



# **Back-to-School Outreach and Enrollment: Tactics and Resources for Success**

July 31, 2014 | 3:00 to 4:15 p.m. EST

# Agenda

- Introductions and Overview
- Back-to-School Strategies and Resources
- Grantee Spotlight: Family Healthcare Foundation, Tampa, FL
- Partner Spotlight: School Social Work Association of America
- Back to School with Asthma: American Lung Association



# Back-to-School: Strategies and Resources



- Donna Cohen Ross, CMCS
- Sandy Won, GMMB



# Why Back-to-School?

- Great time for outreach to eligible families as they prepare their kids for school
- Targets parents when they are thinking about their kids' health care (e.g., immunizations, physicals, etc.)
- Schools are trusted sources of information for parents
- Healthy children and teens are better prepared to learn and succeed!



# Back-to-School Activities

Be a part of Back-to-School activities in schools and your community:

- School supply drives
- Free immunizations and screenings, health fairs
- School registrations, Back-to-School nights
- School fairs and plays
- School sports events
- Fundraisers
- Testing and college information sessions



# Identify Schools with Eligible Kids

- Use available data (e.g., uninsured, free and reduced-price breakfast/lunch) to target school districts
- Consider a range of schools: elementary, middle and high schools, preschools, day care centers, vocational/trade schools, private and parochial schools, adult education classes, community colleges



# Build Relationships with School Staff

- Cultivating relationships with schools and school-based organizations takes time
- Work with school staff who interact with parents – nurses, counselors, ELL teachers, parent liaisons, coaches, teachers, principals
- Think about how to gain the support of leaders within the school district, such as the superintendent



# School Superintendents

“We’ve made a lot of [academic] gains in the last four years, but we are not going to make the next level of gains unless we are working with healthy children... Our kids need to have regular health check-ups...they need to have their prescriptions... The number one thing I would say to my colleagues, other superintendents: If you believe it, you need to lead it ... you need to be the voice for healthy children.”

-- Dr. Phillip Lanoue, Clarke County  
(Georgia) School Superintendent

Listen to Dr. Lanoue’s remarks at <http://youtu.be/7VbjlwRqRqE>



InsureKidsNow.gov



# Build Referral Networks





# Connecting Kids to Coverage Campaign Resources

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

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,700 a year or more may qualify.

Go to [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW to learn more.

Visit [HealthCare.gov](http://HealthCare.gov) to learn more about affordable health coverage for your family.



# Flyers, Posters and Palmcards

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

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

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

To learn more about affordable health coverage for your family, visit [HealthCare.gov](http://HealthCare.gov) or call 1-877-KIDS-NOW.

## Health coverage for teens who just want to have fun

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

Go to [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW to learn more.

Visit [HealthCare.gov](http://HealthCare.gov) to learn more about affordable health coverage for your family.



# 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. Children in a family of four earning up to \$47,700 a year or more may qualify.

Go to [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW to learn more.

Visit [HealthCare.gov](http://HealthCare.gov) to learn more about affordable health coverage for your family.

LOGO 1      LOGO 2

Health Insurance Marketplace

INSUREKIDSNOW.GOV

OMB Product No. 19022

- Available in English and Spanish
- Some available in Chinese, Korean, Vietnamese, Hmong and more.

## Customization Guide:

[insurekidsnow.gov/professionals/outreach/strategies/customization\\_guide\\_.pdf](http://insurekidsnow.gov/professionals/outreach/strategies/customization_guide_.pdf)



InsureKidsNow.gov

# Web Resources

- Social media graphics and posts
- Web buttons and banners

— I know a good thing when I see it. —

Medicaid and CHIP offer free or low-cost health coverage for children. Parents may be eligible for Medicaid too. **Enroll Now. Why Wait?**

Visit [HealthCare.gov](http://HealthCare.gov)  
or call **1-877-KIDS-NOW**



I've got a good feeling about this.

#Enroll365



I know a good thing when I see it.

Medicaid and CHIP offer free or low-cost health coverage for children. Parents may be eligible for Medicaid too.

**Enroll Now. Why Wait?**

Visit [HealthCare.gov](http://HealthCare.gov)  
or call **1-877-KIDS-NOW**



**Enroll Now. Why Wait?**

Medicaid and CHIP offer free or low-cost health coverage.

Visit [HealthCare.gov](http://HealthCare.gov)  
or call **1-877-KIDS-NOW**



Can we have a word with you?

#Enroll365



# Videos

- Web video featuring Sophia, a confident, covered kid letting people know enrollment in Medicaid and CHIP is year-round
- Videos on outreach and enrollment strategies from orgs across the country



# TV and Radio Public Service Announcements (PSAs)

- :30 TV PSAs in English and Spanish
- :60 radio PSAs in English and Spanish
- Live read scripts
  - :15, :30, :60 versions
- Tips for using PSAs
- Pitch letters in English and Spanish



URL: [http://www.insurekidsnow.gov/professionals/outreach/strategies/tv\\_and\\_radio\\_psas.html](http://www.insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html)



InsureKidsNow.gov

# Connect with the Campaign

- Website: [www.InsureKidsNow.gov](http://www.InsureKidsNow.gov)
- Twitter: @IKNGov
- Facebook: Insure Kids Now
- Sign up for “Campaign Notes”
  - Go to:  
<https://public.govdelivery.com/accounts/USCMS/subscriber/topics>
  - Enter your email address
  - Check off “Connecting Kids to Coverage National Campaign” under Outreach and Education

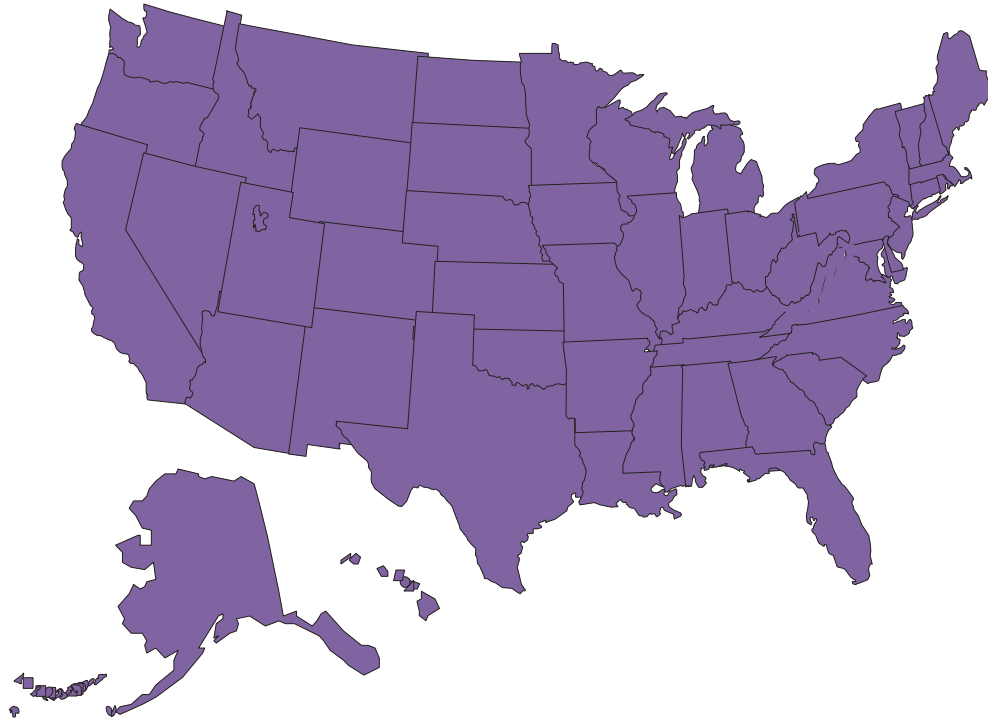




# Campaign Field Desks

Call: 1-855-313-KIDS (5437)

Email: [InsureKidsNow@fleishman.com](mailto:InsureKidsNow@fleishman.com)



# Grantee Spotlight

- **Melanie Hall**

Executive Director,  
Family Healthcare  
Foundation

Tampa, Florida



# The Family Healthcare Foundation

Connecting Kids to Coverage grantee for the last five years

Current grant focused on school-based outreach and partnerships

Has a MOU with Hillsborough and Pinellas County Public Schools

Also administer a Navigator project as part of the effort coordinated by the University of South Florida



# Successful Back-to-School Efforts



- Coordinated with school districts
- Focus on immunization and school physical fairs
- Include a coalition of school and community based partners, like the County Health Departments and social service partners
- Participate in multiple events each weekend in mid-July to mid-August
- Provide application assistance onsite at each event



# Building a Crowd: Back-to-School Immunization Fairs

Promoted through a flyer in the free and reduced-price lunch information packets that are mailed in early July by the school district

Flyer lists the locations of the events

Includes information families need to bring in order to complete application

Promoted on our website and those of partners



# Staffing

- Limited number of paid staff that can attend events
- Augment with Parent Ambassadors and Navigators, especially for community based events
- Provide training for other partners to become certified Application Assistants, like school social workers and hospital staff



# Connecting Kids to Coverage Resources

- Distributing posters and palmcards to partners
- Mass materials distribution to school social workers, school health personnel and school psychologists in mid-August for use all year
- Sharing online resources with Covering Tampa Bay Coalition
- Billboards and radio ads are increasing calls to our KidCare line
- Utilizing that opportunity to drive families to events or set up appointments



**LOW-COST OR FREE HEALTH COVERAGE FOR KIDS!**

Enroll today!  
[FamilyHealthcareFdn.org](http://FamilyHealthcareFdn.org) or 813-615-0589 ext. 708

 Family Healthcare FOUNDATION 

The advertisement features a group of diverse children giving thumbs up. The text is in blue and red, with 'FOR KIDS!' in red. The background is white.



# Partner Spotlight

- **Frederick Streeck**

Executive Director ,  
School Social Work  
Association of America



**SSWAA**



InsureKidsNow.gov



# Overview



- In 1906, School Social Work began in the US
- Approximately 20,000+ School Social Workers in K-12 schools currently
- School Social Workers have a Masters Degree in Social Work, and are specially trained in working with children, teachers and parents
- School Social Workers provide individual and group counseling to students and provide consultation to teachers and parents on topics having to do with social & emotional barriers to academic success



# Working with Kids, Schools and Families



## School Social Workers help students to:

- Cope in times of crisis
- Access mental health services
- Become resilient, successful learners,
- Gain personal and social competencies



## School Social Workers help parents to:

- Effectively participate in their child's education
- Understand their child's developmental and educational needs
- Access school and community resources
- Understand special education services
- Strengthen parenting skills



# School Social Workers & School Staff

## School Social Workers help educators to:

- Work effectively with parents
- Discuss new resources
- Participate in the special education process
- Understand family, cultural and community factors affecting students

## School Social Workers help administrators to:

- Ensure compliance with special education laws
- Implement effective prevention programs and policies which address:
  - *School Attendance*
  - *Alcohol and other drug abuse*
  - *Teen Pregnancy*
  - *Violence*
  - *Suicide and sudden death*
  - *Child abuse and neglect*
  - *School Safety*



# School Social Workers & the Community

School Social Workers link schools and communities to:

- Coordinate the delivery of educational, health and mental health services
- Develop resources to adequately meet the needs of students and families



# Working with Community Organizations

## Community Organizations can access school social workers by:

- Contacting the local school and asking to speak to a school social worker
- Contacting the State School Social Work Association in the state where you live and ask for assistance
- Explain the nature of the reason for your e-mail or phone call and ask to help plan for the students health care needs you are concerned about
- Additional on line resources for parents, educators, administrators and community organizations can be found at [SSWAA.org](http://SSWAA.org)



# Working With School Social Workers

## Questions?

- e-mail: [Contactus@sswaa.org](mailto:Contactus@sswaa.org)
- Website: [www.SSWAA.org](http://www.SSWAA.org)

*“We all have an important role to play in assisting Kids and Families. A healthy body leads to strong and academically healthy learners. Successful public schools are the cornerstone of our Democracy.”*

Thank you for your help in Connecting Kids to Coverage.



# Back-to-School with Asthma

*Raising Awareness about Opportunities to Access Quality Asthma Care for Patients and Caregivers*

- **Barbara M Kaplan,**  
M.P.H., C.H.E.S.  
Director, Asthma  
Education | Research &  
Health Education Division



# Asthma is Common

Close to 26 million Americans have asthma.

- Including 7.1 million children

Asthma is a leading cause of activity limitation

- School-aged children missed 10.5 million days of school due to asthma
- Employed adults missed 14.2 million days of work due to asthma

Asthma costs our nation \$56 billion annually

- \$50.1 billion per year in direct medical expenses
- \$3.8 billion per year in loss of productivity resulting from missed school or work days
- \$2.1 billion per year from premature death





# Goals of Asthma Control

- Sleep through the night
- Be physically active
- Not miss school or work due to asthma
- Not have asthma related visits to the emergency room or be hospitalized for asthma
- Not cough or wheeze during the day or night



# Steps to Control Asthma

- Monitor asthma
- Avoid asthma triggers
- Use medication as directed
- Know what to do in an emergency/Use a management plan
- Follow-up with your healthcare provider at least annually or more often when uncontrolled



# CDC-funded Project: *Improving Access to and the Quality of Asthma Care*

**Project Goal:** Raise awareness among individuals with asthma and caregivers about opportunities to access care and opportunities to access quality asthma care in the health care system



# Key Strategies

- Empowering individuals with asthma and parents of children with asthma to get health coverage through the Affordable Care Act, including Medicaid and CHIP, in order to better manage the disease
- Educate individuals with asthma and parents of children with asthma on steps to access quality asthma care



# American Lung Association Lung HelpLine

*Certified Application Counselor Organization*

- **Two Major Benefits of Referring People to Helpline:**
  - Staffed by lung health specialists (e.g., RNs and RTs) who can help consumers determine which level plan is best for them.
  - Can assist callers in making sure they have the right information to complete the enrollment process.



American Lung Association Lung HelpLine

Questions about your lung health? Need help finding healthcare? Ask an expert.




InsureKidsNow.gov

# Helping Patients Living with Lung Disease

## Choose the Right Plan

- Fact Sheet – Affordable Care Act
- Facts Sheets on Choosing the Right Plan
  - Asthma & COPD Patients
  - Tobacco Users
  - Lung Cancer Patients



**Choosing a Health Insurance Plan: Lung Disease Patients**

Q: I have a chronic lung disease (like asthma or COPD). What should I think about when choosing a health insurance plan?

A: There are several things for lung disease patients (or parents and caregivers of lung disease patients) to consider when choosing a health insurance plan:

**Do you take daily controller medicines (taken by mouth or inhaled), or do you use quick-relief medicines (inhaled)?**

- If you do, make sure that the health plan covers your medicine. You should be able to find out if your medication(s) are covered by looking at the plan's formulary/preferred drug list (often listed under "respiratory" medicines), in the plan's member handbook, or by calling the plan's main information phone number.

**Do you use oxygen? Has your doctor ever told you may need oxygen?**

- If yes, call the potential health plan's 1-800 number and ask if they cover medically necessary oxygen. Also ask how the coverage works: will they cover home delivery of oxygen tanks?

**Do you use medical equipment (like spacers, peak flow meters or nebulizers) to treat your lung disease?**

- If yes, call the potential health plan's 1-800 number and ask if they cover the equipment you use. Also ask if they require a prescription for the equipment, and if so, if you are able to get multiple prescriptions (for example, if you keep a spacer at home, work and/or school).

**Do you go to pulmonary rehabilitation? Has your doctor ever recommended pulmonary rehabilitation?**

- If yes, call the potential health plan's 1-800 number and ask if they cover pulmonary rehabilitation. You might find information about this in the plan's materials under chronic disease management. Also ask how many sessions the plan covers, how often you can go, and whether there is an in-network provider of pulmonary rehabilitation that is convenient for you in your area.

**Do you receive visits from an asthma educator at home, school or work?**

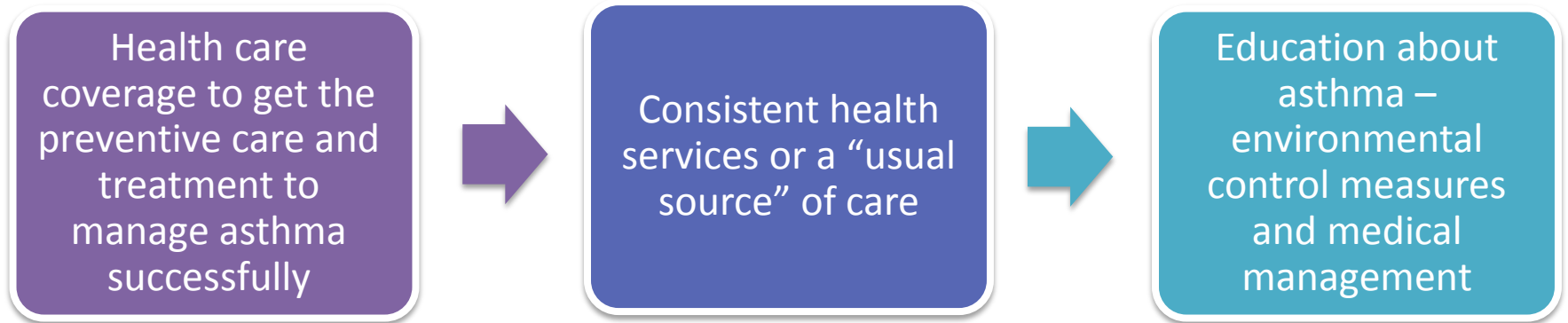
- If yes, call the potential health plan's 1-800 number and ask if they cover asthma educator visits as a preventive or chronic disease management service. Also ask how many sessions the plan covers per year and who you can contact about receiving these services.

**Do you go to your primary care doctor to treat your lung disease?**

- Make sure your current primary care doctor is in the potential plan's network and that your doctor accepts the potential plan's insurance. Call your doctor's office to make sure. If you are



# Steps to Access Quality Asthma Care



- Raising awareness by sharing key messages and downloadable tools during the *2014 Back-to-School with Asthma* campaign



# Your Child's Asthma

## A Parents Guide to Better Breathing

### Your Child's Asthma A Parent's Guide to Better Breathing

# STEP 1

**Take Action Against Asthma!**  
Most children with asthma develop their first symptoms before they are five-years-old. If you have concerns about your child's breathing, such as wheezing and coughing, work with your child's health care provider to address your



The American Lung Association is here to help you manage your child's asthma symptoms and find a qualified health care provider.  
Call or visit for support today:  
**1-800-LUNG-USA**

### Your Child's Asthma A Parent's Guide to Better Breathing

# STEP 2

**Increase Your Asthma Awareness**  
The better you understand your child's asthma diagnosis, the more you can do to help your child stay healthy and



### Your Child's Asthma A Parent's Guide to Better Breathing

# STEP 3

**Managing Asthma Symptoms**  
Working closely with your child's health care provider is the first step in helping to manage your child's asthma. Schedule an asthma check-up at least once a year and discuss your child's asthma symptoms. In addition, work with your child's health care provider to manage your child's asthma. Get a copy of this guide and give your child's health care provider a copy to share.



here to help you manage your child's asthma symptoms and find a qualified health care provider.  
Visit for support today:  
**www.lung.org/asthma**

### Your Child's Asthma A Parent's Guide to Better Breathing

# STEP 4

**Know & Avoid Asthma Triggers**  
Knowing what causes your child's asthma symptoms to start can help you prevent breathing problems. Talk to your health care provider about how these common triggers may worsen your child's asthma:

- Cockroaches
- Dust and dust mites
- Mold and mildew
- Outdoor air pollution
- Pets and animal dander
- Pollen
- Physical activity/exercise
- Respiratory infections
- Smoking and secondhand smoke
- Strong emotions (e.g., stress, crying and even laughing)
- Strong odors (e.g., hairspray, perfume, air fresheners, cleaning products)
- Wood smoke and fires

Mark the things that make breathing difficult for your child and make a plan to talk to your child's doctor about the steps you can take to limit or avoid them.



The American Lung Association is here to help you manage your child's asthma symptoms and find a qualified health care provider.  
Call or visit for support today:  
**1-800-LUNG-USA** ♦ **www.lung.org/asthma**



### Your Child's Asthma A Parent's Guide to Better Breathing

# STEP 5

**Gather Your Support Network**  
Educate all of the people your child spends time with—teachers, coaches, day care providers, relatives, and parents of friends. They are an essential part of your child's asthma management team.

- ✓ Ensure every adult in your child's life has a copy his or her Asthma Action Plan.
- ✓ Work with your child's school to ensure he/she has access to life-saving asthma medication during the school day.
- ✓ Share the American Lung Association's *Asthma Basics* course: [www.lung.org/asthmabasics](http://www.lung.org/asthmabasics) with your child caretakers such as school personnel, after school care providers, grandparents, and family friends.
- ✓ Join the Lung Connection: [www.connection.lung.org](http://www.connection.lung.org) and get support from parents of children with asthma.



The American Lung Association is here to help you manage your child's asthma symptoms and find a qualified health care provider.  
Call or visit for support today:  
**1-800-LUNG-USA** ♦ **www.lung.org/asthma**





# Back-to-School with Asthma Campaign

## Back-to-School with Asthma Toolkit

Are you a teacher, school nurse or school staff member interested in creating an [asthma-friendly learning environment](#)? Find out how you can keep your students safe and healthy this school year!



- Asthma is a leading chronic condition that causes students to miss school, which can have a direct effect on their academic success.
- The Fall is a peak season for asthma symptoms to occur.
- Several local Lung Association offices may participate in “*Back to School with Asthma*” Nights – ***\*opportunity to collaborate\****
- Toolkit provides resources for teachers, school nurses and staff to improve asthma management in schools for the 2015-2016 school season.
- This year e-communications and social media will promote *Step Cards: A Parents Guide to Better Breathing*.

Visit: [www.lung.org/asthma](http://www.lung.org/asthma) to help families with asthma prepare to go back to school!



InsureKidsNow.gov

# What States and Outreach Partners Can Do

- Connect with your local Lung Association by dialing **1-800-586-4872** (1-800-LUNG-USA).
- Download tools and resources at [www.lung.org/aca](http://www.lung.org/aca) and [www.lung.org/asthma](http://www.lung.org/asthma) to help individuals with asthma and caregivers get access to care.
- Refer individuals with asthma and their caregivers to the Lung HelpLine at **1-800-586-4872**

*Look for additional tools for the 2015 Enrollment Period!*





**Questions & Answers**



**Thanks!**