



# Advocating for Healthy Smiles: Children and Oral Health

February 9, 2017  
2:00 p.m. EST



| [InsureKidsNow.gov](http://InsureKidsNow.gov)

# Agenda

- Overview and Introductions
- Addressing the Issue: Connecting Children Enrolled in Medicaid and CHIP with Oral Healthcare
- Promoting the Importance of Oral Health
- School-based Initiatives Promoting Oral Health Benefits and Services
- Using Social Media to Promote Medicaid & CHIP Enrollment
- Campaign Resources
- Questions and Answers

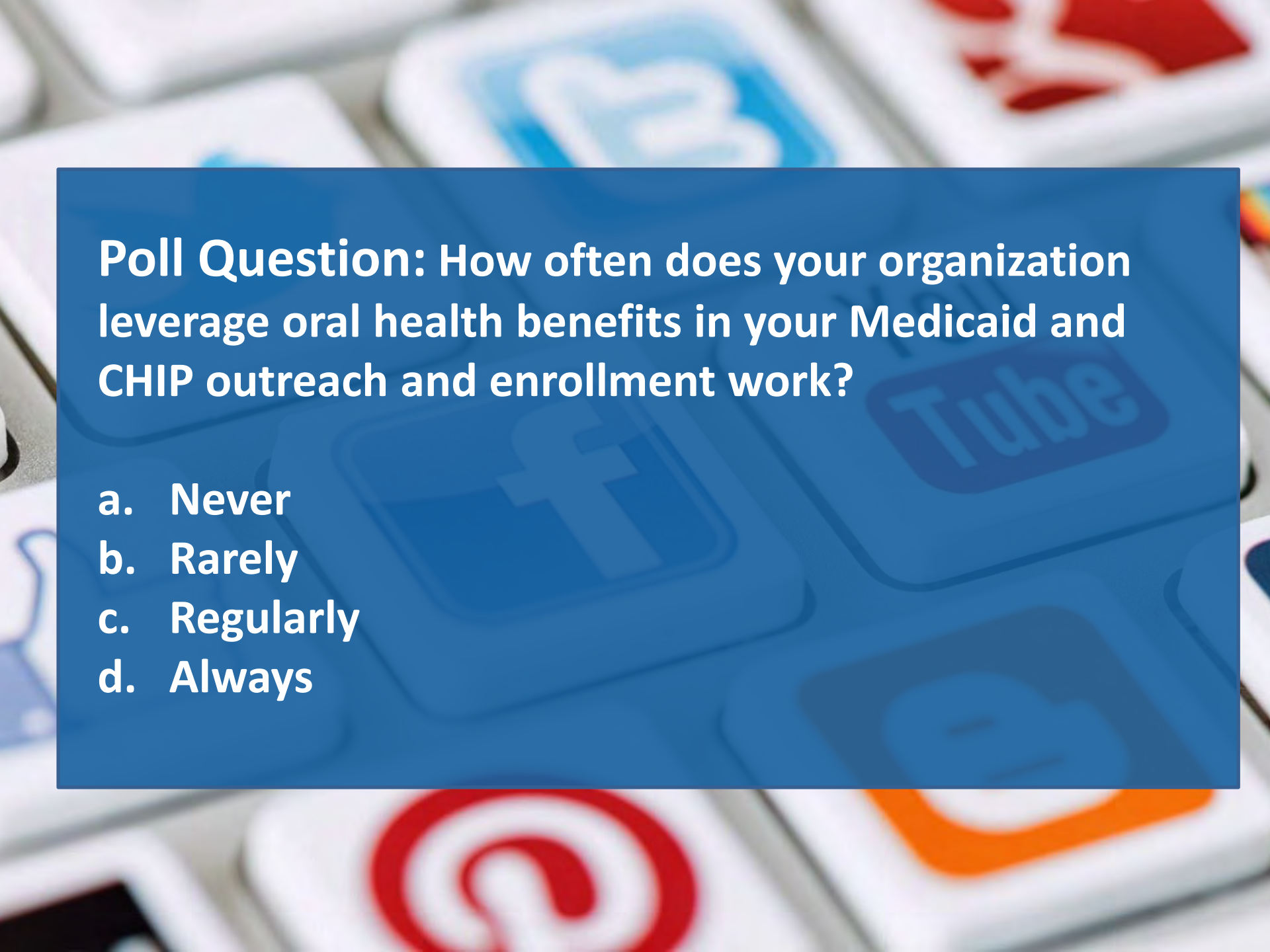


# The Importance of Oral Health: Not Just What, but Why

**Lynn Douglas Mouden, DDS, MPH**  
Chief Dental Officer  
Centers for Medicare & Medicaid Services



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The background of the slide is a close-up, slightly blurred image of a computer keyboard. Several social media icons are visible, including the Facebook 'f' logo, the YouTube logo, and the Twitter bird logo. The icons are in various colors and are partially obscured by the blue text box.

**Poll Question: How often does your organization leverage oral health benefits in your Medicaid and CHIP outreach and enrollment work?**

- a. Never**
- b. Rarely**
- c. Regularly**
- d. Always**

# Dental Caries (Tooth Decay) in Children

- A transmissible bacteria-based disease
- Most serious when it develops early - before age 3
- Common: 50% of children have had at least one cavity by age 5
- Chronic: once established can last a lifetime
- Consequential: pain, interference with development and eating, and other serious infections
- Expensive: children treated in the operating room can cost \$9,000 - \$15,000 per episode



# The Importance to Children, Parents and State Medicaid Programs

- Inequitably distributed: 80% of the disease is found in 20% of children – mostly Medicaid children
- More than 6 million school hours are lost each year due to dental problems
- Lack of access to dental care is often cited in surveys of unmet need among parents of Medicaid-enrolled children





# Addressing the Issue: Connecting Children Enrolled in Medicaid and CHIP with Oral Healthcare

**Laurie Norris, JD**

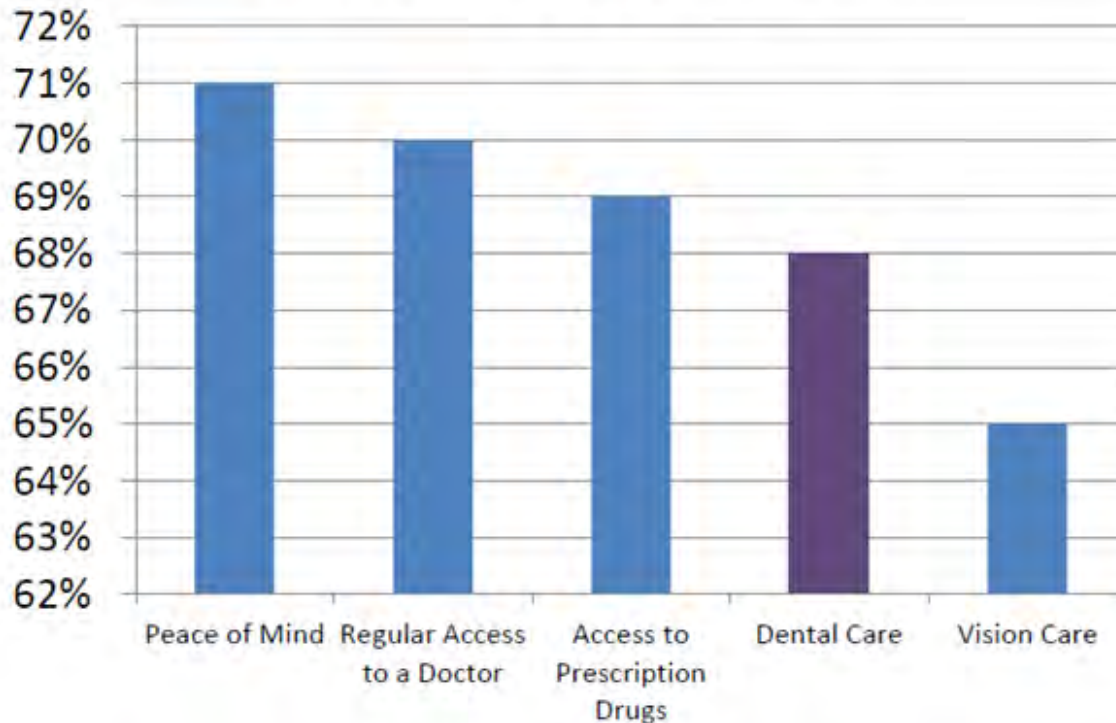
Senior Policy Advisor for Oral Health  
Centers for Medicare & Medicaid Services



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# Dental Coverage Motivates Families to Enroll in Medicaid and CHIP

## Top Reasons for Enrollment



**68%** of parents surveyed cited dental care as a motivating factor for enrolling their child in Medicaid or CHIP – making it one of the top 5 reasons for enrollment.

Source: Informing CHIP and Medicaid Outreach and Education, Topline Report, Key Findings from a National Survey of Low-Income Parents, Centers for Medicaid and Medicare Service (CMS), November 2011

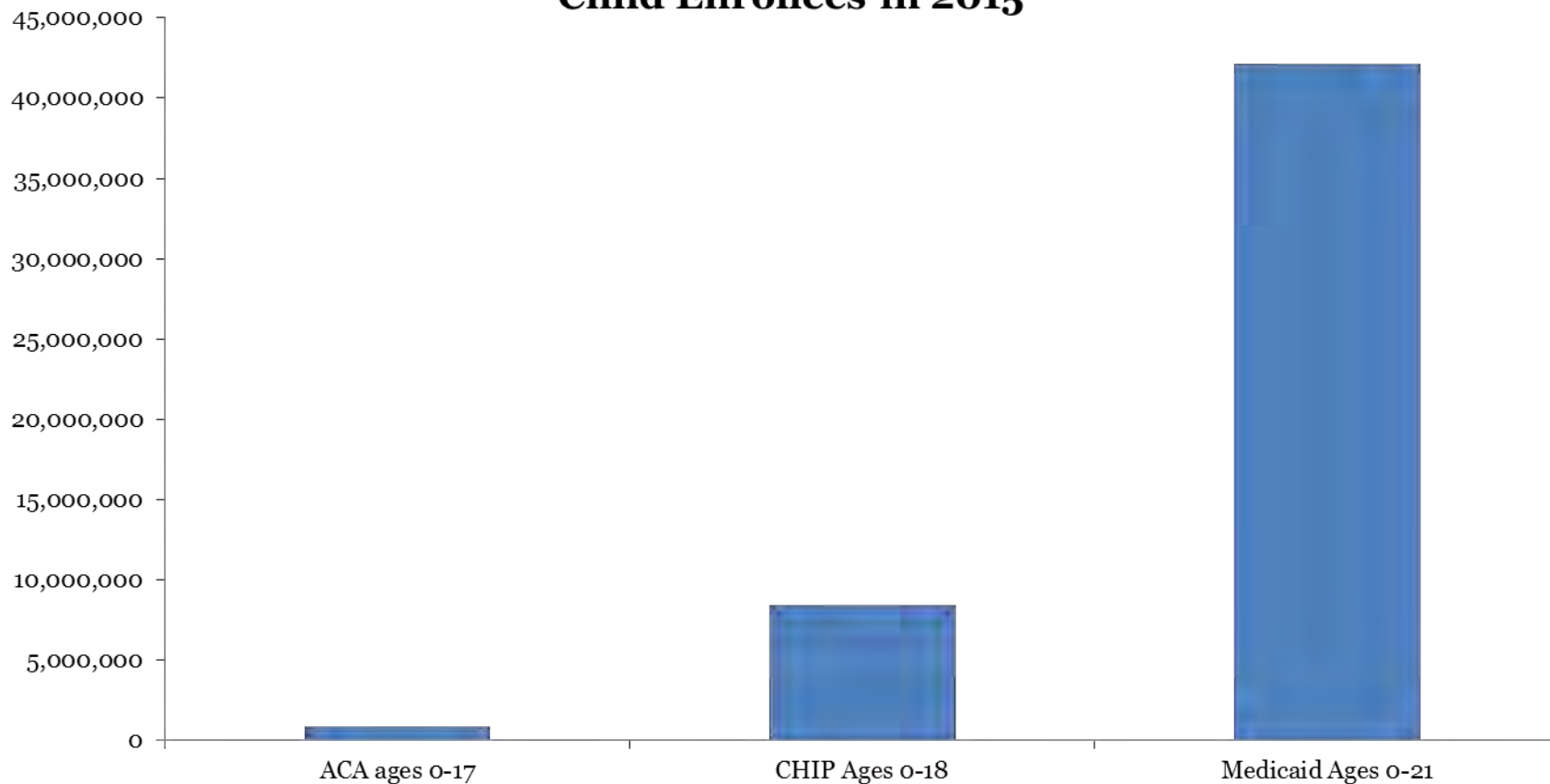


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# More Than 50 Million Children Have Public or Marketplace Dental Coverage

## Child Enrollees in 2015



Sources: ACA (ASPE 2015 Enrollment Report, available at [http://aspe.hhs.gov/sites/default/files/pdf/83656/ib\\_2015mar\\_enrollment.pdf](http://aspe.hhs.gov/sites/default/files/pdf/83656/ib_2015mar_enrollment.pdf)); CHIP (CMS Report: FFY15 Number of Children Ever Enrolled in Medicaid and CHIP); Medicaid (CMS 416 data FFY 2015 Line 1a).



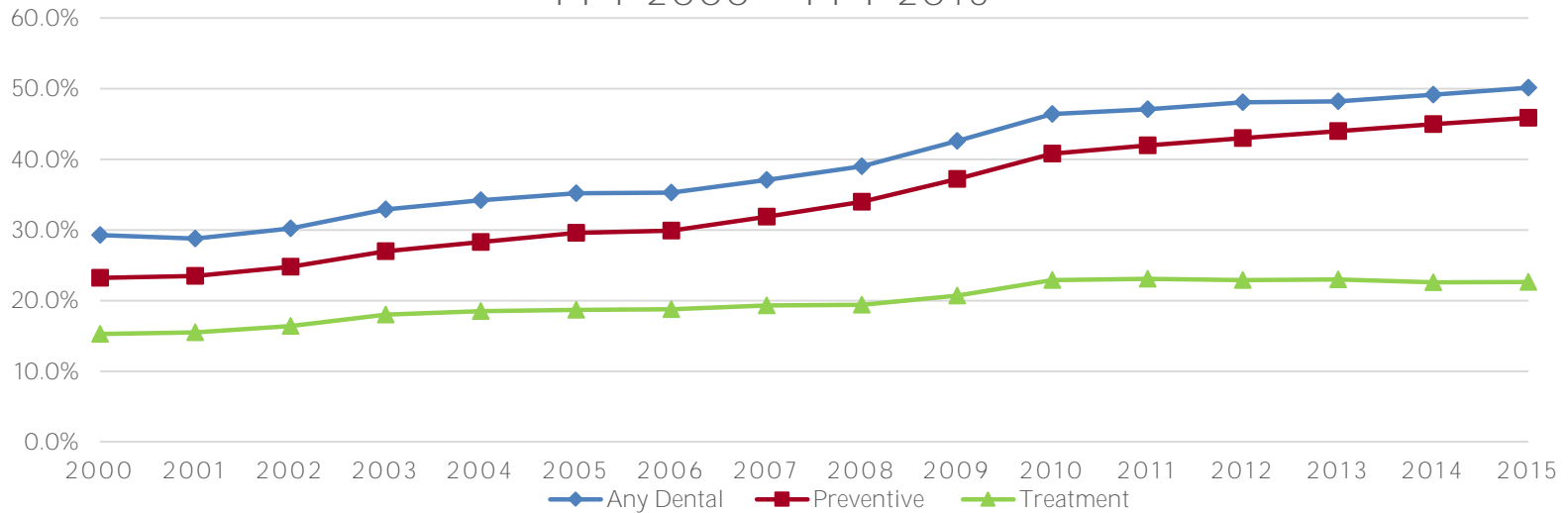
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# Scope of Children's Dental Benefits Varies

Affordable Care Act	CHIP	Medicaid
<ul style="list-style-type: none"> <li>• Pediatric dental care is an “essential health benefit.”</li> <li>• Scope of benefits: varies by plan</li> <li>• May not have annual or lifetime maximums</li> <li>• Cost-sharing is allowed but limited</li> <li>• Dental benefits may be embedded in health coverage or may be in a standalone dental plan</li> </ul>	<ul style="list-style-type: none"> <li>• Dental coverage is mandatory.</li> <li>• Scope of benefits: must cover dental services necessary to prevent disease, promote oral health, restore oral structures to health and function, and treat emergency conditions</li> <li>• Cost sharing and limits vary by state</li> </ul>	<ul style="list-style-type: none"> <li>• Dental coverage is mandatory.</li> <li>• Scope of benefits: must cover dental screenings and dental care necessary to correct or ameliorate dental conditions</li> <li>• No cost sharing or annual or lifetime limits allowed</li> </ul>

# Steady Progress on Children's Use of Dental Care in Medicaid

Proportion of Children, Age 1-20, Enrolled in Medicaid for at Least 90 Days Who Received Dental Services  
FFY 2000 – FFY 2015



Source: FFY 2000-2015 CMS-416 reports, Lines 1, 1b, 12a, 12b, and 12c

Note: Data reflect updates as of 10/2/15.

Data for OH were excluded in the calculation of the percentages for FFY 2011 through FFY 2015.



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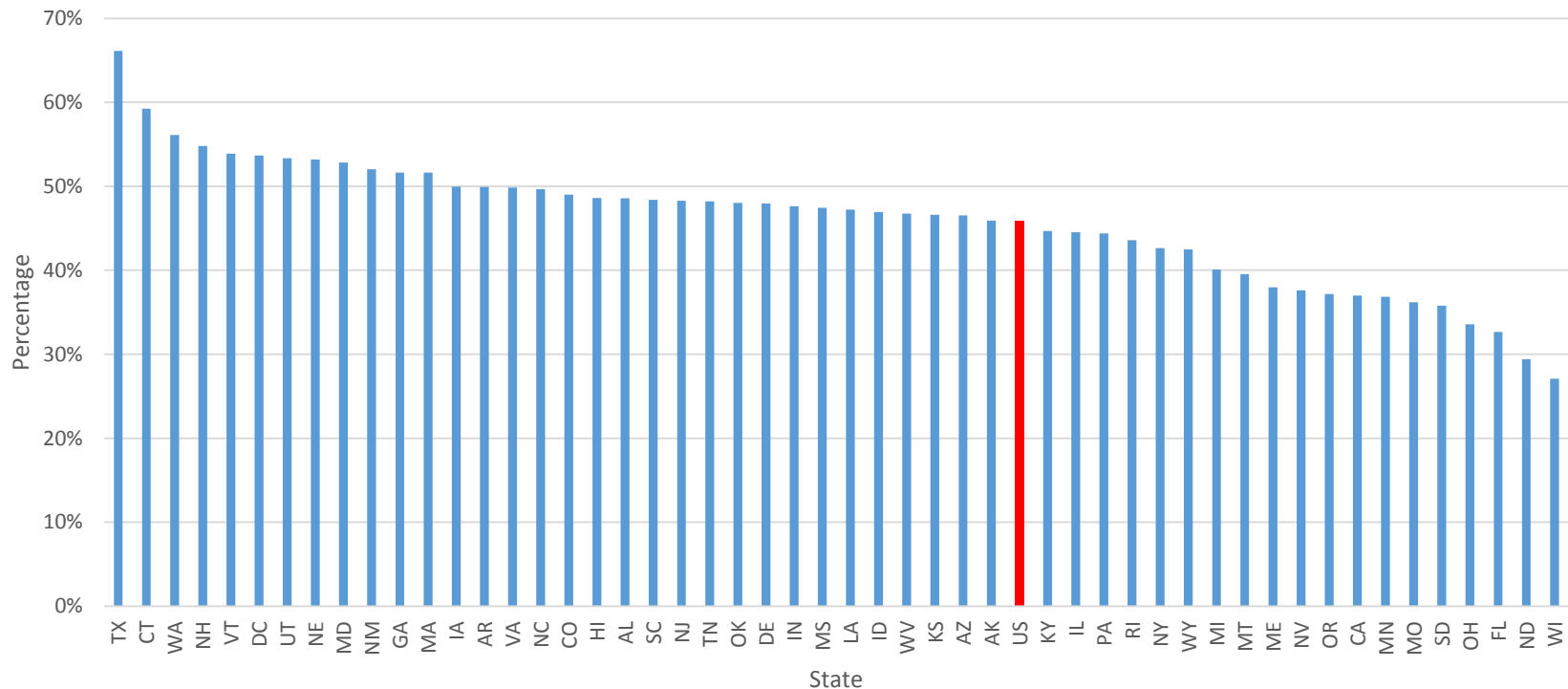
# CMS Advances Oral Health Initiative 2.0

- Aim: Increase by 10 percentage points the proportion of children receiving a **preventive dental service**
- National Goal:
  - FFY 11 Baseline = 42%
  - FFY 15 Progress = 46%
  - FFY 18 Goal = 52%
- Each state has its own baseline and goal.



# Preventive Dental Services, by State

## Proportion of Children Ages 1-20 Receiving A Preventive Dental Service FFY 2015



Source: FFY 2015 CMS-416 reports, Lines 1b and 12b.

Note: With the exception of OH, the national FFY 2015 percentage used data reported by states as of August 30, 2016.

# Good News on Disparities: Access to Care

## By race/ethnicity:

Child had a dental visit within the previous year 2000 and 2014		
	2000	2014
Hispanic children	56.8%	78.2%
Black children	67.2%	79.3%
White children	74.9%	80.5%

Source: Larson, K, Cull, WL, Racine, AD, Olson, LM. *Trends in Access to Health Care Services for US Children: 2000–2014*. Pediatrics, Vol. 138, Issue 6, December 2016.

## By source of insurance:

In 2012, after adjusting for demographic and parent characteristics, there was no difference between public and private insurance as to parent-reported use of dental care by children.

Source: Shariff, JA and Edelstein, BL. *Medicaid Meets Its Equal Access Requirement For Dental Care, But Oral Health Disparities Remain*. Health Affairs, Vol. 35 No. 12, December 2016.





# Not So Good News on Disparities: Oral Health Status

## By race/ethnicity:

Percent of children ages 5 to 9 with untreated tooth decay <sup>1</sup>		
	1999-2002	2011-2012
Hispanic children	34.5%	24.5%
Black children	30%	24%
White children	19%	15%
	1999	2014
AI/AN children, ages 2 to 5	68% <sup>2</sup>	41% <sup>3</sup>

## By household income:

Percent of children ages 5 to 9 with untreated tooth decay		
	1999-2002	2011-2012
<100% FPL	32.5%	25%
100%-199% FPL	30%	21.5%
200%-399% FPL	17.5%	15%
400%+ FPL	9.5%	Not available

Sources: <sup>1</sup>ADA Health Policy Institute, presentation at the National Child Health Policy Conference, February 2016; <sup>2</sup>Indian Health Service, Early Childhood Caries Collaborative webpage, <https://www.ihs.gov/doh/index.cfm?fuseaction=ecc.display>; <sup>3</sup>Ricks, TL, Phipps, KR, Bruerd, B. *The Indian Health Service Early Childhood Caries Collaborative: Five-year Summary*. Pediatric Dentistry, Vol. 37 No. 3, May/June 2015.

Source: ADA Health Policy Institute, presentation at the National Child Health Policy Conference, February 2016.



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# How You Can Help . . .

<b>Outreach</b>	<ul style="list-style-type: none"><li>• Parents highly value dental coverage for their kids.</li><li>• Leverage this interest in your outreach activities.</li><li>• Use campaign resources: buttons, banners</li></ul>
<b>Enrollment</b>	<ul style="list-style-type: none"><li>• Mention dental coverage in your enrollment conversations – “your coverage includes medical, dental, vision . . .”</li><li>• Use campaign resources: Think Teeth materials and digital button and banners</li></ul>
<b>Connect</b>	<ul style="list-style-type: none"><li>• Teach parents about the Medicaid/CHIP dentist locator</li><li>• Post the dentist locator widget on your website</li><li>• Distribute special needs flyer</li></ul>



Thank you!

Laurie Norris

[Laurie.Norris@cms.hhs.gov](mailto:Laurie.Norris@cms.hhs.gov)

Dr. Lynn Mouden

[Lynn.Mouden@cms.hhs.gov](mailto:Lynn.Mouden@cms.hhs.gov)



# School-Based Health Alliance School Oral Health Project

**Donna Behrens**

Director of School Oral Health Services  
School Based Health Alliance



**SCHOOL-BASED  
HEALTH ALLIANCE**

Redefining Health for Kids and Teens



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# Project Goal



To create a respectful, shared learning space that will promote a robust learning community that inspires innovation and mutual learning among the Alliance, school oral health partners and local school districts



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# Why Schools?

- 36% of students with access to health care missed 2 or more days due to dental pain
- 73% of students who can not afford dental care missed 2 or more days due to dental pain
- 12 times more restricted activity days due to dental pain for low SES children
- 51 million school hours are missed each year due to dental problems
- 2.3 times more likely to have poor academic performance for children with poor oral health





# Why Schools?

- Time when critical health behaviors, beliefs, and attitudes are formed
- Time of receptivity of youth
- Time to reinforce health messages
- Time to learn to make healthy decisions and adopt healthy behaviors



# SBHA Year 1 Focus: Foundation Building, Learning, and Listening

- Endeavored to learn as much as possible about each of the ten school districts
- Understood the unique political and policy environment of each school district program and provider group
- Learned more about the connections between the schools, providers, parents and other community partners and stakeholders in each district



# SBHA Year 2: Launching, Supporting, and Innovating



- Create the space and provide the support for a learning community within and among the school districts that is focused on increasing consent rates
- Support the convening in each participating school district of state and local groups to discuss policy, funding, and sustainability
- Work with a group of national oral health stakeholders to create a on line resource compendium of school-based oral health tools, resources, information and links to national, state and local sites with information
- Convene a group of national, state, and local stakeholders to create some consensus around what is meant when one says “school-based oral health”



# What is our Learning Community?

- The shared space where teams learn from each other, and experts, and work together to collectively identify and test ways to increase the number of consents for oral health
- Utilize the Plan – Do – Study – Act - small quick test to learn how a specific observable change works in real world
- Focus on increasing consents for oral health services



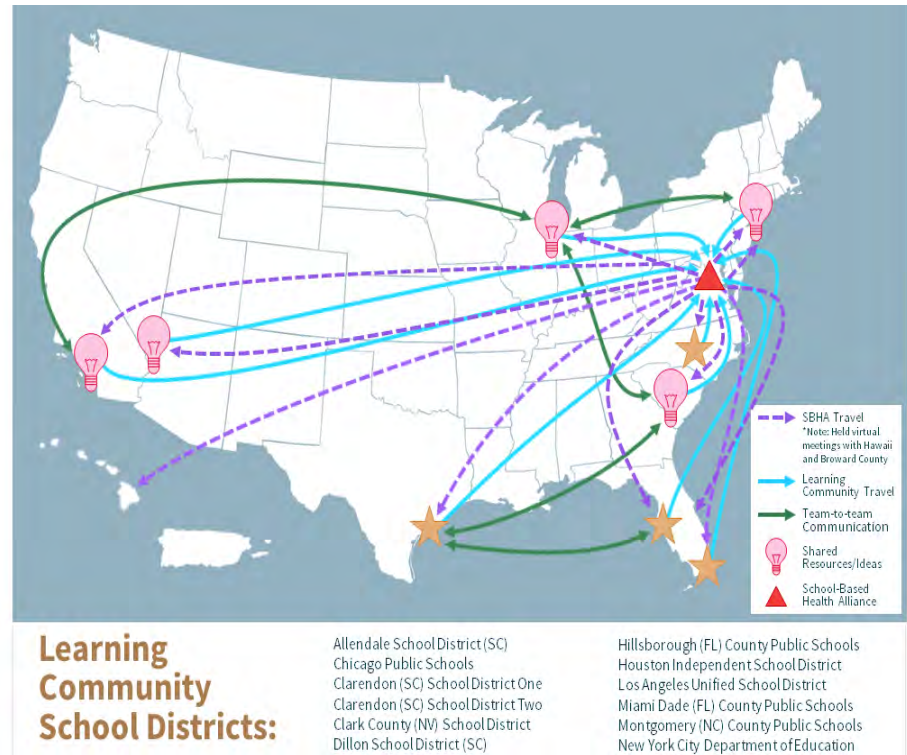
# Who is Part of Our School Oral Health Learning Community?





# Progress to Date

- Defining and aligning around components of school oral health
- Participation of 12 school districts in the learning community – pre-launch and launch completed
- Launch basecamp and data portal
- Creation of a repository for school oral health resources –beta just launched







If you want to go fast, go alone.  
If you want to go far, go together.

# Thank you!

Donna Behrens – Director, School Oral Health Services

[dbehrens@sbh4all.org](mailto:dbehrens@sbh4all.org)

Kate Schechter – Program Manager, School Oral Health [kschechter@sbh4all.org](mailto:kschechter@sbh4all.org)

Nataki Duncan – Program Assistant

[nduncan@sbh4all.org](mailto:nduncan@sbh4all.org)



# Smiles for a Lifetime School-Based Dental Program

**Georgia Famuliner, R.N.**  
Operations Director  
Smiles for a Lifetimes



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# Preventive and Restorative Pediatric Dental Services provided in these S.C. rural impoverished communities:

- Allendale County School District
- Dillon Four School District
- Clarendon 1 School District
- Clarendon 2 School District
  
- Serving ages K-4 – 12<sup>th</sup> grades



# Outreach and Enrollment Efforts

- Each location employs an Outreach worker.
- Outreach attends school and community events (PTO meetings; Back to school events; Health Fairs; Open House, etc.)
- Outreach serves as liaison between Smiles, schools, and community.
- Increases consent return through parent/relative contact.
- Assists parent in completing consents, as needed.
- Outreach via telephone and in-person contact.

- 3,677 children served in 2015-2016 school year.
- Since opening in 2001, Smiles has treated 14,636 patients and filled 88,016 cavities.
- Community Outreach Advocate



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# Resources for Children and Families

- Smiles Collection Specialist assists parents with Medicaid enrollment.
- Contacts parents to see if they are offered dental insurance. Encourages patient to add child to their policy during open enrollment.
- Receives Self-Pay Demographic Information sheet for patients that are non-Medicaid eligible or have no private insurance.
- If company offers no benefits, or they cannot afford insurance, then encourage Medicaid enrollment.
- Verifies that above is correct.
- Explains to parents that enrolling in Medicaid not only helps Smiles, but also assists hospitals, physician offices, Optometrists, pharmacies, and other medical facilities receive payment.





• **Self-Pay Demographic Information**

• Child's Name: \_\_\_\_\_ Male \_\_\_ Female \_\_\_

• Social Security # \_\_\_\_\_ DOB: \_\_\_\_\_

• Parent's Name: \_\_\_\_\_

• Mailing Address: \_\_\_\_\_

• Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

• Work Phone \_\_\_\_\_ Emergency# \_\_\_\_\_

• **Medicaid #** \_\_\_\_\_

• \*\*Please list the following information on chart (even though not eligible)

• **Private Insurance:**

• Employee Name: \_\_\_\_\_ (this is parent's name)

• DOB \_\_\_\_\_ Social Security # \_\_\_\_\_

• Employer: \_\_\_\_\_

• Group# \_\_\_\_\_ Policy# \_\_\_\_\_

• Name of Insurance Company \_\_\_\_\_

• Address to mail claim: \_\_\_\_\_

• **Check if patient has no Medicaid and no private insurance :** \_\_\_\_\_



- The Smiles for a Lifetime mission promotes over-all health and well-being for each patient.
- Collection Specialist



Thank you!

Georgia Famuliner  
[GFamuliner@welvista.org](mailto:GFamuliner@welvista.org)



# Using Social Media to Promote Medicaid & CHIP Enrollment

**Matt Jacob**

Communication & Outreach Director  
Children's Dental Health Project



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# Tips for Using Social Media

## 1. Work “dental” into your messages

Kids’ dental exams, cleanings and other services are included in Medicaid coverage. Learn more: <http://bit.ly/24L24j9>



## 2. Use the right hashtags so others can “find” you

Besides using [#Enroll365](#), try using hashtags such as [#WomensHealth](#), [#LatinoHealth](#) and [#MomAndBaby](#).



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# Tips for Using Social Media

## 2. Use the right hashtags so others can “find” you



**CDC Diabetes** @CDCDiabetes · Jan 29

THREE types of [#diabetes](#) and their impact on [#WomensHealth](#).  
[1.usa.gov/1Z1Zlvu](http://1.usa.gov/1Z1Zlvu)



**Xavier Becerra**  @XavierBecerra · Jan 27

I'll be on [@MSNBC](#), talking about news of the day with [@chucktodd](#) shortly.  
Tune in! [#immigration](#) [#WomensHealth](#)



**Riverside Med Center** @RiversideMC · Jan 21

Low-carb diets are proving to boost metabolism, according to this study.  
[#WomensHealth](#) [ow.ly/naVp308dD2w](https://ow.ly/naVp308dD2w)



**LeAnn Thieman** @LeAnnThieman · Jan 21

[#Nurse](#) [#Wellness](#): Women Twice as Likely to Die from [#HeartAttack](#).  
[dld.bz/eDs77](http://dld.bz/eDs77) [#womenshealth](#) [#hearthealth](#) [#stress](#)



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# Tips for Using Social Media

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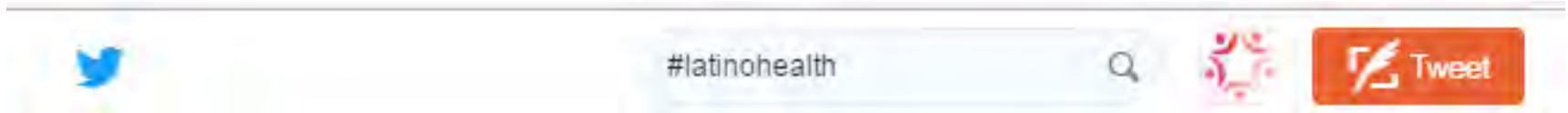


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# Tips for Using Social Media

*In Twitter, just type in a hashtag to find what people are saying*



#latinohealth



**CampaignDentalHealth** @ILikeMyTeeth · Jan 3

Our "I Like My Teeth" website has a version en español! Check it out:  
[bit.ly/1RgrnSA](http://bit.ly/1RgrnSA) #LatinoHealth



**SaludToday** @SaludToday · 12 Dec 2016

Marketers help fuel #sugarydrink habits of Latino kids. What can we do?  
[salud.to/2gw9HYb](http://salud.to/2gw9HYb) #LatinoHealth



**Cultiva La Salud** @CultivaLaSalud · 13 Dec 2016

Kudos to residents in SE #Fresno for helping improve the City's #ATP:  
[bit.ly/2gAott1](http://bit.ly/2gAott1) #LatinoHealth #Walk&Bike



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# Tips for Using Social Media

## 3. Appeal to your audience's curiosity

- Use free sites to create a quiz (e.g., *Playbuzz* or *Qzzr*)



The image shows a screenshot of a Facebook post from the "Children's Dental Health Project". The post is published by Matt Jacob and is dated April 28 at 10:30am. The text of the post reads: "Parents: Take this quick quiz to test your knowledge for keeping young children cavity-free." Below the text is a promotional graphic for a quiz. The graphic features a photograph of a smiling young child on the left. To the right of the photo, the text says "Take Our Quiz" followed by a paragraph: "Families can take concrete steps to reduce their children's risk for early childhood cavities. It's up to health professionals, children's advocates and many others to arm parents and caregivers with the facts they need to keep their kids cavity-free. Share this 5-". At the bottom of the graphic is the website address "ENDCAVITIES.ORG".



# Tips for Using Social Media



## 4. Put a face on the issue

Health care and coverage is really a human story — it's about people and families.

Photos are a good way to reinforce this.



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# Tips for Using Social Media

## 5. Look for social media events that connect with your issue — and start participating

- You don't need an invitation.
- It's a great way to raise the profile of your work.
- Your messages will probably be liked, shared or “re-tweeted” so they are likely to reach a larger audience.



# Participate in Twitter Events

**Twitter Chat** – This event uses a Q&A format to educate or engage a broader audience about a topic. One Twitter user asks the Q's and waits for others to answer.



**Twitter Storm** – This event is not moderated. At the beginning, a host organization welcomes people to the Storm and then anyone who wants can send tweets during the time period (hour).



# Participate in Twitter Events

**Tuesday, February 14** (1-2 pm ET/10-11 am PT)

***Host:***

Salud Today (@SaludToday)

***Format:***

Chat (Q & A)

***Hashtags:***

#SaludTues

#iLikeMyTeeth

twitter   
CHAT



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# Participate in Twitter Events

**Wednesday, February 22** (2-3 pm ET/11-12 noon PT)

***Host:***

MomsRising (@MomsRising)

***Format:***

Chat (Q & A)

***Hashtag:***

#WellnessWed

twitter   
CHAT



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# “I don’t have time to write tweets”



1. Email [mjacob@cdhp.org](mailto:mjacob@cdhp.org) to receive a message kit with a variety of tweets to choose from.
2. Use the social media messages from the Think Teeth page: <https://www.insurekidsnow.gov/initiatives/oral-health/index.html>

# Thank you!

Matt Jacob  
[mjacob@cdhp.org](mailto:mjacob@cdhp.org)



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# Connecting Kids to Coverage National Campaign Resources



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

# InsureKidsNow.gov Resources

**InsureKidsNow.gov** | Get Email Updates | **En Español** | 1-877-KIDS-NOW (1-877-543-7669)

**Learn About Medicaid & CHIP** | **Find Programs in Your State** | **Outreach Tool Library** | **Webinars & Videos** | **Campaign Notes eNewsletter** | **Campaigns & Initiatives**

Millions of children and teens qualify for free or low-cost health and dental coverage through Medicaid & the Children's Health Insurance Program (CHIP).  
Learn about coverage options for your family or help us spread the word about free or low-cost health insurance coverage!

**Find a Dentist**  
Use the Dentist Locator to find a dentist in your community who sees children and accepts Medicaid and CHIP.

**Watch the Latest Webinar**  
**Connecting American Indian and Alaska Native Children to Health Coverage**  
December 15, 2016

**New Connecting Kids to Coverage Outreach Video**  
Learn about Las Vegas, Nevada's Foundation for Positively Kids outreach efforts using their network of community-based, school-based, and specialty health care clinics.

**Funding Opportunity for American Indian/Alaska Native Outreach!**  
Information for prospective applicants to help families in tribal communities enroll and renew in Medicaid and CHIP.

Find materials in the Outreach Tool Library or by choosing a Campaign & Initiative topic on the Campaign website.

# Additional Campaign Materials



- Outreach Materials— Customizable Posters/Palmcards, Videos, Tip Sheets
- Informational Webinars
- “Campaign Notes” eNewsletter
- Ready-Made Articles, Radio Scripts
- Digital Media Tools
- TV & Radio PSAs (forthcoming)





# Examples of Material Topics

- Year-round Enrollment
- Oral Health
- Vision
- Teens
- Sports



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# Think Teeth

## Digital Media Tools

- Sample social media posts
- Website buttons and banners
- Widgets



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# Think Teeth

- eNewsletters
- Sample articles
- Tear Pads
- Distribution tips

**Think Teeth**  
Keep up good dental habits at every age.



You can help your child prevent cavities! Here's how:

- Get regular dental check-ups, starting at age 1. Ask about dental sealants that prevent tooth decay.
- Brush twice a day for 2 minutes using fluoride toothpaste.
- Limit foods and drinks with sugar.

Your child could be eligible for dental care through Medicaid and CHIP. Services include teeth cleanings, check-ups, X-rays, fluoride, dental sealants and fillings.

To enroll your child, call **1-800-318-2596** (TTY: 1-855-889-4325) or visit [HealthCare.gov](http://HealthCare.gov). To find a dentist, use the Dentist Locator on [InsureKidsNow.gov](http://InsureKidsNow.gov).

NOTES:

 HealthCare.gov

ONS Product No. 11774

**Dental Care for Children with Special Needs**



If your child has a developmental disability, a behavioral issue or a physical limitation, it's important for you to find a dentist who can give dental care while accommodating your child's unique situation. Children with special needs — like mild anxiety disorders, Down syndrome and cerebral palsy — may need extra time or support when seeing a dentist.

**Supports for Special Needs at the Dentist**

Finding the right dentist for your child requires balancing your child's needs with the dentist's experience. Call or visit the dentist's office to find out if the dentist is familiar with your child's condition and how it could affect his or her oral health. Describe the special supports your child may need and ask whether the dentist can provide them. When looking for a dentist, think about these special supports and dentist qualifications:

- **PRE-APPOINTMENTS:** Does the dentist offer pre-appointments? A pre-appointment would give your child a chance to meet the dentist and see the exam room and equipment. This could help your child feel more comfortable and be more cooperative during the actual dental appointment.
- **ACCESSIBILITY:** Are the areas inside and outside the dentist's office accessible for your child? If your child uses a wheelchair, you'll want to find a dentist's office where the wheelchair will fit through the front door and in the examination room.
- **EXPERIENCE:** Dentists and their staff who have already cared for children with special needs may have developed strategies that could help support your child. They may also be able to give you advice on oral health home care, like tips for brushing teeth.
- **SPECIALIZED CLINICAL TRAINING:** Some general dentists and most pediatric dentists get special training to treat children with special needs. Before scheduling an appointment, find out whether the dentist has had such training.
- **SEDATION:** Some children may need general anesthesia, while others may need some mild sedation, which can be given by mouth or from an IV drip. Speak with the dentist about your child's options, and find out what he or she recommends for your child.

**Steps to Finding the Right Dentist**

These resources can help you find a dentist who can meet your child's special needs.

- Use the Insure Kids Now Dentist Locator on [InsureKidsNow.gov](http://InsureKidsNow.gov) to find nearby dentists that accept Medicaid coverage. Enter your child's state, Medicaid plan name, and ZIP code or address. In "Search," under the "More Information" column, look for the dentists that "Can Accommodate Special Needs." Before you make an appointment, call or visit the dentist's office to talk about your child's special needs.
- Family Voices is a network of experienced family members of children with special needs. Connect with Family Voices in your state at [www.familyvoices.org/latinos](http://www.familyvoices.org/latinos) to find information on a variety of topics, as well as referrals and support from other families.

Go to [HealthCare.gov](http://HealthCare.gov) or call 1-800-318-2596 (TTY: 1-855-889-4325) to learn more about Medicaid and the Children's Health Insurance Program and how to enroll your eligible child.

These programs cover the dental services children need.

 HealthCare.gov

ONS Product No. 11885  
June 2014



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# Find a Dentist

- Download the Widget:  
<http://datawarehouse.hrsa.gov/tools/widgets.aspx>
- Use the Dentist Locator Tool: Go here  
<http://www.insurekidsnow.gov/state/index.html> then click on your state.

## Insure Kids Now Widget

Find a Dentist for Your Kid

Items with \* are required

\* Please select a state

\* Please select a benefit plan

Search by address, ZIP code, or

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# Customizable Materials

*Posters, flyers, palmcards and tear pads*

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**



Learn how to request material customization here:

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



**InsureKidsNow.gov**

# Outreach and Enrollment Best Practices

- Outreach Video Library
  - <https://www.insurekidsnow.gov/webinars-videos/video/index.html>
- Webinar Archive
  - <https://www.insurekidsnow.gov/webinars-videos/webinars/index.html>



# Keep in Touch With the CKC Campaign

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





# Questions?



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

# Thank you!



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