

# COVERING KIDS COVERING KIDS

**QUESTIONS** about what to do and how to do it? Trying to determine the best way to reach out to uninsured populations? These Web sites can help you develop outreach and enrollment events.

## RESOURCES

### Agency for Healthcare Research and Quality

- > [www.ahrq.gov](http://www.ahrq.gov)
- > Provides SCHIP information on topics such as target population, outreach and enrollment, benefit design and service delivery, cost-sharing, and monitoring and evaluation.

### American Academy of Family Physicians (AAFP)

- > [www.aafp.org/online/en/home/policy/state/issues/schip.html](http://www.aafp.org/online/en/home/policy/state/issues/schip.html)
- > Provides an overview of SCHIP, as well as links to state and federal resources and advocacy organizations.

### American Academy of Pediatrics

- > [www.aap.org](http://www.aap.org)
- > Focuses on SCHIP resources for the health, safety and well-being of infants, children, adolescents and young adults.

### American Public Health Association (APHA)

- > [www.apha.org](http://www.apha.org)
- > Includes a backgrounder on SCHIP and examples of SCHIP advocacy efforts from APHA state affiliates.

### Association of Maternal & Child Health Programs (AMCHP)

- > [www.amchp.org](http://www.amchp.org)
- > Identifies the issues relevant to managed care, Medicaid, SCHIP and other health service delivery networks and also monitors the impact of welfare reform on Medicaid, SCHIP and maternal and child health programs.

### Centers for Medicare & Medicaid Services

- > [www.cms.hhs.gov/schip](http://www.cms.hhs.gov/schip)
- > Provides materials on SCHIP including state plans, enrollment, outreach, and regulations and allotment notices. State Medicaid toll-free phone numbers can be found at [www.cms.hhs.gov/medicaid](http://www.cms.hhs.gov/medicaid).

### Center on Budget and Policy Priorities: Start Healthy, Stay Healthy

- > [www.cbpp.org/shsh/index.html](http://www.cbpp.org/shsh/index.html)
- > National outreach campaign, supported by community-based organizations, health services providers, advocacy groups, program administrators and others, which identifies eligible children and families for free or low-cost health insurance programs.

### Community Voices: HealthCare for the Underserved

- > [www.communityvoices.org](http://www.communityvoices.org)
- > HealthCare for the Underserved, a multi-year initiative funded by the W.K. Kellogg Foundation,

seeks to improve access to quality health services. Grassroots activities give uninsured and underinsured a voice to help make health access and quality part of the national debate.

### Cover the Uninsured

- > [www.CoverTheUninsured.org](http://www.CoverTheUninsured.org)
- > A campaign sponsored by the Robert Wood Johnson Foundation aimed at increasing the overall number of individuals with health coverage. The site provides information on the uninsured and suggestions for sponsoring coverage events in your community.

### Cross Cultural Health Care Program (CCHCP)

- > [www.xculture.org](http://www.xculture.org)
- > CCHCP examines the broad cultural issues that affect the health of individuals and families in ethnic minority communities nationwide. The site has translated materials, training programs, resources and other materials to assist in outreach activities to minority populations.

### Families USA

- > [www.familiesusa.org](http://www.familiesusa.org)
- > A national non-profit, non-partisan organization dedicated to achieving high-quality, affordable health and long-term care for all Americans. The site provides information on Medicaid and SCHIP, federal health issues and specific state issues.

### GovBenefits.Gov

- > [www.govbenefits.gov/govbenefits/index.jhtml](http://www.govbenefits.gov/govbenefits/index.jhtml)
- > GovBenefits.gov is a partnership of federal agencies with a shared vision – to provide improved, personalized access to government assistance programs. The site's online screening tool helps identify government benefit programs for which citizens may be eligible, along with information on how to apply.

### Health Resources and Services Administration (HRSA)

- > [www.mchb.hrsa.gov/](http://www.mchb.hrsa.gov/)
- > The Maternal and Child Health Bureau, a division of HRSA, works specifically to help women and children gain access to better, more comprehensive care.

### Insure Kids Now!

- > [www.insurekidsnow.gov](http://www.insurekidsnow.gov)
- > Insure Kids Now!, a federal campaign to link the nation's uninsured children to free and low-cost health insurance, provides state-specific eligibility information and examples of successful outreach efforts for states, community-based organizations and other interested parties. Hotline: (877) 543-7669.

### Kaiser Family Foundation

- > [www.kff.org](http://www.kff.org)
- > Researches and provides information on today's major health care policy issues. The Web site includes information about Medicaid and SCHIP across the nation, and comparative state and national statistics.

### National Association of State Health Policy

- > [www.nashp.org/\\_catdisp\\_page.cfm?LID=2A78988C-5310-11D6-BCF00A0CC558925](http://www.nashp.org/_catdisp_page.cfm?LID=2A78988C-5310-11D6-BCF00A0CC558925)
- > Serves as a guide to the SCHIP program; searchable by state.

### National Association of State Medicaid Directors (NASMD)

- > [www.nasmd.org](http://www.nasmd.org)
- > Serves as a focal point of communication between the states and the federal government, and provides an information network among the states on issues pertinent to the Medicaid program. Also, provides up-to-date materials regarding each state's Medicaid and SCHIP programs.

### National Conference of State Legislatures

- > [www.ncsl.org/programs/health/chiphome.htm](http://www.ncsl.org/programs/health/chiphome.htm)
- > Comprehensive state policy Web site provides information and reports on Medicaid and SCHIP, and access to more than 500,000 state documents encompassing legislative policy reports, legislation, statutes and national state surveys.

### National Governors' Association (NGA) Center for Best Practices

- > [www.nga.org](http://www.nga.org)
- > NGA, a bipartisan national organization of the nation's governors, and its Center for Best Practices provide reports on health insurance coverage and costs trends; state "best practices" models to increase health insurance coverage and contain costs; and other information.

### State Coverage Initiatives

- > [www.statecoverage.net/matrix/waivers.htm](http://www.statecoverage.net/matrix/waivers.htm)
- > Provides a comprehensive list of Medicaid and SCHIP waivers by state.

### U.S. Department of Health & Human Services (HHS)

- > [www.os.dhhs.gov](http://www.os.dhhs.gov)
- > Provides extensive information for both children and families on health care coverage that is available. Also, the site provides information specific to each state program as well as guidelines on eligibility and other facts.

Labor Day is almost here. Soon the days will get shorter and families will start their familiar back-to-school preparations. Many will buy school supplies and clothes and schedule visits with pediatricians for their kids' annual back-to-school check-ups. However, some children will have to forgo routine physicals and immunizations because their families lack health insurance.

Today, nearly 9 million U.S. children are without health coverage, meaning they are less likely to receive routine preventive care and treatment for chronic conditions such as asthma. As a result, they are more likely to miss school, failing to keep pace with the academic achievements of their insured peers.

Nearly 75 percent of uninsured children are eligible for health insurance coverage through Medicaid or the State Children's Health Insurance Program (SCHIP). For the last eight years, the American Hospital Association and its members have teamed with the Robert Wood Johnson Foundation and other national partners to promote ways to get health care coverage and care to uninsured kids. Together, we've made a big difference in the number of children enrolled and, more importantly, in the health of millions of kids. But there's more to be done.

There are two things you can do now to help address this problem: **Take action in your community to find eligible kids and get them enrolled in SCHIP, and use your strong voice to save this vital program that makes health coverage possible.**

This special insert contains examples of how hospitals and health systems are working with community partners to get eligible kids covered. Their efforts range from coverage drives and health fairs to large-scale outreach campaigns. More examples and ideas for involvement can be found using the resources listed on the back page. Please work with others in your community to build on these ideas and reach more who need this help.

We are asking members to voice their strong support for SCHIP to their elected officials. The SCHIP program, which insures more than 6 million children, will expire September 30 if not reauthorized. The House and Senate have differing proposals for continuing and expanding SCHIP, and are working to reconcile these differences before the deadline. However, the White House has threatened to veto any final bill. We will keep you up-to-date on the latest legislative developments. In the meantime, visit [www.CoverTheUninsured.org](http://www.CoverTheUninsured.org) for ideas on how you can show your support for SCHIP.

Together, we can help prepare children for a healthy and successful future!

Sincerely,

*Rich Umbdenstock*  
 Rich Umbdenstock  
 President and CEO  
 American Hospital Association

*Kevin E. Lofton*  
 Kevin Lofton  
 Chairman  
 AHA Board of Trustees

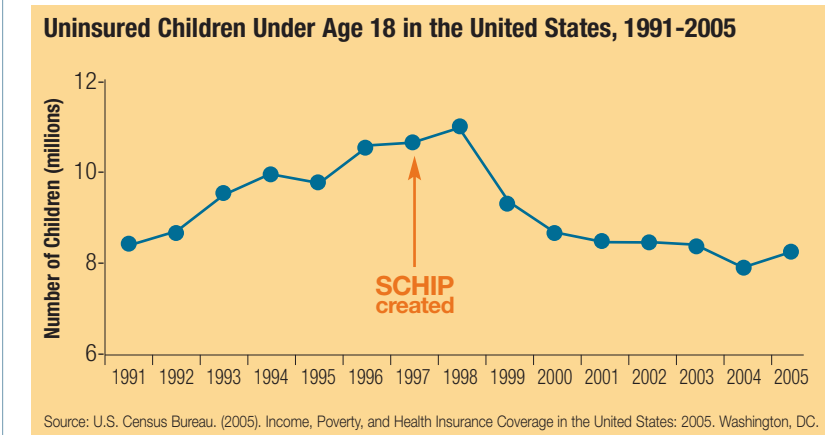
As it has every year for the last decade, the American Hospital Association (AHA) will again join with the Robert Wood Johnson Foundation and thousands of hospitals across the country to sponsor back-to-school activities to raise awareness of the issue of the uninsured and connect America's children with low-cost or free health care coverage through Medicaid or the State Children's Health Insurance Program (SCHIP).

This August marks the 10th anniversary of the creation of the SCHIP. When the program began in 1997, the number of uninsured children hovered close to 12 million. Today, well over 6 million children now get their health insurance through SCHIP, and the number of children going without health care coverage has dropped to nearly 9 mil-

lion. And less than half received one or more well-child visits in the past year, compared to 70 percent of privately or publicly insured children.

The good news is that nearly 75 percent of the nation's 9 million uninsured children are eligible for either Medicaid or SCHIP – programs that can get them preventative care and get them on the road to success in the classroom and in life. Once enrolled, studies show that three-quarters of previously uninsured children no longer had unmet health needs or delayed care after gaining public coverage through Medicaid or SCHIP.

The AHA has worked with hospitals, state hospital associations and many other national partners over the last decade to raise awareness of the problem of the uninsured and provide assistance for children and families to enroll in Medicaid and SCHIP. Many hospitals have led community efforts to marshal resources to



lion. While the program has successfully decreased the number of uninsured children, there is more to do.

Uninsured children come from every racial and ethnic background: more than 28 percent are Native American or Alaskan natives, 22 percent are Hispanic, 13 percent are Black and 13 percent are Asian.

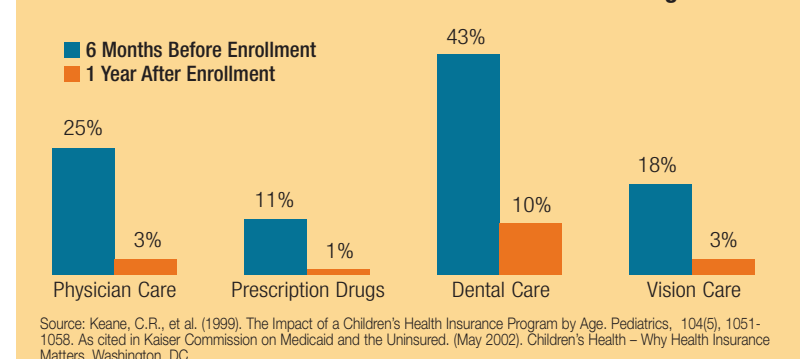
Income is also a factor in health coverage. The majority of uninsured children come from working families, with nearly 73 percent coming from families with incomes no higher than twice the federal poverty level.

Studies show that uninsured children's performance in school lags behind that of their insured classmates. They also are more likely to suffer severe health consequences – uninsured children are more than twice as likely to go without care for recurring ear infections, which, if untreated, can lead to permanent hearing loss. They also are four times more likely to end up in the emergency department with conditions that could have been

provide medical services and promote enrollment in Medicaid and SCHIP.

This work has never been more crucial. Over the last 20 years, the number of uninsured has increased by an average of one million annually... and that number would have been even higher without Medicaid

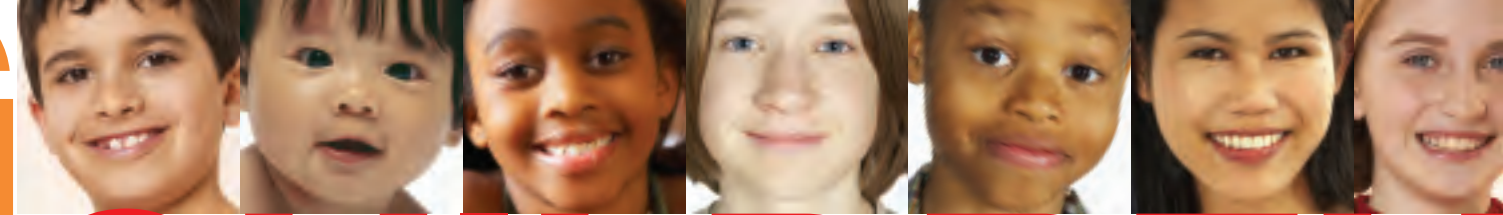
### Percent of Low-income Children with Unmet/Delayed Care Before and After Enrollment in Public Health Insurance Program



and SCHIP. The decline in employer-sponsored coverage for many families has been largely responsible for enrollment increases in both programs in recent years.

How can you help? Take a look inside at programs that hospitals sponsor or take part in – how can they help you help our nation's children and families?

# HOSPITALS HELPING



# CHILDREN



## Arizona

**Project:** 2007 Cover the Uninsured Week/KidsCare Awareness and Enrollment Campaign

**Sponsor:** Carondelet Health Network

**Location:** Tucson

**Partners:** Covering Kids Coalition, Children's Action Alliance, El Rio Health Center, Pima County Health Department, Pima Community Access Program, KOLD-TV, Clear Channel Radio

KidsCare is the state's low- or no-cost health insurance program for children that offers coverage to working families who make too much to qualify for Arizona's Medicaid program, and too little to afford private insurance. Although the program is funded, the outreach component has not been funded by the state legislature for several years. Therefore, many who could qualify do not know the program exists.

Carondelet Health Network created a multi-pronged plan for raising awareness and increasing enrollment during Cover the Uninsured Week 2007. KOLD-TV hosted an all-day telethon with a phone bank manned by Carondelet Health Network and the Covering Kids Coalition. Nearly 820 families called to enroll between 5 a.m. and 7 p.m. A two-day enrollment fair at a local shopping mall increased the number to over 1,000 families. Since then, almost 1,700 people from 429 families have been successfully enrolled in KidsCare or another state-assisted program. Carondelet's effort to enroll the rest continues.



Carondelet also collaborated with local media partners to produce TV, cable, radio, Internet and print ads asking residents to contact their state legislators and show their support for outreach funding. The TV and radio commercials ran more than 1,300 times, reaching 90 percent of adults ages 25-54 at least once. Finally, Carondelet successfully secured three half-hour community affairs programs with local TV affiliates focused on the subject of the uninsured and KidsCare, as well as multiple interviews on local newscasts.

Carondelet Health Network employs two full-time associates, one in Tucson and one in Nogales, to identify and aid families in the KidsCare enrollment process

*For more information, contact Maricela Solis de Kester, Manager of Community Benefit, at (520) 873-5024 or mdekester@carondelet.org.*

## Washington

**Program:** Benton Franklin Access to Care

**Location:** Kennewick

**Partners:** Grace Clinic, Miramar Health Center, Kennewick General Hospital, Kadlec Medical Center, Lourdes Medical Center, CHC La Clinica, Washington State Department of Social and Health Services, Benton/Franklin Health Department, Benton/Franklin Community Health Alliance and Group Health Cooperative

An estimated 34,000 residents in Benton and Franklin counties, located in the lower southeast corner of Washington State, are without health insurance. Of these, about 18,000 people are at or below 200 percent of the federal poverty level, making individually purchased health coverage out of their reach. That's where Benton Franklin Access to Care (BFAC) comes in.

This program, originally funded by a grant from the U.S. Department of Health and Human Services/Health Resources Services Administration and now funded by foundations and local supporters including three hospitals, helps uninsured residents get medical care and, if eligible, enroll in public coverage programs. BFAC staff help clients obtain free or low-cost medications, assign them to health care homes and obtain specialist care when needed. To date, the program has screened over 2,400 people and enrolled 1,858 – 258 of whom are under 18 years of age.

As of July 22, Washington provides state subsidized health insurance to all children in households up to 250 percent of the federal poverty level. As a result, BFAC is developing a Children's Access Network (CAN) that includes schools, public health, community health centers and agencies such as Boys and Girls Clubs and the YMCA. CAN identifies children without health insurance and encourages their parents to get them enrolled in the appropriate state program.

"Ironically, success of our children's program will now be measured by a decrease in the number of children enrolled at BFAC as we move them from our program into state programs," says Brooke DuBois, BFAC Executive Director. "We will still play a big role in getting children covered, as many parents are not comfortable filling out applications either on-line or in paper form. We overcome the 'fear factor' or 'hassle factor' by assisting the parents with the application and the various documents they need to prove eligibility," she adds. The goal of CAN is to get all children covered by 2010.

*For more information, contact Brooke DuBois, Executive Director, at (509) 737-8250 or bdubois@bfaccessstocare.org.*

## Massachusetts

**Program:** The Gateway Health Access Program

**Sponsor:** Heywood Hospital

**Location:** Gardner

**Partners:** HealthAlliance Hospital, the Community Health Connections Family Health Centers, the Montachusett Opportunity Council and the Joint Coalition on Health of North Central Massachusetts

In 1998, Heywood Hospital opened the doors of the Gateway Health Access Program (GHAP) to assist the uninsured and under-insured with accessing affordable health care.

Many were not aware assistance was available, while others assumed they would not qualify. Therefore, GHAP focused primarily on outreach and enrollment, assisting the community with the application process for government-sponsored health programs. However, those programs left a gap – patients whose incomes were too high to qualify for these programs, but did not have health insurance available to them or could not afford the premiums. These patients were simply foregoing health care in lieu of their basic needs, and not availing themselves of wellness and preventative care from primary care providers.



Heywood assembled a volunteer physician network to provide reduced-fee care. These providers became the cornerstone of the program. To streamline eligibility determination, GHAP used the application for Massachusetts' uncompensated care pool (UCP) to determine financial eligibility. Patients who have not qualified for state health insurance programs, but do qualify for the UCP are able to enroll in the reduced-fee program if they meet other criteria.

Reduced-fee dental services were added in 2002, and mental health services in 2004. In 2005, Heywood opened an office at the HealthAlliance Hospital, adding bilingual staff to the program.

In April 2006, Massachusetts passed landmark health care reform legislation with the goal of insuring all residents. GHAP has collaborated with the region's community health centers in a major outreach and enrollment campaign through a state grant.

GHAP's mission has not changed with reform, but how that mission is accomplished has. With a strong infrastructure, GHAP was poised to provide its communities with education about reform in addition to assistance with the application and enrollment processes. Since its inception, GHAP has enrolled more than 13,000 patients into programs including Massachusetts' SCHIP and Medicaid programs. Since reform began, GHAP has enrolled over 1,500 previously uninsured residents onto a health insurance program.

*For more information, contact Karen Landry, M. Ed., Program Director, at (978) 630-6208 or lan.k@heywood.org.*

## Nevada

**Project:** Project New Hope

**Sponsor:** Saint Mary's Regional Medical Center

**Location:** Reno

**Partners:** The Washoe County School Nurses, the United States Navy-Fallon, local Girl Scout troops and local high schools.

Caring for the community is a top priority for Saint Mary's, a Reno, Nevada-based member of the non-profit Catholic Healthcare West family of providers serving Arizona, California, and Nevada. In support of the hospital's mission to bring care to the underserved and disenfranchised, Saint Mary's innovative childhood surgery program, Project



New Hope, provides no-cost surgery to disadvantaged children through the collaborative efforts of volunteer doctors, nurses, clinical and non-clinical providers and community partners, such as the Washoe County School Nurses, the United States Navy-Fallon, local Girl Scout troops and local high schools.

Professional nurses from Saint Mary's surgery department coordinate Project New Hope, arranging the donation of the hospital's surgical suites and equipment, and screening potential candidates. Many generous vendors also donate surgical and medical supplies, and gracious community partners – local restaurants, casinos, and radio stations – donate non-medical goods and services to make the program a success. The majority of surgeries performed are plastic/reconstructive in nature, but other procedures – orthopedic, general surgical, urologic, ophthalmologic, ear/nose/throat and vascular – are also regularly performed.

Nevada ranks 49th in the nation when tallying the number of children without health insurance. Because of this shortfall in coverage, many uninsured children have foregone needed but non-life-threatening surgeries; however, to help fill this gap, Project New Hope, since its inception in 1997, has helped more than 130 children receive needed but otherwise unaffordable treatment.

*For more information, contact Kit Landis, Perioperative Services Manager, Saint Mary's Regional Medical Center, at (775) 770-3071 or at kit.landis@saintmarysreno.com.*

## Washington, D.C.

**Project:** Kids Mobile Medical Clinic

**Sponsor:** Georgetown University Hospital

**Partners:** Ronald McDonald House Charities

The Kids Mobile Medical Clinic provides a medical home to communities with the greatest need for consistent health care services. Originally housed in a converted RV, the program worked with the Ronald McDonald House Charities to obtain a van in 2004 that has two exam rooms similar to typical physician offices.

The mobile clinic's providers are hospital employees, and each day the clinic is staffed with an attending physician, a nurse and a resident intern. The van rotates between five sites each week: two public housing communities, two public high schools, and a homeless shelter. By following the same weekly schedule, the mobile clinic creates a medical home for patients, allowing them to establish relationships with the providers, make appointments and take responsibility for their health care. Primary care is the main focus of the clinic, but it also offers mental health, social services, ophthalmology, and health education and advocacy.

Services offered at the clinic are free for all children. When patients are insured, their insurance company is billed; patients without insurance receive care free of charge, and, when appropriate, clinic staff assist patients in applying for Medicaid and other public assistance programs.

In order to better serve drop-in patients, the Kids Mobile Medical Clinic recently implemented an electronic medical record. The Internet-based program allows mobile clinic providers to immediately access records for scheduled and drop-in appointments, rather than accessing paper records located at the hospital. In addition, the clinic is establishing a two-way interface with the DC area registry, ensuring both locations have accurate records about child immunizations within the city. In 2006, there were over 1,600 patient visits to the Kids Mobile Medical Clinic.

*For more information, contact Matthew Levy, M.D., MPH, FAAP, Medical Director, at (202) 444-8135 or matthew.d.levy@medstar.net.*



## New Hampshire

**Project:** 100% Schools

**Sponsor:** Cheshire Medical Center / Dartmouth-Hitchcock Keene

**Location:** Cheshire County

**Partners:** School Administrative Units #29 & 38; New Hampshire Healthy Kids Corp.

A "100% School" is one in which all students have been given the opportunity to have health insurance. Some may have insurance through a parent's place of employment, while others may receive coverage through subsidized government programs. Others may not qualify for subsidized programs due to income guidelines and may elect to purchase or forgo private health insurance.

The 100% Schools project, introduced in September 2006, was adapted from the Solano Coalition for Better Health's 100% Campaign in California and built on the long-standing partnerships that exist between local school districts and Cheshire Medical Center/Dartmouth-Hitchcock Keene. The hospital's Family Resource Counselor works closely with school nurses to identify families who need health insurance assistance for their children. Once identified, families are given information about health insurance options, offered assistance in signing up for NH Healthy Kids, the state's federally funded assistance program, and other services, as appropriate. The goal of the program is to give every family the opportunity to receive some type of health insurance coverage.

Educators and school nurses see the impact of poor access to health care everyday and recognize that healthy children perform better academically and have fewer absences from school. The opportunity to have the NH Healthy Kids program introduced and reinforced in schools significantly helps families access routine medical and dental care. Last year, the program screened the families of more than 6,300 children, and less than 3.32 percent remained uninsured. Of the 24 area schools, 16 are already 100% Schools. Phase II will be implemented this fall with a focus on retention of insurance and continuing to identify and enroll uninsured children.

*For more information, contact Ruth Abbott, Family Resource Counselor, (603) 354-5454 ext. 2792 or rabbott@cheshire-med.com.*