



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



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# Table of Contents

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Introduction .....	1
Connecting With Your School Community .....	3
Identifying School Partners .....	3
Understanding Key Players .....	3
Getting Started .....	4
Designing Your Outreach Approach .....	5
Building Sustainable Outreach and Enrollment Practices in Schools .....	8
Embedding Enrollment in the School System .....	8
School Events and Activities .....	8
Using School Communication Channels .....	11
Newsletters, Websites, and Phone System .....	11
Social Media .....	11
Earned Media .....	12
Message Guide .....	14
Key Messages .....	14
Evaluation and Reporting .....	17
Template Communications .....	21
Newsletters and Websites .....	21
Social Media Posts .....	21
Earned Media .....	26
Outreach Calendar .....	31
Connecting Kids to Coverage Resource Appendix .....	33
Full URL Links .....	35

Please reach out to [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov) with any questions or to share your outreach success stories with the Campaign.

## Introduction

Schools are great partners to help reach and enroll families with children who are eligible for Medicaid and the Children’s Health Insurance Program (CHIP). Cultivating relationships with school staff is a win-win—we know that students are better equipped to learn when they’re getting the health care they need, and schools are trusted sources of information for parents. In addition to public school systems, don’t forget to consider partnering with private and parochial schools, charter schools, daycare centers and pre-schools, or Head Start programs. Partnering with schools can open up opportunities for countless outreach and enrollment activities that get—and keep—kids covered.





# Connecting With Your School Community

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## Identifying School Partners

There are many potential partners to engage in your efforts, including school-based staff that parents interact with each day:

- School superintendents
- School administrators
- Principals/Deans
- Teachers
- Coaches
- Athletic directors
- School nurses
- School counselors
- School social workers
- Afterschool program coordinators
- Parent-teacher association/organization
- Parent liaisons
- Secretaries/administrative support staff
- Parent resource coordinators
- School food service staff
- Bus drivers
- Custodians
- Paraprofessionals—instructional assistants, classroom assistants, teacher’s aides
- Homeless Education Coordinators (often in Title 1 Schools)

These individuals have a unique connection to students and families and can help you reach eligible families.

## Understanding Key Players

When working within schools, it’s important to know to whom to turn to meet certain goals. Understanding the organizational structure of a district and school can help you identify the best person to reach parents, plan events, or get a health insurance question added to a school form. Remember that each district and each school will be different, but here’s a general overview to help you understand the key players.

- **Superintendent** – This is the top decision-maker in the school who’s concerned with the overall picture of the school community. Enlist the superintendent as the person to champion your efforts and set the precedent for others to engage within the school system.
- **Director of Student Services/Affairs** – Often reporting to the superintendent, the Director of Student Services/Affairs is responsible for coordinating among students and school staff, and can authorize your partnership with other school staff, like principals and social workers.
- **Principal/Dean** – The principal covers the day-to-day operations of the school and can help you get things done. Work with them to look at the district calendar to determine where you can plug in and engage them in encouraging involvement of school staff. Some schools also have deans interacting directly with students.

- **School nurses** – Nurses work with students to provide health services and manage student health conditions. They're critical in identifying students who need insurance, getting information to parents, and setting up a referral network.
- **Social workers, counselors, and psychologists** – Social workers, counselors, and psychologists work with students on a range of issues from educational assistance to behavioral and emotional health. Like school nurses, they can help identify students who need insurance, share information with parents, and be part of a referral network.
- **Teachers** – Teachers are trusted resources who parents look to for information about their children. Teachers have the best day-to-day pulse on students' health and performance and can help you raise awareness of health insurance options in their conversations and emails with parents. Teachers often have touch-base meetings throughout the school year with parents.

## Getting Started

As you prepare to reach out to potential school partners, here are some tips to keep in mind:

**Do your homework.** Before reaching out, be sure to do your research. Look into whether the school or district is already engaged on health issues by checking out its website and social media pages. Review the school calendar and parent resource center. Keep in mind that each school is different and so is its ability to make changes or decisions about integrating health insurance outreach into its communications. Decisions may be handled by the school board, by the individual district, or on a school-by-school basis. Once you have a good understanding of the background, reach out to set up a call or in-person meeting.

**Understand processes already in place.** Determine existing channels that could be used to disseminate information and materials. Does the school nurse send a contact form to parents at Back-to-School time? Does the school host an immunization fair before the school year begins? Is there an open house night? Does your school district have a School Health Advisory Council or similar group? Some states require that districts and/or individual schools have such an advisory board in place. Remember that every school district is different, and what may work at one school district may not at another. Understand the unique needs, processes, and culture of the school or district to best meet them where they are.

**Make it clear how you can help.** Come to the table with information about your organization, thoughts on common goals, and materials to share. In making your pitch, think through how you can help make the school environment better for both students and educators.

**Start at the top to build buy-in.** Start by reaching out to the superintendent, principal, or other administrative decision-maker. With the buy-in of the school administration, you can more easily work with and connect to other staff like nurses, counselors, and teachers. If you've worked with schools in the past, leverage existing relationships to help you make the first ask. Reaching out to someone in the school system who knows you or your organization may help you get a foot in the door.



Watch and listen to a Campaign webinar on Back-to-School and School-Based Enrollment Strategies for ideas on how to work with schools in your community.

**You can start small.** Some districts give each school autonomy to make decisions regarding services offered at each campus. If this is the case in your district, reach out to a school where you have an existing relationship or you know to likely have a high number of uninsured children. Getting into one school, developing a relationship, and demonstrating success may be the key to getting in the door at other campuses.

## Designing Your Outreach Approach

As you start to map out opportunities with school partners, here are a few other things to keep in mind for Back-to-School and beyond:

**Set mutually beneficial goals.** Once you've made your initial introduction and know what's happening within the school or district, work together with your partners to determine what you each would like to accomplish through a partnership. Set goals early and in conjunction with your partners. If there are events where they're looking for something to offer to parents, seize the opportunity. Find ways to easily fit into their schedule and to promote the effort schools are making to connect families with resources they need.

**Know your audience.** Student demographics and needs will change school by school. Tailor your strategies and resources accordingly to best equip that school to meet its students' needs. For example, some schools may have a high population of children in immigrant families, who experience serious barriers, real and perceived, to enrollment. Equipping both staff and families with clear information about eligibility will be critical to driving enrollment in these communities.

**Focus on relevant times of year.** In addition to Back-to-School season, explore opportunities that exist throughout the year to reach parents. Incorporate outreach into cold and flu season over the winter, and allergy and asthma season in the spring. Does the school have a large event that attracts families as the weather warms up? Or are there more events in fall, like harvest festivals and winter plays? Is there a summer food-service program? Does the school have a kindergarten round-up or orientation session? Start planning to join now. Also avoid outreach during certain times of the year, like spring break when many families (and school staff) are out of town, or during assessments and end-of-semester exams, which are busy times for teachers and administrators.

**Make it easy.** The school network is a busy group of people! Make it easy for them to engage in your outreach efforts by providing materials to distribute, joining existing events rather than creating your own, and making it simple for them to share your contact information with families. You can even provide talking points so they know just what to say when talking to parents and caregivers.



**Don't forget:** Many of the remaining uninsured children are part of hard-to-reach populations—distinct cultural or immigrant groups, homeless or formerly homeless, or with limited English proficiency. Tailor your outreach to meet them where they are and work with partners who are trusted by the communities you try to serve.

**Tap into staff expertise.** Your school partners may have their own ideas on how to reach parents with eligible children. Set up a brainstorming session with decision-makers in the school or district and encourage them to invite interested individuals at all levels of the school system. They may also have additional channels you can leverage, like teacher-maintained websites. Share results of the work you've already done to continue to build support.

**Extend your reach.** Consider working with nontraditional partners like before- and after-school programs, truancy officers, ESOL classes/teachers, adult education programs, and homeschool networks who may work directly with students lacking health insurance. Additionally, think about how the school building might be used after school hours—as a site for GED, ESL, or college classes or other community programming that reaches parents.







# **Building Sustainable Outreach and Enrollment Practices in Schools**

# Building Sustainable Outreach and Enrollment Practices in Schools

Once partnerships have been established, turn your attention to implementing sustainable activities and processes that can identify and enroll eligible children, teens, and even parents now and into the future. Creating referral systems, providing onsite application assistance, including health insurance information in school forms, and hosting school events are just a few ideas.

## Embedding Enrollment in the School System

Make health coverage part of school processes. Work with schools to include health insurance status questions on regular forms that parents and students need to complete. There are many kinds of required paperwork that offer the opportunity to share information. By building relationships with school staff, you can ask them to include your organization as a contact for families to provide enrollment assistance for Medicaid and CHIP. Here are a few forms to consider:

- School registration forms
- Emergency contact forms
- Public benefit forms like the free and reduced-price meal program applications
- School sports forms
- Before- and after-school program registration/paperwork
- Financial aid paperwork (charter, private schools)
- Driver education registration
- Annual school calendar
- Parent handbook or student directory

Train school staff. School staff interact with parents and children in various ways and are trusted messengers within their communities. Your organization can help equip staff with information about Medicaid and CHIP so that they can identify uninsured children and refer them to your enrollment assistance. Keep in mind that appropriate referral systems should be within [FERPA](#) and [HIPAA](#) guidelines. Training ideas include:

- Benefits covered by Medicaid and CHIP
- Screening for eligibility
- Referring families to local enrollment help
- Outreach approaches to identify eligible children and teens
- Immigrant student eligibility guidelines and resources

## School Events and Activities

Schools host events for families throughout the year, which is a great opportunity to meet parents and educate them on Medicaid and CHIP. Before you decide whether an event will be the best chance to enroll eligible children and teens, think through a few questions:

- Is it likely that the families expected to attend the event will be eligible for Medicaid and CHIP?
- Are people likely to stop for information on health insurance during this particular event?



The Children's Defense Fund (CDF) and the School Superintendents Association (AASA) #InsureAllChildren School Enrollment Toolkit includes examples of how to integrate health insurance enrollment into existing school processes.

- Will parents have the time and the necessary materials to enroll, or is it more practical to share materials and collect contact information so you can follow up with them?

Prioritize your time and resources by selecting events where you're more likely to have productive interactions with families. Below are a few examples of events and activities and how to make the most of them.

**Parent nights:** Each semester, schools often host an open house for parents to come in for informational sessions. Distribute information in parent night packets or host a table to share information in-person. You can also work with local school staff to set up a presentation on the importance of health insurance, the benefits covered by Medicaid and CHIP, and who qualifies.

**Parent-Teacher Association (PTA)/Parent Teacher Organization (PTO) meetings:** Parent-Teacher Associations and Parent Teacher Organizations represent important decision-makers with many trusted channels to reach families. Work with your local PTA/PTO to find creative ways to share information about Medicaid and CHIP—schedule a presentation for a regular PTA/PTO meeting, engage a PTA/PTO member to champion Medicaid and CHIP and discuss with fellow parents and teachers, and share materials to distribute at meetings and throughout the community.

**Engage students:** Students, especially teenagers, may be involved in their own health care decisions. Work with your school partners to develop ideas for how to empower teens as messengers to their families to make sure they're covered. Build health coverage themes into student activities, classes like physical education (PE) and health, sporting events and practices, and even creative activities like student projects and exhibits on health and wellness.

**Back-to-School community events:** Health services are top of mind as parents prepare their kids for the school year. In many cities and towns, elected officials like mayors and city councilmembers host Back-to-School events that provide a range of services to families from haircuts to backpack giveaways. Similar events are also hosted by community organizations like churches and nonprofits, sometimes in partnership with local businesses. Shops that sell school supplies and children's clothing, discount stores, retail health clinics, ethnic grocery stores or restaurants, and movie theaters are just some examples of businesses that can help you connect with families. These events are a great opportunity to share information about Medicaid and CHIP. You can include materials in backpack giveaways and collect people's contact information for follow-up.

**Immunization fairs:** All school-aged children are required to be up-to-date on their shots before the school year starts. Many communities host immunization fairs—often led by county departments of health—to provide these services. Take advantage of these events by providing onsite application assistance to get families enrolled.



### In Tampa, FL, the Family Healthcare

Foundation promotes application assistance available at immunization fairs by mailing a flyer to all households that get free and reduced-price lunches. The flyer includes a list of immunization fair locations as well as what materials families should bring to complete a Medicaid and CHIP application onsite.



# Using School Communication Channels

## Using School Communication Channels

Including information in communications regularly sent by school districts can go a long way in spreading the word about Medicaid and CHIP and direct parents and caregivers to local application assistance. Schools have various communications channels and are already trusted messengers for parents, which can help your organization effectively deliver your message.

### Newsletters, Websites, and Phone System

School newsletters and websites are an important source of information for students and their families. And you can record messages on a school's automated call system. The templates on pages 21-29 can be adapted with your local information and used in various school communications. And check out [InsureKidsNow.gov](https://www.insurekidsnow.gov) for additional resources regularly added to the site. When developing content to share with your school partners, consider the following:

- **Keep a steady drumbeat:** Keep an eye out for specific moments when it may be particularly effective to share communications through school and other partner channels. Promote onsite enrollment opportunities, community events, renewal times, and other important information through these channels.
- **Use personal stories:** Stories from families who know firsthand what it's like to have their children or teens enrolled through Medicaid and CHIP are powerful and persuasive. If you know parents who are willing to share their stories, you can feature them on social media, in news stories, school articles, and blogs.
- **Include photos:** Friendly photos help bring the issue to life and make your content stand out. If the medium you use, like a blog post or e-mail, allows you to include photos, take advantage of that opportunity to create more engaging content.

### Social Media

School districts often have a large following on social media channels like Facebook and Twitter and use the platforms to provide updates on school closures and events. Partnering with a school's social channels can be a great way to spread your message—ask them to share your posts and promote your enrollment assistance through their channels.

#### Create Engaging Content

On social media, give people a reason to engage by sharing compelling content and interacting with followers in the same way you'd chat with a family in-person about enrollment. By following a few simple guidelines when you develop and post social media content, you can get the most out of every post. See template Facebook and Twitter posts on pages 22-25. Or view additional social media tools on [InsureKidsNow.gov](https://www.insurekidsnow.gov).

#### **Best practices on Facebook include:**

- **Use visuals.** Posts that include photos get 39% higher than average interaction. If you want to share an important message, overlay it on a picture to increase engagement.
- **Post regularly.** Post 2-3 times per week, updating more often when promoting particular events. Posting too frequently can cause people to “unlike” or hide the page to clear clutter from their newsfeed.

- **Talk to people.** Mention press and partners in posts to grab their attention and broadcast your message to their network. For example, @mention media outlets that reported a story or @mention a partner organization and link to a positive story about a recent success. Note: an @mention or tag is a way to link to another Facebook account—this is done by including the @symbol and then typing the name of the page you’re trying to link.

#### ***Best practices on Twitter include:***

- **Use multimedia content.** Photos and video clips illuminate your story. Sharing pictures engages users more than any other type of content.
- **Be connected.** Join conversations and engage others through #hashtags and @direct mentions. Reach out to peers, community leaders, schools, coalitions, local organizations, and parents directly. Follow accounts that tweet about the topics that matter to your audience and participate by sharing ideas as responses to their posts.

#### ***Image Sizing***

Twitter, Facebook, and other social media platforms have guidelines for posting photos. Making sure your image is the right size will ensure that it appears fully and your message isn’t cut off. You can find sizing guidelines [here](#).

#### **Earned Media**

Working with local and community news outlets, like television, radio, and online and print newspapers, is an efficient, cost-effective way to reach members of the community—and school districts often have existing relationships with the media. Work with your district’s press officer or communications staff to share information about your enrollment work with students. The school can send press releases or media advisories to the local paper—expanding the reach of your efforts beyond the immediate school community.

If school officials prefer to partner or encourage your organization to reach out to the media to promote an enrollment event at the school, here are a few simple tips to make your media outreach effective:

- Select the most appropriate reporters for your story—health, education, and community interest reporters would all be good targets.
- If you can’t find a reporter’s contact information online, call the general news line and ask to be connected. Broadcast outlets often refer callers to the assignment or news desk rather than a specific reporter.
- Review your talking points before you call reporters.
- Be reliable. If you offer to follow up with additional information, photos, or an interview contact, do so within 1-2 business days.
- Follow up. It’s important to be in front of reporters on a consistent basis with compelling information that demonstrates your story is viable, credible, and worthy of coverage.
- Consider writing a letter to the editor or op-ed on why health insurance is important for children and teens in your community.

See a template press release, media advisory, and pitch e-mail on pages 26-28.



## Message Guide

## Message Guide

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Message research consistently points to tried and true messages that motivate parents to see if their children qualify for health insurance through Medicaid and CHIP. Communicating these messages to parents can help overcome barriers and motivate them to enroll their children.

### Overall Message Frame

*“Healthy students are better prepared to succeed in school and in life. Health insurance is a critical part of staying healthy, providing coverage in case of illness and injury, and keeping both your family and your pocketbook protected. [Medicaid and CHIP] offer free or low-cost coverage for families of 4 making up to [\$XX,XXX]/year.\* These plans offer a broad set of benefits—including annual physicals, dentist visits, prescriptions, immunizations, and more. Interested in more information or help enrolling? We have local experts ready to walk you through the process!”*

\*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.

### Key Messages

Here are some messages you can use to drive home to school partners and parents the importance of Medicaid and CHIP coverage. These messages have been tested among parents to motivate them to enroll.

**Healthy kids do better in school.** In conversations with school staff, underscore that healthy children are better prepared to perform well in school. A recent study found that kids who gained access to Medicaid and CHIP as a result of coverage expansions in the 1980s and 1990s were more likely to complete high school and graduate from college than similar children who didn’t have access.<sup>1</sup> In addition, the comprehensive benefits covered by Medicaid and CHIP mean that common health issues that cause children to miss school or be inattentive in class, like vision problems and toothaches, can be addressed.

**Peace of mind.** Parents, grandparents, and other caregivers worry about their children’s health—getting health insurance and access to regular medical and dental care can be a big relief. In addition, accidents and injuries are unpredictable—particularly with children. Underscore the peace of mind that comes with knowing your children are covered when the unexpected happens.

**Medicaid and CHIP coverage is free or low-cost.** Cost is the primary barrier to enrollment, with many parents unsure about their ability to afford coverage for their children and themselves. Highlight that Medicaid and CHIP plans are free and low-cost for working families.

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<https://ccf.georgetown.edu/2014/06/12/how-have-medicaid-chip-expansions-improved-educational-outcomes-for-kids/>



**Quality coverage, comprehensive benefits.** It's important for parents to hear that coverage isn't just affordable but comprehensive and high quality. Call out the wide range of benefits that are covered by Medicaid and CHIP, including regular preventive care as treatment for illness and injury. Dental coverage is particularly compelling for parents.

**Income eligibility.** Some parents think that they earn too much to qualify for Medicaid or CHIP even though they may have trouble affording other coverage options. Include income eligibility levels in your messaging so parents know that these programs work for them and their families.

**Get local, in-person help.** Perceptions of a complicated enrollment process are a barrier to families signing up for Medicaid and CHIP. On top of this, health insurance in general is a complicated topic. The availability of local, one-on-one help is a huge motivator that encourages families to get coverage. Beyond new enrollees, local organizations play a big role in helping families renew annually and keep their children covered. Let them know that your organization is ready to help with the application process and share contact information. Be sure to highlight language assistance when applicable.





# Evaluation and Reporting



## Evaluation and Reporting

To determine what tactics are most effective in reaching, enrolling, and renewing coverage for families, set reasonable benchmarks and goals from the start and put tracking and evaluation tools in place early. With tracking mechanisms set, you can evaluate your efforts regularly and adjust how you allocate resources to best enroll families in your community.

### Why evaluate outreach?

Outreach and enrollment organizations often have limited resources—both staff time and funding—so it's important to determine which investment yields the best results. By integrating data collection into your outreach and enrollment process, you can make strategic decisions regularly in order to pursue the most effective enrollment strategies.

Below are some best practices for using data and evaluation to optimize your outreach.

**Set goals.** The goals you set will inform the data you collect and the first step of program evaluation. Determine how you'd like to see your organization grow and strengthen outreach efforts. While the ultimate goal is increasing enrollment, milestones along the way could include getting your information into a local school district, bringing new partners into a coalition, or increasing your Spanish-language outreach.

**Use available data to inform strategy.** Families with uninsured children can look different state-to-state or community-to-community, so it's important to use available demographic data to help you hone in on your target audience. Information available through IRS tax return [income data](#) offers ZIP code level breakdowns of income, along with information like those who filed with a dependent or are getting unemployment compensation, helping to narrow in on likely-eligible families. The U.S. Census has [data profiles](#) that provides regional (by ZIP code, city/town, county, or state) demographics—including age breakdowns that can help you target areas with high numbers of children through age 18. This data can also help you identify any distinct racial or ethnic populations that may require tailored outreach.

Schools are also great resources for information on children in your community. Work with your local school districts to identify relevant data that could identify families likely eligible for Medicaid and CHIP. For example, free and reduced-price meal rosters likely include families whose income falls within the eligibility limits for these programs. Additionally, Title I schools often get extra federal funding due to their high percentage of low-income families. Check your state's Department of Education website for a list of Title I schools. Of course, data-sharing should fall within FERPA and HIPAA guidelines to protect families' privacy. Data about income, ethnicity, number of children, etc., can also help inform your outreach without going so far as to share personal information.

**Equip the enrollment community to collect data.** Integrating tracking throughout your organization is the best way to gather data from the enrollment process start to finish. Outreach and community



For more strategies and on-the-ground examples, check out the Campaign webinar on [Measuring for Success: Using Data to Reach Your Target Communities and Improve Enrollment Strategies](#).

engagement staff members can track the number of events hosted and participated in, new community partnerships and the referrals they yield, and how materials are distributed. On-the-ground assisters can record what they hear from enrollees directly—how they learned about your services and how well the enrollment process worked for them.

**Capture information regularly.** Tracking a variety of metrics throughout the enrollment process can help you determine which tactics are truly reaching your target audience. Whether setting up a table at a Back-to-School event, including flyers in new-student registration packets, or collaborating with school nurses to set up referral systems, there are many things to measure as you work to get your community covered. Examples include:

#### *Promotion*

- Social media reach (followers, interaction with posts, etc.)
- Advertising data (reach, spikes in calls or visits to a website, etc.)
- Earned media coverage (number of stories, type of coverage, etc.)

#### *Outreach*

- Events hosted and/or participated in
- Number of materials distributed
- Contact information collected
- Partners engaged
- Resulting enrollments
- Staff feedback

#### *Application and Enrollment*

- Referrals and referral sources
- Total applications
- Total enrollments
- Enrollee demographics
- Parent/enrollee survey for process feedback

Once you're in touch with a parent and have started the enrollment process, consider tracking some additional fields like referral source, preferred language, and type of assistance required to determine how they found out about your services and how best to engage similar families.

**Assess partnerships.** Partnerships will vary in their effectiveness and you should assess results regularly to determine how best to work with partner organizations. For example, if a local clinic stands out as referring uninsured children to your organization; consider locating one of your enrollment staffers at the clinic during peak hours.



The Michigan  
Primary Care  
Association

(MCPA) recommends reflecting on which partnerships yield the most referrals regularly to inform any necessary follow up or adjustment in strategy.

Partner	Number of Referrals
A	8
B	5
C	0
D	30
E	3
F	31
G	24
H	21
I	0
J	28
K	9

Are these effective partnerships?

How should we thank these partners?

Do these partners need additional training?

**Follow up after enrollment.** It's also helpful to solicit feedback from people you've assisted—they can help you gauge overall satisfaction and point to areas where staff may require additional training. This can also be a good opportunity to ask if the client has any friends or relatives that might be eligible for Medicaid and CHIP and to set up a word-of-mouth referral. Here are some questions that could be useful:

It was easy to find enrollment help.

*Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree*

The enrollment process was simple and efficient.

*Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree*

My enrollment assister answered my questions.

*Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree*

I got enough information about the health insurance program I was enrolled in.

*Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree*

I understand what to do or who to contact to answer questions I have in the future.

*Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree*

I plan to share the enrollment information I got with a friend or family member.

*Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree*



# Template Communications

# 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.

<sup>2</sup> 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.

## Twitter Posts



With #Medicaid & #CHIP, your kid's 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>



Did you know? #Medicaid & #CHIP cover shots, dentist visits, & more—another reason to smile! #Enroll365

[WEBSITE LINK]

**image:**

<https://www.insurekidsnow.gov/downloads/library/online/enroll365-smile-tw-.png>



Access to health care helps students succeed in school. Are your kids and teens covered? #Enroll365

[WEBSITE LINK]

**image:**

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



Need a #BacktoSchool physical? #Covered by #Medicaid & #CHIP. Find out how to enroll:

[WEBSITE LINK]

**image:**

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





Ready? Set? Go – Help your kids and teens #GetCovered before school begins! #Enroll365 [WEBSITE LINK]

**image:**

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

Textbooks, backpacks & new clothes. Oh my! Get coverage for your kids (through age 19) – one less thing to worry about. #Enroll365 [WEBSITE LINK]

Friendly #Reminder – renew your child’s #Medicaid & #CHIP coverage every year! We’re here to help you. #Enroll365 [WEBSITE LINK]

Spread the word: #Enroll365 means that you and your family can enroll in #Medicaid & #CHIP any day of the year. Find out how to enroll and don’t forget to re-enroll. [WEBSITE LINK]

Need health coverage for kids? We’re here to help you enroll in-person! Call [X-XXX-XXX-XXXX] or [WEBSITE LINK] #Enroll365



#Medicaid and #CHIP is a no brainer for getting teens the health coverage they need.

[WEBSITE LINK]

**image:**

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



Medicaid and CHIP cover teens up to age 19. Enroll or renew your health coverage today. #Enroll365 [WEBSITE LINK]

**image:**

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

## 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:

[\[WEBSITE LINK\]](#)

**image:**

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



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

**image:**

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



Did you know #Medicaid and #CHIP cover children through age 19? Share this info with the families in your community today so they can enroll as kids head back to school. [\[WEBSITE LINK\]](#)

**image:**

<https://www.insurekidsnow.gov/downloads/library/online/facebookimage-enroll365-backtoschool-english.png>



Good health is key to success—with Medicaid and CHIP, your child is covered for dental visits, shots, glasses, and more! [\[WEBSITE LINK\]](#)

**image:**

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



With Medicaid and CHIP, children get free or low-cost health coverage. That's something to smile about!

[\[WEBSITE LINK\]](#)

**image:**

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



Keep your kids and teens healthy all fall by enrolling in #Medicaid and #CHIP for low-cost, comprehensive health care. Now that's a win-win! [\[WEBSITE LINK\]](#)

**image:**

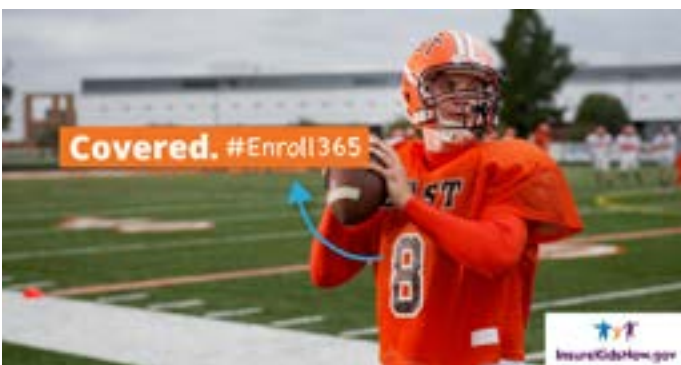
<https://www.insurekidsnow.gov/downloads/library/online/facebookimage-finishline-english.png>



Did you know #Medicaid and #CHIP provide affordable, comprehensive health care to teens through age 19? Sing it! [\[WEBSITE LINK\]](#)

**image:**

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



Your teen can be covered on and off the field with Medicaid and CHIP. Learn more about enrolling today. #Enroll365 [\[WEBSITE LINK\]](#)

**image:**

<https://www.insurekidsnow.gov/downloads/library/online/facebookgraphic-football-english.png>

## Earned Media

### Template Press Release

LOGO

FOR IMMEDIATE RELEASE: [DATE]

MEDIA CONTACT: [NAME, PHONE, EMAIL]

### **[SCHOOL] Children Go Back to School with Health Insurance, Ready to Learn Effort Seeks to Close the Coverage Gap and Enroll Eligible Children and Teens in Free or Low-Cost Health Coverage**

[CITY, STATE] – This Back-to-School season, [ORGANIZATION] is helping prepare eligible families at [SCHOOL] for the school year by connecting them with [STATE MEDICAID] and [STATE CHIP] health coverage. The [ORGANIZATION] will be at [SCHOOL EVENT] assisting eligible families with enrollment and answering questions. According to the Centers for Disease Control and Prevention, nearly 7 out of 10 children aged 5 to 17 years missed one or more school days due to illness or injury.<sup>3</sup> With health insurance, [CITY] children and teens through age 19 can get the immunizations, check-ups, eye exams, dental visits, and other care they may need to fully participate in classroom and after-school activities. Enrollment is open year round [and parents may be eligible for Medicaid, too].

“We want to help send local students back to school this fall with health insurance, setting them up for a healthy and successful school year,” [ORGANIZATION SPOKESPERSON] said. “[ORGANIZATION] is committed to making sure that all eligible children and teens are connected to [STATE MEDICAID] and [STATE CHIP] and able to get reliable care throughout the year.”

[QUOTE FROM SCHOOL PRINCIPAL OR SUPERINTENDENT IF POSSIBLE]

More than [XX,XXX] children and teens are uninsured in [STATE].<sup>4</sup> Many uninsured children may be eligible for free or low-cost health insurance through [STATE MEDICAID] and [STATE CHIP] and their parents don’t know it. Children in a family of 4 earning up to [\$XX,XXX\*] a year may qualify.

For more information about [STATE PROGRAM] or for assistance with the application process, contact [ORGANIZATION] by visiting [WEBSITE] or calling [X-XXX-XXX-XXXX].

[ORGANIZATION BOILERPLATE]

###

\*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.

3 CDC Summary of Health Statistics for U.S. Children, [www.ftp.cdc.gov/pub/Health\\_Statistics/NCHS/NHIS/SHS/2017\\_SHS\\_Table\\_C-6.pdf](http://www.ftp.cdc.gov/pub/Health_Statistics/NCHS/NHIS/SHS/2017_SHS_Table_C-6.pdf) pg. 28.

4 If possible, use 2017 ACS (ASPE Analysis) numbers, but source does not have to be cited in final release.

## Template Media Advisory

LOGO

FOR IMMEDIATE RELEASE: [DATE]

MEDIA CONTACT: [NAME, PHONE, EMAIL]

**[SCHOOL] Partners with [ORGANIZATION] to Provide [STATE MEDICAID] and [STATE CHIP] Enrollment Assistance at [LOCATION] [DATE]**

**[LOCATION] – Area Families Can Apply for Free and Low-Cost Health Coverage at [EVENT]**

**What:** [ORGANIZATION] will be at the [EVENT] offering enrollment assistance in [STATE MEDICAID] and [STATE CHIP] program

**When:** [DATE]; [TIME]

**Where:** [LOCATION]

**Why:** [STATE MEDICAID] and [STATE CHIP] provide eligible children the coverage they need to stay healthy. Children in a family of 4 earning up to [\$XX,XXX\*] a year may qualify for free or low-cost health insurance. Children can enroll anytime [and eligible parents can too]. [STATE MEDICAID] and [STATE CHIP] cover regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions, and more.

**How:** For more information about the [STATE MEDICAID] and [STATE CHIP], call [X-XXX-XXX-XXXX] or go to [WEBSITE]. To learn more about the [EVENT], visit [WEBSITE].

\*[STATE MEDICAID] and [STATE CHIP] enrollment efforts at this event are coordinated as part of the Centers for Medicare & Medicaid Services (CMS) Connecting Kids to Coverage National Campaign, a nationwide effort to enroll eligible children in free and low-cost health insurance.

\*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.

## Template Pitch Email

**EMAIL SUBJECT: At [SCHOOL] Back-to-School Means Backpacks, School Supplies, and Health Coverage**

**[LEAD ORG NAME] helps [SCHOOL] Children Start the School Year Strong with Health Insurance**

Children and teens who have health coverage are better prepared to learn in school and are less likely to miss school because they're sick. Through [Medicaid and the Children's Health Insurance Program (CHIP)] kids can get the immunizations, check-ups, eye exams, dental visits, and other care they may need to fully participate in classroom and after-school activities. Children and teens through age 18 can get free or low-cost health coverage through these programs. [And, parents may be eligible for Medicaid, too!]

To date, Medicaid and CHIP enrollment has grown to over 72.3 million based on statistics from the Medicaid & CHIP April 2019 Application and Eligibility Report, of that more than 34.8 million children were enrolled in Medicaid or CHIP. It's expected that many more will get vital health care coverage as families are eligible to apply on an ongoing basis.

**[SCHOOL] wants to remind [CITY] families that they can enroll in Medicaid or CHIP [OR STATE PROGRAM NAME] year-round and [ORG NAME] is assisting eligible families with the application process [on DATE/TIME at EVENT DETAILS].**

[Or]

**[SCHOOL] partners with [ORG NAME] to assist eligible families with the health insurance application process. [include how to make an appointment details here].**

Local spokespeople are available to discuss the importance of children's health coverage, as well as local enrollment efforts.

To coordinate an interview or for more information, please contact me at [X-XXX-XXX-XXXX] or [EMAIL]. Thanks in advance for your consideration, and I look forward to hearing from you soon.

Best,

[YOUR NAME]

On behalf of the Connecting Kids to Coverage National Campaign

## Live Read Radio PSA Scripts

Read these scripts on local radio stations to promote Medicaid and CHIP enrollment and local assistance. For tips on pitching PSAs to radio stations check out our [10 Tips for Putting Public Service Announcements to Work](#).

### 15 Seconds

Medicaid and the Children's Health Insurance Program offer free or low-cost health coverage for kids and teens. Enrollment is open year round. To learn more, visit [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-543-7669.

### 30 Seconds

Hey moms and dads – did you know Medicaid and the Children's Health Insurance Program offer free or low-cost health coverage for kids and teens? And parents, you may be eligible for Medicaid, too. Enrollment is open year round.

These programs cover doctor and dentist visits, prescriptions, shots and more. All the stuff that helps kids stay healthy.

Visit [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-543-7669.

### 60 Seconds

Hey moms and dads – did you know Medicaid and the Children's Health Insurance Program offer free or low-cost health coverage for kids and teens? And parents, you may be eligible for Medicaid, too. Enrollment is open year round.

These programs cover regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. All the stuff that helps kids and teens stay healthy.

You can enroll any day of the year, but why put it off when you can protect your family and your finances today? Kids in a family of four earning up to [\$XX,XXX\*] a year or more may qualify. Visit [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-543-7669 to learn more about affordable health coverage for your family.

\*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.



# Outreach Calendar



Month	Timing Considerations	Suggested Outreach Activities
July/August	<ul style="list-style-type: none"> <li>• Back-to-School</li> <li>• School year begins</li> <li>• National Immunization Awareness Month (August)</li> </ul>	<p>Offer onsite enrollment at immunization fairs</p> <p>Distribute informational materials during school supply drives</p> <p>Include health insurance status questions on school registration forms</p>
September	<ul style="list-style-type: none"> <li>• Fall sports</li> <li>• School open house/parent nights</li> </ul>	<p>Include health insurance status questions on sports physicals and registration forms</p> <p>Give presentations and distribute materials on coverage options for families at parent nights</p>
October	<ul style="list-style-type: none"> <li>• Cold and flu season</li> <li>• Avoid SAT period</li> <li>• Avoid Fall Break</li> </ul>	<p>Include “cold and flu” messaging in communications</p> <p>Include information in mid-point semester report cards home to parents</p>
November	<ul style="list-style-type: none"> <li>• Cold and flu season</li> <li>• Avoid Thanksgiving holiday season</li> </ul>	<p>If schools host anything like Thanksgiving meal drives for families, include information/materials in giveaways</p>
December	<ul style="list-style-type: none"> <li>• Parent/teacher conferences</li> <li>• Avoid exams period</li> <li>• Avoid holiday season</li> </ul>	<p>Equip teachers with information materials to distribute during parent/teacher conferences</p>
January/February	<ul style="list-style-type: none"> <li>• Spring sports physicals</li> <li>• Avoid SAT period</li> <li>• Children’s Dental Health Month (February)</li> </ul>	<p>Include health insurance status questions on sports physicals and registration forms</p> <p>Include information in report cards home to parents</p>
March/April	<ul style="list-style-type: none"> <li>• Spring allergy and asthma season</li> <li>• District budget and initiative planning</li> <li>• Avoid Spring Break</li> </ul>	<p>Include “allergies and asthma” messaging in communications</p> <p>Equip administrators or other school contacts with information they need to bring ideas about enrollment initiatives to others in school leadership</p> <p>Include information in mid-point semester report cards home to parents</p>
May/June	<ul style="list-style-type: none"> <li>• Registration for summer camp programs</li> <li>• Prep for summer food service programs</li> <li>• End-of-year parent/teacher conferences</li> <li>• Registration/orientation for upcoming school year</li> <li>• Avoid SAT</li> <li>• Avoid exams period</li> </ul>	<p>Include info in semester report cards home to parents</p> <p>Include health insurance status questions on summer food service registration forms</p> <p>Equip teachers with information materials to distribute during parent/teacher conferences</p>



**Connecting Kids to Coverage  
Resource Appendix**

## Connecting Kids to Coverage Resource Appendix

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Below are resources that may be helpful for your school-based outreach, including free-to-download print collateral, tip sheets on working with schools, and recordings of webinars that provide strategies for Back-to-School and school-based outreach. Many of the print materials can be [customized](#) with your logo and contact information. If you have questions about Campaign resources, e-mail [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov).

### Print Materials

- Back-to-School [palm card](#) and [poster](#)
- [Youth Sports Outreach Materials](#)

### Online Tools

- [Social Media Graphic: “Back-to-School” \(Facebook\)](#)
- [Social Media Graphic: “Back-to-School” \(Twitter\)](#)
- [Sample Back-to-School Posts](#)

### Webinars

- [Webinar: Connecting Students to Coverage This Back to School Season \(6/6/18\)](#)
- [Webinar: Connecting Kids to A+ Health Coverage for Back to School \(5/17/17\)](#)
- [Webinar: Back-to-School & School-Based Enrollment Strategies: Tried, True & New Ideas \(6/22/15\)](#)
- [Webinar: Back-to-School Outreach and Enrollment: Tactics and Resources for Success \(7/31/14\)](#)

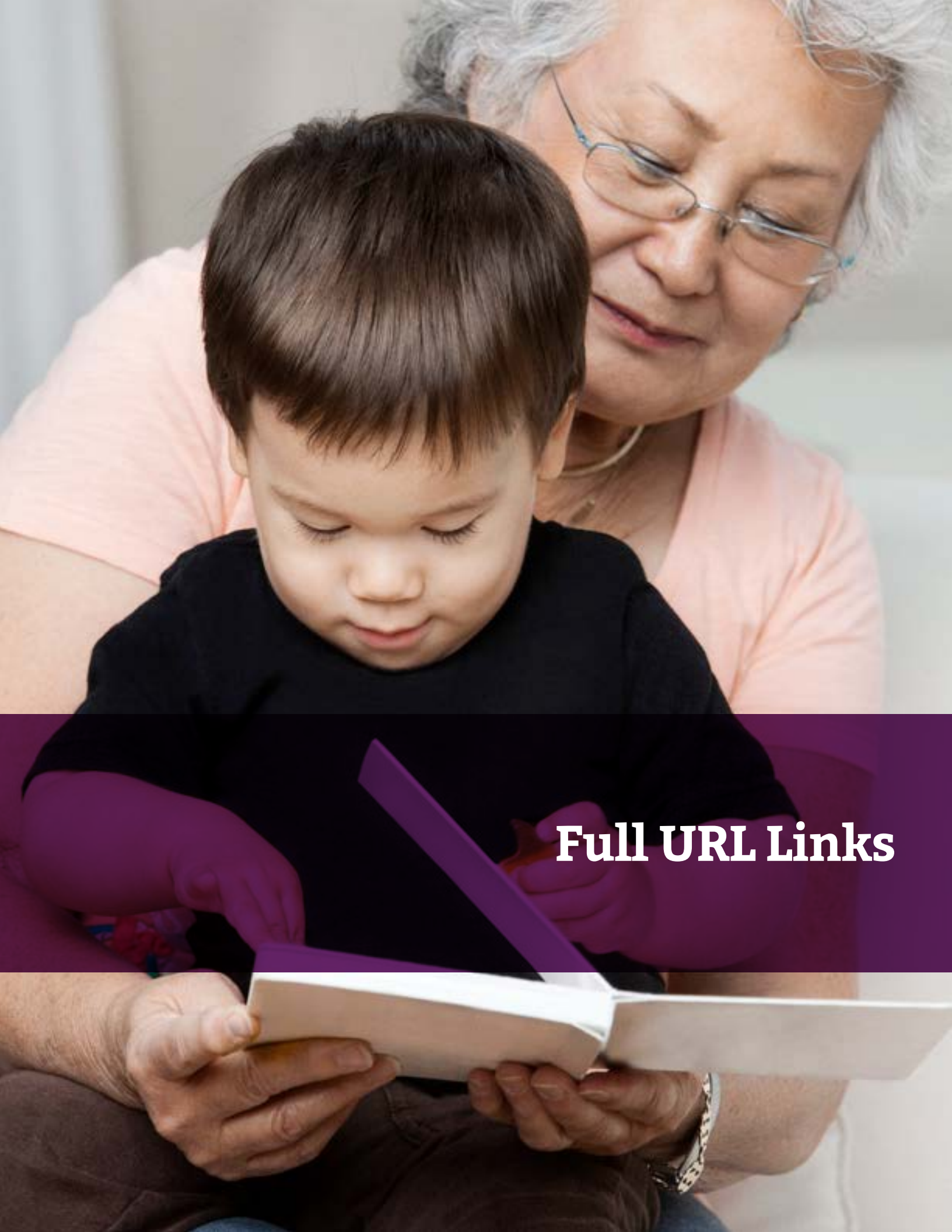
### Tip Sheets

- [10 Things Schools Can Do \(Photo: Young Boy\)](#)
- [10 Things Schools Can Do \(Photo: Teens\)](#)

### Outreach Video Library

The following outreach videos show how different school communities have built Medicaid and CHIP outreach efforts with community partners.

- [Connecting Kids to Coverage: Florida](#)
- [Connecting Kids to Coverage: Rhode Island](#)



**Full URL Links**

## Full URL Links

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### Page 4

Connecting Students to Coverage This Back-to-School Season Webinar:

<https://www.insurekidsnow.gov/webinars-videos/webinars/20180606/index.html>

### Page 8

Children's Defense Fund (CDF) and the School Superintendents Association (AASA) #InsureAllChildren School health enrollment toolkit: <http://www.insureallchildren.org/>

FERPA: <http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>

HIPAA: <http://www.hhs.gov/hipaa/>

### Page 12

Image Sizing Guide: <http://sproutsocial.com/insights/social-media-image-sizes-guide/>

### Page 14

HHS FPL Guidelines: <https://aspe.hhs.gov/poverty-guidelines>.

State FPL Guidelines: <https://www.medicaid.gov/medicaid/by-state/by-state.html>

### Page 17

Measuring for Success: Using Data to Reach Your Target Communities and Improve Enrollment Strategies Webinar: <https://www.insurekidsnow.gov/webinars-videos/webinars/20150806/index.html>

Income Data:

<https://www.irs.gov/statistics/soi-tax-stats-individual-income-tax-statistics-2016-zip-code-data-soi>

Community Facts Tool: [Data Profiles](#)

### Page 18

Michigan Primary Care Association: <http://www.mpca.net/>

### Page 21

Social Media Posts: <https://www.insurekidsnow.gov/library/index.html#Facebook>

### Page 29

10 Tips for Putting Public Service Announcements to Work:

<https://www.insurekidsnow.gov/downloads/library/misc/10-tips-for-putting-psas-to-work.pdf>

<https://aspe.hhs.gov/poverty-guidelines>

<https://www.medicaid.gov/state-overviews/index.html>

### Page 33

Customization Guide:

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

Back-to-School Palm Card: <https://www.insurekidsnow.gov/downloads/library/print/11667.pdf>

Back-to-School Poster: <https://www.insurekidsnow.gov/downloads/library/print/11668.pdf>

Youth Sports Outreach Materials: <https://www.insurekidsnow.gov/initiatives/sports/index.html>

Social Media Graphic: Back-to-School (Facebook):

<https://www.insurekidsnow.gov/downloads/library/online/facebookimage-enroll365-backtoschool-english.png>

Social Media Graphic: Back-to-School (Twitter):

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

Sample Back-to-School Posts:

<https://www.insurekidsnow.gov/downloads/library/online/bts-social-media-posts-english.pdf>

Webinar: Connecting Students to Coverage This Back to School Season (6/6/18):

<https://www.insurekidsnow.gov/webinars-videos/webinars/20180606/index.html>

Webinar: Back-to-School & School-Based Enrollment Strategies: Tried, True & New Ideas (6/22/15):

<https://www.insurekidsnow.gov/webinars-videos/webinars/20150622/index.html>

Webinar: Connecting Kids to A+ Health Coverage for Back-to-School (5/17/2017):

<https://www.insurekidsnow.gov/webinars-videos/webinars/20170517/index.html>

Webinar: Back-to-School Outreach and Enrollment: Tactics and Resources for Success (7/31/14):

<https://www.insurekidsnow.gov/webinars-videos/webinars/20140731/index.html>

Ten Things Schools Can Do Tip Sheet (Photo: Young Boy):

<https://www.insurekidsnow.gov/downloads/library/misc/ideas-10thingschoolscando-boy-english.pdf>

Ten Things Schools Can Do Tip Sheet (Photo: Teens):

<https://www.insurekidsnow.gov/downloads/library/misc/ideas-10thingschoolscando-teen-english.pdf>

Connecting Kids to Coverage: Florida, Outreach Video Library:

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

Connecting Kids to Coverage: Rhode Island, Outreach Video Library:

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