailto:hacy@rclub.net) – outdoors – school supplies will be given away. 727.570.8841

Sign Up: Jennifer Tayler Email: Jennifer.tayler@baycare.org

**Saturday, July 25, 2015** Tampa General Back to school Event - TGH Health Park, 5802 N 30<sup>th</sup> Street @ 8:00 AM-12:00 pm Contact: Tamika Pogg 813.610.5091 Outdoor event

Sign Up: Vanessa Bonet Email: Vanessa.bonet@baycare.org

**Thursday, July 30, 2015** – Your Wellness is our focus @ Union Academy Family Center – 401 E. MLK Jr. Dr., Tarpon Springs 34689 set up at 4:00 event from 5:00 – 7:00. This event is sponsored by Citizens Alliance for Progress, Inc. (CAP, Inc.) who will be collaborating with Florida Hospital North Pinellas and Greater Federated Woman's Club (GFWC) of Tarpon Springs. Children must be accompanied by parent or guardian and must preregister to receive a free backpack with school supplies by calling 943-3600. Free healthy meal, children's physicals, health and wellness information and adult screenings. (Contact Carmen at 934-5881, ext. 12 or [carmenawilson@verizon.net](mailto:carmenawilson@verizon.net) for more information) [Cindy.coveringthis.event](http://Cindy.coveringthis.event).

Sign Up: Eva Villas-Boas Email: Eva.villas-boas@baycare.org  
**Saturday August 1, 2015** – Back to school event @ Ed & Myrtle Lou Swindle Medical Arts Center - Plant City 1601 West Timberlane Dr., Plant City, FL 33566 Contact: Heather Coats Phone: 813-757-8511 Time 9AM-1PM

Sign Up: Ruth Bessant Email: Bessantr@yahoo.com

**Saturday, August 1, 2015** – Back-To-School Care Fair sponsored by the Junior League of St. Petersburg at Enoch Davis Recreation Center located at 1111-18<sup>th</sup> Ave. South in St. Petersburg, 33705 – set up from 6am to 7:15 am, fair hours from 8:00 AM -12:00 PM with registration ending at 11:00 AM. Free physicals, dental exams, vision and diabetes screenings, immunizations, free school supplies, and community agency information. Contact Julie Dodd [carefair@jlstpete.org](mailto:carefair@jlstpete.org) #727-686-3122 (\$50 registration fee for vendors – over 2,000 attendees).

Sign Up: Jenn Moslek Email: Jenn.moslek@baycare.org

**Saturday August 8<sup>th</sup>** Back to School Event - Howard W. Blake High School @ 9AM-1PM  
1701 North Boulevard, Tampa, FL 33607 Contact: Tina Young Phone: 813-276-5671

Sign Up: Lynnette Lacy Email: Lynnette.lacy@baycare.org

**Saturday, August 8, 2015** – Operation Backpack – from 10am to 2 pm – sponsored by the First United Methodist Church of Tarpon Springs – 501 E. Tarpon Ave, 34689 – no appointments needed, school physicals backpack for all elementary students, games and more. (Contact Bonnie Essee or Sandy Koullias @ 937-3271, ext. 19 or [righttrack@fumctarpon Springs.org](mailto:righttrack@fumctarpon Springs.org)).

Sign Up: Jenn Moslek Email: jenn.moslek@baycare.org

**Saturday, August 8<sup>th</sup>, 2015** – 13<sup>th</sup> Annual Back-to-School Health & Safety Fair at Prince of Peace Lutheran Church – 9am – 1pm – 455 Missouri Ave., Largo 33770 - Over 30 family services and health (Faye Belskey or Jane @ 585-9969 or [Faye@poplargo.org](mailto:Faye@poplargo.org)) (500 attendees) Susan Arends with Sunshine covering this one.

Sign Up: Derek Anderson Email: djanderson@mail.usf.edu

**Two weeks before school starts/Monday, August 10, 2015** - People that Love Church & Mission – 22<sup>nd</sup> Annual Back to School Event – 11am – 817 5<sup>th</sup> Ave. N., St. Petersburg, FL 33701. Registration is required beginning on Monday, July 7 thru Friday, August 1 from 10:45 - 2pm. Parent/guardian must bring proof of dependent children, birth certificates, Social Security cards & DCF letter to preregistration where families will be given a numbered ticket for admission – this must be presented at event - free back packs & school supplies for all registered kids when accompanied by parent/guardian. Email Pastor [Fluth](mailto:Fluth) or Jeff [Poresky](mailto:Poresky) at [peoplethatlove@yahoo.com](mailto:peoplethatlove@yahoo.com), more information at [www.peoplethatlove.com](http://www.peoplethatlove.com).

Sign Up: Derek Anderson Email: djanderson@mail.usf.edu



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# Back-to-School Outreach Resources



Campaign Toolkit



Messaging Guide



Tips & Ideas



Custom Items

# Customizable Materials for Back-to-School Season

*Posters, flyers, palmcards and tear pads*

**Customization Options**

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**

**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 dentist visits, hospital care, mental health services, prescriptions and more. Families of four earning up to nearly \$50,000 may qualify (or even higher in some states). Go to InsureKidsNow.gov or call 1-877-KIDS-NOW (543-7669) to learn more about affordable health coverage for your family.

LOGO 1 LOGO 2

InsureKidsNow.gov

To request customized materials please visit:

<https://www.insurekidsnow.gov/downloads/library/print/materialscustomizationguide-english.pdf>



# Outreach and Enrollment Best Practices

## Outreach Video Library

- <https://www.insurekidsnow.gov/webinars-videos/video/index.html>

## Webinar Archive

- <https://www.insurekidsnow.gov/webinars-videos/webinars/index.html>
- “School Based Outreach Strategies to Reach Medicaid & CHIP-Eligible Students”
- “Back-to-School and School-Based Enrollment Strategies: Tried, True & New Ideas to Reach Families”





# Keep in Touch With the CKC Campaign

- Follow us @IKNGov
- Engage with the Campaign on social media
  - Re-Tweet, share or tag messages using the hashtags #Enroll365, #KidsEnroll, #Medicaid and #CHIP
- Sign up for eNewsletters here:
  - <https://www.insurekidsnow.gov/newsletter/subscribe/index.html>
- Email us at: [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov)





# Share Your Back-to-School Work



We want to hear from you!  
Email Us: [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov)



# Questions?





# Thank you!



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