



## Making Medicaid and CHIP Part of a Safe and Healthy Summer

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### Connecting Kids to Coverage National Campaign

#### Webinar Transcript May 21, 2015

**Riley Green:** ... Making Medicaid and CHIP Coverage Part of a Healthy Summer. We have a great lineup of speakers today that are going to talk to you about how you can stay connected with families throughout the summer. And before we get started, I'm just going to go through a couple of webinar housekeeping items to kick us off. We will have a question and answer session at the end of the webinar, but we encourage you to submit your questions as you have them through the chat box in your control panel. That's the little grey box on the right hand side of your screen. At the end of the webinar we'll kind of read those as they come in chronological order and allow our great speakers to speak to the questions that you have. Just in anticipation of often the most popular question, a copy of the slides and a recording of the webinar will be available on insurekidsnow.gov in about a couple of weeks following the webinar. It just takes us a little time to get it up on the web, but then a copy, a transcript and a recording will all be available to you. With that said, I am going to hand it over to Donna Cohen Ross who is the Director of Enrollment Initiatives at CMCS to kick off our webinar today. Donna, I'll pass the mic to you.

**Donna Cohen Ross:** Thank you so much Riley and welcome everyone this afternoon. We are very excited about the webinar that we have today because as we often try to do we like to bring together some of our Connecting Kids to Coverage partners and grantees with some new national partners to see what kinds of connections we can make for all of you. I think we are going to manage to do that quite well this afternoon. I'm going to introduce the various panelists as we go through the presentation, so you'll meet them as they begin to speak. First, I think you all see on your screen now the agenda for this afternoon. Let me just give you a quick walk through of what we're going to be talking about this afternoon. We're going to be talking about including health insurance enrollment in summer food service programs. As many of you know, when school is out and children who rely on the school lunch and breakfast programs don't have access to those programs any more, in many, many communities across the country the summer food service program steps in to provide that nutrition to children, but also as we'll learn there are lots of other opportunities to work with children and families through those summer food program settings. Then we're going to hear from Safe Kids Worldwide. They'll be talking about keeping kids safe and healthy all summer long. Lots of really great ideas for making connections with summer programs, making connections for all of us trying to do our best to identify children eligible for Medicaid and CHIP and get them enrolled. We'll hear about how Safe Kids is working on the ground in one community, and with that we're going to be able to hear a little bit about what's happening on the ground with some of our outreach grantees and partners. Then we



want to take an opportunity to begin our conversation about back to school time, which I think all of you know is one of our most productive times in terms of helping families get their eligible children enrolled in health coverage. It's not too early to be thinking about that, and we are really trying to advance the ball very quickly by jumping in at the end of this webinar to begin to plant some of those seeds. We will also be looking at some of the Connecting Kids to Coverage Campaign resources. So we should jump ahead. I just want to give you some of our overall messaging, and those of you who join us on our webinars on a regular basis know that one of our main messages, one of our most important messages, is that Medicaid and CHIP are always open for enrollment of eligible children, and parents too in Medicaid. More than ever before in many states it's always enrollment season for Medicaid and CHIP. So if you have families who have eligible children or parents who might be eligible themselves, they haven't missed out, it's not too late. We always want to have that message front and center. Then we also want to today really focus on the opportunities that are available during the summer months to work with children and parents that might be eligible for coverage. So I think we're going to dive right into our first speaker now, and I want to welcome Sonia White. She is the Director of Coalitions and Planning at the Community Council of Greater Dallas. Community Council of Greater Dallas is a longstanding Connecting Kids to Coverage outreach and enrollment grantee. We've been doing lots of great work together over the years, and this is just one more thing that we know Community Council can share with all of our listeners and participants today. So Sonia, welcome.

**Sonia White:** Thank you so much Donna. I'm very happy to be here and to be able to talk about how to incorporate CHIP and Children's Medicaid outreach and enrollment with summer food service programs. I am fairly new to Community Council, but I'm not new to summer food service programming, where I spent about twelve years doing that prior to coming to the Community Council. So it's been a great way to combine what is happening at the Community Council to what is going on in our community. But the Community Council of Greater Dallas has a great history in our community. We are celebrating 75 years this year. We have done a lot of work around identifying social service issues that need to be addressed and then putting the action in place to address those issues. I want to focus on what we've done around expanding governmental programs such as the CHIP and Children's Medicaid outreach and application assistance. We also have a grant to do the health insurance marketplace and provide navigator services. So we really are working to expand access to health coverage for our community. Next slide please. The way that we are able to make these connections to health coverage is through several different areas. We house and manage the 211 information and referral service for the Dallas region, so we are constantly fielding calls which may be addressing health insurance or other needs in the community. We provide direct application assistance with CHIP and Children's Medicaid, SNAP and TANF. And then again we are offering this enrollment and outreach service through the Affordable Care Act. Our biggest area of focus is probably connecting our community to health coverage, and we think that this is a great way to really use our Connecting Kids to Coverage grant. Some of the relationships and partnerships we've developed over time is we use the city of Dallas WIC clinics where we are able to go into the clinic on a weekly basis and provide application assistance and outreach. We also partner very



heavily with Dallas ISD schools and health services, and we have become their go to resource. When they have a complicated case and a family needs special assistance, they've really gotten to where they call us and we'll set up appointments with those families. But we have other partnerships as well, and one of our newest partnerships is really diving into the summer food service program sponsors and really using those sponsors to conduct outreach and application assistance. I want to give you a little snapshot of Dallas County Summer Food Service Program. Because we have a very robust and sophisticated program in Dallas County. We have a very high rate of eligibility in Dallas County with approximately 90% of the Dallas ISD children are eligible. In Dallas County alone we have about 1300 summer food service sites, and those sites last year served almost 7.5 million meals in Dallas County. This participation rate represents about 30% of all of the summer food service participation for the state. So pretty much everywhere you go in Dallas County you are going to find a summer food service site. This gives us an opportunity, if targeted correctly, the summer food service programs can be a great audience for CHIP and Children's Medicaid outreach. What we have done is we have used our coalition network to leverage the impact that we can have. For example, we have the Dallas County Coalition for Hunger Solutions, and this coalition allows us to really bring awareness to the importance of having health insurance for children and really combine that with the same need to have access to food and healthy food. So we really have been able to work very closely with them and really make that messaging very similar in parallel to one another. Within the Coalition for Hunger Solutions we have a breakout team called the Child Hunger Action Team. This team meets regularly to promote all child nutrition programs. So what we've been able to do with that group is work with that group and use that group as a resource for volunteers. So they actually can assist us with doing outreach around CHIP and Children's Medicaid. The Charting the Course subcommittees, they are also focused on the out of school time activities, and as we know and as Donna mentioned, these out of school time activities are great opportunities to do outreach for CHIP and Children's Medicaid. The last council that has really been a great resource for us is the Summer Food Service Program Sponsor Council. This council is geared, very targeted to the summer food service sponsors, and this gives us access to the decision makers at these summer food service sites. Once we can meet with them directly, we can really work very collaboratively with them and plan for how we are going to do outreach each year. This year we have already, several months ago started our planning for the outreach for summer food service programming. So what we typically do every year is that we try to plan a series of summer food service kickoff events that happen during the second full week of summer. For us this year, it's going to be June 15 through the 19th, and during this week we will do unified messaging and mass messaging to make the community aware of summer food service sites. Because all of this is going on and we're able to get a lot of concentrated media attention, it's also a perfect opportunity to get our CHIP and Children's Medicaid messaging out there as well. So what we find is that our summer food service sites really want to work very closely with us, and we can help them get the word out about the summer food service sites and they help us get the word out about CHIP and Children's Medicaid. We are also this year for the first time encouraging our summer food service sites to host mid-summer events so that we can continue the messaging and outreach throughout the summer. Usually after July 4 we have a lag in participation, so this is a



way to get that message back out there and to try to avoid that lull that we usually see in July. When we are looking at partnering with summer food service sites, some of the things that you really need to keep in mind is that it can sometimes be very challenging to actually have access to the parents at these summer food service sites. So when you start planning to collaborate with these summer food service sites, really think about, when are the parents there? Are they dropping off or picking up the children, or do the children mostly walk to these sites? You want to target a site where they may have a lot of structure, where it is maybe a half day program or a full day program. That usually provides better access to the parents. We also like to partner with sites that are going to have special outreach events. Just like we mentioned earlier in the earlier slide, having kickoff events or end of summer events or back to school events are a better way to gain access to the parents. And don't look at the partnerships with these summer food service sites as being just a onetime partnership. We find that these sponsors are doing activities with families and children throughout the year. Even if the summer food service program is their main focus, they usually have relationships with their families throughout the year. So use this as an opportunity to collaborate with them and to also look for opportunities outside the summer to do outreach and enrollment with these sites. They may have special events mid-school year or right before the summer starts they will have an event as well. So this is a great way to continue collaboration with your summer food service site. So if you are looking to really start using the summer food service program as a resource, you may want to educate yourself a little bit more about the summer food service program. Or maybe you want to work alongside a summer food service site and be able to offer them some resources and some help. If you need to find more information, I've listed some of the four best resources for summer feeding. The Food and Action Resource Center just overall is a great resource for anything around hunger or child food insecurity. They are a great go-to. They have a special area on publications, and they have some great downloadable items, fact sheets if you want to do press releases and you need some facts and figures about your particular area, they have some great resources. Share our Strength is another good source with their No Kid Hungry Campaign. They have some great downloadable tools that you can use. And then of course the United States Department of Agriculture can offer you a lot of resources as well with a lot of their downloadable, and you can order resources from them that are free and at no cost to you. So that wraps up my presentation. I hope that what I shared has been helpful.

**Donna Cohen Ross:** Thank you so much Sonia. I think that was a really great step by step how to think about a partnership with summer food service programs and also how to execute it. So I think we really got the full range from you, and I know there will be questions for you at the end, so hang on with us. I'm going to welcome our next speaker, Tareka Wheeler, who is the Director of Programs at Safe Kids Worldwide. Tareka, welcome. We are really eager to hear about Safe Kids and begin to think through with you how we might partner with Safe Kids in local communities so we can work together on keeping kids safe and healthy. I think that's something that our two organizations have in common. So, thanks Tareka, welcome.

>> Tareka Wheeler





Great, thank you so much for having us on the webinar today. So, just a little bit about Safe Kids. Our sole mission is to prevent unintentional injuries to children. We work really closely with a large network of coalitions, both here in the US and around the world to ensure that we are developing evidence based programs, campaigns, resources and materials that are all really driven towards our mission of keeping all kids safe from preventable injuries. We know, this may not be surprising to all, but we do know that preventable injuries are the leading killer of kids here in the United States. Millions more kids are injured every single day, and they are presented in your community local trauma centers, they are being followed by your practitioners in your communities and often times are families with social and economic challenges and may be eligible for programs such as Medicaid and CHIP. Again, we are a global organization, so I would be remiss if I didn't speak to this being a global epidemic and knowing that a million children around the world unfortunately are dealing with the injuries and the death related to preventable injuries. A little bit about our work at Safe Kids Worldwide. We as a national or global organization really focus on developing programs that we can provide to our network and delivering the programs through a community based approach or a grassroots approach. We focus on three different areas: road safety, home safety, and school, sports, and play. Our primary age group that we look at are those kids that are 19 and under, which would all fall within being eligible for the programs that you are looking at. We also have those emerging issues that come up where they may not be a main topic but they pop up in emergency rooms or we start to see trends and hear from our partners such as battery ingestions such as lithium batteries which unfortunately some children get hold of and swallow. TV and furniture tip overs, and then most recently issues that we've seen around children gaining access to detergent laundry packets. So we have a really robust scope of work, and looking at the full spectrum of unintentional injuries. We talk about impact. Safe Kids since its inception in 1987 has been working towards this sole mission, and along with our partners and our sponsors that we work with we have been able to be a contributor, and I would like to say a driving force to the decline that we've seen in the US of the number of kids who unfortunately die to unintentional injuries. We have a goal that we'd like to see by 2020, another 50% reduction in the stats. We believe that's attainable through partnerships at the grassroots and community based level, through partnerships and unique partnerships and opportunities like this group and how we can get injury prevention infused into other services that are being provided for families. A little bit of how we work. We start everything with research. We on average do about four to six research reports annually, and the important piece here is knowing that we are using the data from the field in order to inform the work that we're doing. The next element of our work is programs. We support a grassroots network of nearly 400 coalitions in the US and 25 global members around the world. We are developing programs in road safety, in home safety, and making those readily available for them, often in English and Spanish or another language when applicable so they can use that at the local level. We then look at awareness. We know it is 2015. Parents are receiving their information in a different way, whether it's through mass media, social media is really big right now of course. We also know even with those families who have social and economic challenges you often times are still seeing the cell phone at the home, and that they are engaging in social media. We use that and leverage that from our research reports to launch very visible



campaigns so that families can get those key messages around injury prevention. And then finally, it is important for us to advocate for new and improved laws. We are following at all times the laws that are happening at the state level but also a federal level, congress, that can have an impact on childhood injury prevention, whether it is stronger laws that are needed or more funding that is needed to support an issue that continues to be an epidemic in this country. So it is really important that we really think through, this is how we work, that there is a dual message here, how we are working in getting those key messages out to communities and thinking about the health coverage and health through safety and making that connection. So when thinking about a child who goes into an emergency department, one of the first things that they do after triage is they are asking the question around coverage for those families. So we know that there is a connection there and I think there are some nice synergies here of resources from a Safe Kids perspective that can be infused into the work that you're doing. A little bit about our reach. We really look at measuring how we are able to get the word out, given again this time and age. We look at our media impressions, our Facebook, Twitter followers. We do a lot of videos in English and in Spanish which are a great way to reach families and get their attention to a particular issue. Like I said, we have over 400 coalitions in the US and a great number of partners around the world, and we really do use this network in our tactics for reach to get those key messages out there to communities, to parents and caregivers, to educators, to health care providers, so that we are driving to our goal for 2020 to reduce the number of kids that we unfortunately see fatalities from due to preventable injury. I want to talk a little bit about reaching communities through preschool based education programs. I think that when you are looking at ways to bring an added value and just kind of additional information for the organizations or clients that may be served, it's really thinking about what are those other layers and messages that can be shared with them in order to at the end of the day protect the well-being and safety of the child. So I would like to talk a little bit about the resources that we have available that you can access and how you can connect with Safe Kids. One of the programs that we have is our Start Safe Program, and this program was designed to give preschool teachers, local educators and other safety experts a tool that they can reach preschool children and their families. We really had an emphasis on reaching those families in underserved communities, working a lot with Head Start programs, knowing that often times in going into communities where Head Start programs are operating or serving that there are adults with low literacy skills and levels. One of the things I think is a good connection here is the demographics that we are trying to reach with this program are in alignment to where there could potentially be eligible kids for the Medicaid and CHIP program. So I think it is a nice dovetail when looking at, what are those additional resources and support that you can provide to communities, to families, to organizations and clients, from an injury prevention perspective that are targeting the same demographics. So I've talked to the Start Safe Program but all of the materials can be found on our website at [safekids.org](http://safekids.org). Currently with our Start Safe program we offer three components. We have Start Safe Fire, Start Safe Water, and Start Safe Travel. Those are each really built with various different components for whether it is the educator, it's the parent or it's the child. We're looking to enhance the program and revamp the program for 2016 to really be a comprehensive educational tool that provides tools and resources for keeping families safe in those same pillars



that I talked about in the beginning. So we really want to address at home, at play, and on the way. And what are those key areas for preschool age children and their families that we can focus on in each one of those pillars to reduce the incidence of injuries, so a little bit of risk reduction there as well as fatalities. Again, I think that all ties back into when you are talking about covering kids through programs such as Medicaid and CHIP because when these kids are presenting with these types of injuries into the children's hospitals and health systems across the country there is that direct connection, and often times those things are preventable. We know that several of the preventable injuries, we look at them and we know that there are strategies that can be put in place, and it is just putting those strategies in the hands of parents and caregivers and educations and safety experts for them to educate communities. So let's talk about a couple of examples in the Start Safe program. We really make sure that we provide different resources for the communities. One is educator guides. So if you are a Head Start teacher, if you are just a preschool teacher or maybe you are an educator in a faith based institution, you have a guide that introduces you to the program overall. It provides you with very detailed lesson plans so that you can very easily incorporate it into the current structure of the day. Then there are interactive games and extension lessons that can be used over a period of time, they can be sent home with families. We also develop educational materials such as tip sheets, of which there is an example there, that you can use to reach parents and caregivers. So as you are talking with them about having coverage for their children, as you are entering into these types of organizations that are working with that, it is really key to think about, what are those other pieces that you can provide them? So here is an example from fire and burn safety where it is a very clear cut tip sheet on how to keep children safe at home, and in particular looking at fire safety and cooking safety and burns. So very easy materials, all of these are available on our website for your use. The last piece of it is really the children's activities, and these have been tested, evaluated, we've gotten great feedback from educators and safety experts where the first image here of the firefighter, that is an interactive game that is online. Kids can match and pull over, drag over the pieces that they think would fit for a firefighter. The other piece here is an activity sheet that you can see is both in English and in Spanish that is used again around fire safety and talking about a smoke alarm and items that you should not be touching in the home, etc. But it really reinforces the messages that not only we're giving to the parents but messages that can be taught within the classroom setting for those preschool aged children, which really the emphasis for us is those kids that are 3-6 years old. I wanted to talk a little bit about getting connected. The first thing here is partnering with your local Safe Kids coalition which you are going to hear from one of our local coalitions today. Integrate, partnering with them on integrating injury prevention into your outreach and the programs and resources that you currently have, having that added layer. There is a link here that will take you to a webpage that we have by state where you can see where your state is and click on there and it will show you all the coalitions that are in your state, who the coordinator is, any contact information. One of the great resources that we hear about a lot of times is the free car seat inspection stations that are there where families can make an appointment to work with a certified child passenger safety technician to ensure their car seat is installed properly. In some communities, there are resources available where child safety seats may be available for families. That is a great way to get



connected. The second is to visit our website as a whole. Outside of the Start Safe program, we have as you saw for road, home, schools, sports and play several different materials and resources that are available that you can download, and you can download them by age group, you can download them by risk area. Often they are both in English and in Spanish. That is a great way for you to get materials to parents and caregivers. Lastly, we this summer we have a biannual convention that we do. It's our Safe Kids Childhood Injury Prevention Convention, and it is July 29 through August 1 here in Washington, D.C. where our national office is based. I encourage you, if you are looking for how you can bridge and connect the work that you are doing and the injury prevention space to come to our convention. We call it Prevcon, I've listed the website there. And not only will you hear the latest trends but you'll also learn about programs that you can potentially have access to, bring back to your community for implementation, hear latest research, trends and technology as it relates to childhood injury prevention, etc. And then a great amount of dynamic plenaries where you are hearing from the federal government and others in the space of child safety. But we want you to get connected with Safe Kids. We have again a little over 400 coalitions across the country. We have at least one in every single state. And we would love to see where there could be connection there, and we think there are some natural synergies to connect childhood injury prevention with coverage as it relates to keeping kids safe and their overall well-being. So thank you so much.

**Donna Cohen Ross:** Go ahead. I was thanking you as you were thanking us.

**Tareka Wheeler:** Thank you for the opportunity and the time today to share about the work that we're doing and the resources that we have from Safe Kids Worldwide and I look forward to any questions towards the end.

**Donna Cohen Ross:** Great. Tareka, now let me thank you. That was a terrific presentation and just as you were talking I think many of us, myself included, we were just making some mental notes about the connections that we could make with many of the different kinds of programs that you talked about. I know I'm looking forward to some of those linkages as we go forward. So thank you so much for sharing with us this afternoon. I do want to remind everyone who is listening that if you have questions for any of the speakers or comments that you'd like to make, use that chat function on your screen and we'll be looking there for questions when we come to the end of our program. But before we come to the end of the program we actually have one more speaker, and that's Bevin Maynard who is the Supervisor at St. Joseph's Children's Advocacy Center in Tampa. Welcome Bevin, and I think you are going to put some local focus on some of what we heard just a moment ago from Safe Kids. So we're very eager to hear how this all plays out in Tampa. So I'm passing the mic to you.

Bevin Maynard: Thank you so much. St. Joseph's Children's Hospital, we're in Tampa and we are the lead agency. That is how a lot of the coalitions work is they have a lead agency that actually funds a Safe Kids position. So we actually have three of us that focus on Safe Kids, which is quite involved when you think about it but Hillsborough County is huge. That's why it's technically Greater Tampa. So we are the lead, and we not only do Safe Kids Tampa but we also have the Kid Care for Florida. So we have the CHIPRA and assist with some Medicaid. So we're





lucky because we have both of our health insurance programs, application assistance, and our community outreach in education for injury prevention in the same department. As you can see, if you look at our focus areas it's quite comprehensive. Just last year alone if you look at all of our programs we were able to educate over 49,000 people. And that is attending about 800 different classes and events. So we're everywhere. We mainly focus on unintentional injury prevention, not intentional injury. And then with Safe Kids again it's community. We also have a really large school based program. We're also lucky to have access to six different family support resource centers that are actually funded by our local children's board, which is through property taxes. And that's really been an asset to reach the parents. We even have trained them to be injury prevention outreach, education, and tied into application assistance for our Kid Care. We have a Safety Store, and that's actually onsite at our children's hospital. We call it our Kid Care Hub, where we are there about 30 hours a week where we are able to work with families and getting them insured and checking in on their status. We have a mobile medical clinic, which also we make sure that if they're on Medicaid or they are waiting for Medicaid or they need Kid Care access we have somebody on the bus that is trained. We cover legislative advocacy for anything from trying to get Medicaid coverage for a mobile medical clinic to passing an enhanced car seat law. The movement for the children's hospital and hospitals in general is this whole idea of preventing hospital readmission, turning from more of a sick care system to a preventative system. So that's where I think a lot of the Safe Kids coalitions and children's hospitals are really looking outside of the hospital, outside of those walls. That's where that partnership with Kid Care and CHIPRA and Medicaid come in. Safe Kids Greater Tampa. We have a huge coalition and growing. We consist of many different partners. We just had a Safe Kids meeting last month and we had about 25 members there from different agencies. So we have government agencies, SBOT, SBOH, Healthy Start, Head Start. We work with other foundations, baseball, Ray's Baseball Foundation was able to fund some swim lesson vouchers. Other nonprofits, Drowning Prevention Coalitions and whatnot. We also focus a lot in churches because again we can access the families and parents. Anywhere from for-profit businesses, we have a partnership with Amscot, we have a partnership with a law firm. Health insurance companies, we've received funding from Florida Blue and other grants through their foundations. And really just parents, we have a network of families that have been struck by tragedy and they've really helped us to pass new enhanced laws and to really volunteer their time and their passion. Again because we are a children's hospital we have a very large network of pediatric offices too. So we also are reaching out to them as well. When you think about Safe Kids Greater Tampa, it's quite comprehensive. We have 22 staff on our team that are PRN. That's allowed us to go out to many different events with a large number of staff and this is just an idea of what we do. We have a huge child passenger safety program where we have one on one access to families. We distributed about 700 car seats last year. Those are all low-income families who are screened through our Family Resource Centers to see if they do have any type of health insurance. Same with our bicycle and pedestrian safety program. That is our school based program where we are able to go into schools, which has also opened doors with health insurance outreach because we have those partnerships with PE teachers and school nurses and are able to do bicycle safety clinics, where we have a trailer that brings bicycles out to the schools and put different grades on their bikes



teaching them traffic safety skills. Of course we're in Florida so we have a very high number of toddler drownings. We have a coalition to help with our water safety team which is a sub group of Safe Kids Greater Tampa that is now looking into mobile swim lessons, to go into apartment complexes and subdivisions. Again, low income housing where we are able to bring out our Kid Care information. Then of course home safety, that is what we really see a lot of in our pediatric emergency rooms. We have a large home safety program where we teach a safe baby express class and we work with Head Start especially with safe sleep, we are seeing that emerging need and fear. There is a little picture of our mobile medical clinic that we take everywhere on the bottom. Community events. These are just numbers where we have had a Kid Care table at our event. We were able to incorporate Kid Care into our other outreach events. Anything, lots of health fairs, lots of back to school events. October is a very busy month for us too with Halloween. Of course summertime is all hands on deck where we are attending three to four events every weekend. Of course August is the busiest because it is back to school. But in July what we found is targeting the host programs which are out of school times, lower income programs where we're able to go in. We do have a parent component with that. We were able to attend 195 community events. That is speaking to about 5,000 people, in a little over a year, January to present. This is what we do, this is what our staff, even if they aren't application assistant trained we are able to take these out. These are our tear off cards. There is more involved in it, I just put the two most important parts on there. But this is how we collect contact information from families that we then go back to our little hub at our safety store and contact the families to follow up. This has been very successful because it is not a list of people that are signing up for more information, it is more of a one on one tool that answers questions. For HIPPA this has been helpful too because we have a system where this information is only seen by our staff. So we have been pretty successful with this. We might get a phone call or two after, we always follow up and maybe you might have to go back and forth a couple times. But we have had applications come from this. There we go. So like Tareka was saying, all Safe Kids coalitions are very different, but the main programs that you are going to see them focusing on are definitely child passenger safety where it is a one to one parent thing where you are either inspecting car seats or you are providing a car seat with education. Or bicycle and pedestrian safety through a lot of safe routes to school programs which is a national program. Then water safety in certain parts is also a really big topic. So those are the main things that one might focus on, but the whole idea of the coalition, these coalition meetings that they have monthly, and there are partnership agreements that your agency could sign up to be part of a Safe Kids coalition. We don't turn anybody away. There is a place for anybody that is willing to work with us where it is a mutually beneficial relationship. It has really allowed us being a Safe Kids coalition to take our hats off. Sometimes that is challenging when there are competing hospitals or there are competing agencies that are wanting the same numbers. But the Safe Kids coalition has really allowed us to do that. So it is very exciting and very busy, and that's about it.

**Donna Cohen Ross:**



Bevin, thank you so much for that view from another vantage point for us all to hear about how Safe Kids and Connecting Kids to Coverage can come together. I think you gave us a lot of really fine examples. I think we are going to move on unless, Riley do we have time for questions now or do we want to wait for the end?

**Riley Green:** We're going to wait for the end. We just have a few questions right now, so we want to get through a few more pieces of content and then we'll open it up. And Donna, we're going to transition now to a little nod to back to school. Because know it is never too early to start planning, and we want to make sure folks have this on their radar. We're going to kick this off with a poll. We're asking all of our attendees to participate, the poll just came up in front of you. And we want to know, honest truth, don't worry it's totally anonymous, we can't see how you answer, if you've started planning back to school. No way, summer's just started, we haven't even had Memorial Day weekend. Not yet, it's on my radar, it's on the to do list. Or yes, I've started planning. Or it is all set. We just want to know where you are in your back to school planning. Please answer that poll question. I can see about 40% of you have voted so far. Take a minute to let us know where you are in your back to school planning. Again, this is totally anonymous, so we won't know if you're procrastinating we'll say. I'll give you just a second here. All right. It looks like in the lead so far, we have about 40% of you all not yet but starting soon, very understandable. 40% of you have started planning, this is great. 0% already have it all planned out, which I would be shocked if you did because that would really be impressive. And I like that some of you are admitting that no way, summer just started, we haven't even had Memorial Day weekend. How am I going to plan back to school already? I'm busy. Great. So we'll close the poll there. We have about 20% No way, summer just started. 41% of the people who have voted not yet, but starting soon. And about 40% have started planning. And 0% have admitted that we already have back to school all planned. So I appreciate your honesty there. Donna, we're going to hand it back over to you to just talk about a few ideas to get our creative juices flowing for the back to school season.

**Donna Cohen Ross:** Great, thanks Riley and thanks for the poll. I think those folks that answered C, we've already gotten the ball rolling, you know, are a little bit ahead of the game. But as many of you know, schools are starting to think about the end of school and I know many schools don't totally close their doors over the summer but certainly to get to some of the staff members that you might need to get to to plan a really robust back to school activity there is no time like the present. So hopefully that will give us a little bit of a push. It's a perfect time to start planning if you haven't started already. So I would just say that we're in the camp of let's move forward. Back to school as I already think I've mentioned earlier and some of our speakers mentioned, it's a great time to do outreach to families with children who are eligible for Medicaid and CHIP. When they think about getting their children ready for school very often they are thinking about what kind of health care the kids need to start school. They might be in need of some immunizations, sometimes kids have to have a physical before they can participate in sports programs or other kinds of activities. So we know that when families have health care on their minds it's a great time to ask that question, is this child insured, might this child be eligible for Medicaid and CHIP. I think we heard our Safe Kids speakers nod to that kind of opportunity



to ask these questions when they're doing their work on Safe Kids. I think the same is true for back to school in general. And of course, schools are a great place to share this information and offer help to parents because they are a trusted source of information. So I just wanted to give a little bit of some ideas to generate some thinking. Many of you are probably already deep into some of these kinds of activities, you've conducted them in the past and maybe are thinking about bringing them back again for this year's back to school or ramping them up to the next level. We're very interested in what you're finding most helpful. So again, many schools do school supply drives, backpack days, and those are opportunities to also provide information about health coverage and how to sign up. If you take a look on the Connecting Kids to Coverage, the Insure Kids Now website, you'll go into our video library and you'll see some of those back to school activities. I think we have a great video from Providence, Rhode Island that looks at Connecting Kids to Coverage during the backpack giveaway days. So that's something that we know has been helpful. With school registration, back to school nights, again as earlier speakers have said, when you have parents on the premises it's a really great time to engage them in a discussion about health coverage. Moving on, it's very important to think about how to identify schools that might have larger numbers of uninsured children. I think our first speaker Sonia who talked about looking at, working with summer food service programs, we know just like for school lunch and breakfast programs the income eligibility for those programs and also for Medicaid and CHIP are very much in sync. They may not be exactly the same but they're pretty darn close. And so when we're doing intake for the school nutrition programs or summer food service programs, it's a great way to identify children who might be eligible. We also know that there are so many opportunities to get to families with eligible children and also parents if we work with community colleges as well. Many of the students in community colleges are parents, young parents, parents with young children who might be eligible and of course in many states those parents might be eligible for Medicaid as well. Thinking about working with community colleges at the same time you think about back to school for your elementary and high school is a really important way to expand the work that you do. Again, building relationships with school staff, thinking about who in the school really makes a connection with families about health, whether it's school nurses, it might be sports coaches, it might be school based health center personnel. There might be lots of different ways to make that connection, and always looking for those champions, those leaders within the school who can also help make outreach and enrollment part of that school culture. We can look at some of those activities on some of our other outreach videos in our outreach video library. You can see where there have been some of those activities, I think we feature a school based health clinic in Oakland, California, and also in Miami, Florida I think you will get to see one of those mobile health vans and look at what that connection with the school district does, not just for the kids in the school district but also for the medical students that staff that mobile health van. They are learning a lot about what it means to have uninsured children get insurance in the community and what that means to their practice and their learning. So all good things to think about. Great. Just thinking about, and I think some of our previous speakers talked about the variety of organizations that really make a referral network robust and very, very effective. Ways, thinking about distributing materials through networks is very important, but also thinking about how to connect on a more





basic level in helping to figure out how to provide application assistance. And these are just some examples of the kinds of activities or the kinds of partners, whether they are in school or part of the larger community that we need to be thinking about for back to school.

**Riley Green:** Great, thanks so much, that is really helpful to get creative juices flowing in planning for back to school. I'm going to run through our Connecting Kids to Coverage Campaign resources very quickly so that we can get to a few questions that folks have for our speakers. I think as you all know, the Connecting Kids to Coverage Campaign has developed a suite of resources for you to use. This includes customizable print materials that are available in English and Spanish, and some available in other languages such as Chinese, Korean, Vietnamese, Hmong, and others. These are customizable with your program name, URL, phone number, eligibility, and logo. Then we have some other turnkey resources here. We have TV and radio public service announcements, live read radio scripts, template print articles, web banners and buttons, and turnkey social media posts and graphics. We also, as we are doing today, we host webinars monthly on best practices in outreach and enrollment, and we archive those webinars in an online library, so you can view past webinars that you might have missed. And as Donna mentioned on some of our back to school ideas, we have a lot of great outreach videos that feature organizations from across the country, and they are effective outreach and enrollment practices. We would love for you all to be in touch with the campaign, and on this slide you can see a few ways to do so. You can reach out to us directly at this email, [insurekidsnow@fleishman.com](mailto:insurekidsnow@fleishman.com) or 1-855-313-KIDS. The best way probably to stay in touch is to sign up for our newsletter. Any webinar announcements, new materials, outreach ideas, etc. will be delivered to your inbox so you can sign up there. And the campaign is also active on Twitter. So follow us @IKNGov. So with that we are going to turn to some questions for our speakers, and we just have a few in the queue here, but if you have one for anyone that presented today I encourage you to type it through the chat box. We're going to start at the top though with a question for Sonia about these summer food service programs. Sonia, we have some folks on the line who have never worked with a summer food service program and are wondering what the best way to get started is. Who is the right person to contact in your community or how best do you build that bridge?

**Sonia White:** Well, I think depending on, first identifying probably your state agency who administers the program would be a good place to start. For Texas, that is the Texas Department of Agriculture, but for many states that might be the Department of Education. I would say first identify who administrates the program in your state, reach out to that department, and first find if they are able to share with you who are the summer food sponsors in your area. Then that would probably be a really good first step for identifying who it is that might be willing to work with you.

**Riley Green:** Great, that's really helpful Sonia, thanks. Sometimes we just need the right first step to take to get going. I also wanted to say that you have a colleague in Texas, Theresa Calloway, that shared a couple of other resources. The Texas Hunger Initiative and Texas Impact both have wide reaching networks in the summer food service program and may be good partners if you have some colleagues in Texas.



**Sonia White:** Yes, the Texas Hunger Initiative, actually I think they have nine or ten regional offices. So they are a really good resource, and that is actually who leads up our Coalition for Hunger Solutions which I mentioned in our presentation. All the major cities all have a local Texas Hunger Initiative representative, and they are a great resource.

**Riley Green:** Great, thanks so much Sonia. Tareka, we're going to take a question over to you now, and I know it's 4:00 on the dot but I hope you all can stick with us. Pamela Grey has a question on the Educational Safety Program you might have available for rural families, specifically wondering if there are any gun safety programs that you have since children are often accidental victims of gun violence. Can you speak to that Tareka?

**Tareka Wheeler:** Absolutely. So on our website we have several different materials under home safety. As related to gun safety, we really more speak to how to, where guns should be placed in the home, we really go with the up and away piece similar to medication. We've made available to our coalition network, not necessarily to the general public, a gun safety toolkit that has tips, that has all different types of information that families can use. So one of the things that we could do is you could get connected with a local coalition and have access to that, or I'm happy to connect you directly with some of those resources. I shared my email in the PowerPoint presentation.

**Riley Green:** Great, thanks so much Tareka. And we also have a question of whether there is a Safe Kids in Wyoming, Judith Charlesbourg wants to know. I think that's a nice segue to encouraging people to go to your website, which is [safekids.org/coalitions](http://safekids.org/coalitions) is where you can find state based coalitions. But at [safekids.org](http://safekids.org) you can find these safety resources as well as whether there are coalitions in your state. And Pamela just said thank you Tareka for answering that question. And many of you have asked if there is a copy of the slides available. We will make a copy of the slides and a recording of the presentation available on [insurekidsnow.gov](http://insurekidsnow.gov) in the coming weeks. And I think that really wraps up our speaker specific questions. Donna, I'm going to turn it over to you to thank everyone and close us out.

**Donna Cohen Ross:** Great, thanks so much Riley, and we are at the top of the hour, just a little past. So I just want to take a minute to thank Sonia White from Community Council of Greater Dallas, Tareka Wheeler from Safe Kids Worldwide, Bevin Maynard from St. Joseph's Children's Hospital in Tampa. Very grateful for all of your great presentations, really stirred our thinking, and I want to also thank the team over at GMMB for hosting and keeping us moving. They always do such a great job, that's why our webinars are so well attended, and we hope that you find them very useful. I just want to end by thanking everyone, wishing you all a good Memorial Day weekend coming up, and also think that back to that poll, it is definitely time to begin planning for back to school, and we will be sharing more of that with you in the coming weeks. So thanks everybody very much.

**Riley Green:** Thanks so much Donna. We'll sign off now. Good bye everyone. Have a nice afternoon.