



# 5 Ways to Conduct Outreach in Rural Communities

Children in rural communities are disproportionately uninsured compared to their counterparts in urban and suburban locations across the country, and for those who have coverage in rural communities, they are **more likely to rely on Medicaid and the Children's Health Insurance Program (CHIP)**.

Here are a few tips and resources that can help in your outreach and enrollment efforts in rural communities as you work to enroll eligible children in Medicaid and CHIP.

## 1. Meet families where they work, play, and pray

Meeting families at community locations such as libraries, churches, laundromats, and grocery stores, and participating in local events and fairs can help check coverage off their list while they're visiting a convenient location that's part of their day-to-day routine. Another way to enroll children is through mobile health clinics, traveling to locations throughout the community. When meeting with families, share the Connecting Kids to Coverage National Campaign's **printed materials** to provide information on Medicaid and CHIP. Also, check out the Campaign's **renewal palmcards** to help remind parents when it's time to renew coverage for their kids—you can include a renewal date and your organization's contact information to make sure kids stay covered.

## 2. Partner with local organizations

Building relationships with organizations that have established ties to the community can help increase enrollment and bolster Medicaid and CHIP outreach efforts. Potential community partners include: schools, child care centers, faith organizations, and government agencies that serve eligible families. The Campaign offers "**Making Outreach Work**" tip sheets outlining strategies to engage these partners in outreach and enrollment efforts including: sharing materials that can be posted at their locations, joining existing events to conduct enrollment, or holding information sessions with organization employees.



### 3. Leverage relationships with health providers

Medical and dental clinics are great venues to conduct outreach and share materials about Medicaid and CHIP with families. Health providers such as doctors, nurses, dentists, and pharmacists, and local community health centers or primary care associations are trusted resources. In highlighting the important relationship between health providers and rural outreach, the Campaign worked with Mountain Comprehensive Health Corporation, a health center in Whitesburg, Kentucky, which has been part of the community for over 40 years and serves 30,000 patients. Learn more about their work in our Campaign outreach video, “[Connecting Kids to Coverage: Kentucky](#).”

### 4. Tap into local media outlets

Tap into local communications channels to spread the word about Medicaid and CHIP. Place ads in local newspapers or on radio stations. If you don't have an advertising budget, share radio PSAs or coordinate on-air interviews with local radio stations as another way to build awareness of your organization. The Campaign offers many turnkey resources to use when working with local media, and you can customize with your organization's logo and contact information. [PSAs](#), [ready-made articles](#), and [social media posts and graphics](#) can get you started!

### 5. Partner with small businesses

Reach out to local businesses like barber shops and hair salons, movie theaters, and restaurants and ask them to post and share the Campaign's [palmcards](#) and [posters](#) to educate customers about health coverage through Medicaid and CHIP. Rural populations rely heavily on getting information through “word-of-mouth,” making these ideal places to spark conversations. Local businesses may also allow you to use their business as a venue for outreach and enrollment events, or to join existing events they are planning to promote Medicaid and CHIP. You can find more ways to engage local businesses in your community in the Campaign's [10 Things Local Businesses Can Do](#) tip sheet.

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