



Connecting Students to Coverage This Back-to-School Season

Connecting Kids to Coverage National Campaign

Webinar Transcript June 6, 2018

Jason Werden: Welcome everyone to the Connecting Kids to Coverage National Campaign webinar Connecting Students to Coverage This Back-to-School Season. My name is Jason Werden, and I work closely with CMS and the Connecting Kids to Coverage National Campaign to support the enrollment of more children and their families in free and low cost health care coverage through Medicaid and CHIP. Back-to-school season is a crucial time to engage families in conversations about getting their children health care coverage. Organizations across the nation have partnered with schools to connect and enroll eligible students in Medicaid and the Children's Health Insurance Program, also known as CHIP. Children who have health insurance are better prepared to learn in school and they are less likely to miss school because they are sick. As the current school year winds down and a new one begins, many organizations are starting to plan ways to integrate health insurance enrollment efforts into back-to-school and year round activities, including increasing communication with school based health centers and extracurricular programs. Our webinar today will share best practices for outreach and enrollment during back-to-school season and tips on how to start your planning and engage partners and school staff to maximize your success. Today we have a select panel of speakers. After each of our speakers, we will provide a poll question for your review and response. Please note that you will receive a prompt onscreen to respond to those polls as we move forward. In the event that you cannot access them in real time we will also be sharing this after today's webinar and we will be able to accept answers via email or any additional information you'd like to share. With that, I'd now like to introduce Amy Lutzky, Director of the Division of State Coverage Programs at the Centers for Medicare and Medicaid Services who will kick us off this afternoon as we begin today's webinar. Amy.

Amy Lutzky: Thank you so much Jason. Hello everyone. This is Amy Lutzky. As Jason mentioned, I direct DSCP, the Division of State Coverage Programs. We are in the Centers for Medicaid and CHIP services here at CMS. CMCS and the Office of Communications actually jointly administer the Connecting Kids to Coverage program. So I just wanted to start off with that, because CMS sure is a big place so I just wanted to explain that. I did want to start off by saying that this is a special time for the national



campaign. After a lapse in CHIP funding and some nail-biting months in 2017, in January the Healthy Kids Act extended CHIP for six years, and in February the Access Act extended it for another four years. And both of these pieces of legislation funded the Connecting Kids to Coverage Initiative, including the national campaign. And I think that is a real testament to what folks on this call already know, and that is children's coverage matters. We are thrilled to have so many of you today joining us on this call, because back-to-school, as Jason mentioned, is a fundamental outreach and enrollment initiative for getting uninsured children enrolled in Medicaid and CHIP. Well, the kids right now are counting down the days until school lets out, and I have two teen boys, and I will tell you they are counting it down in hours at this point. It really is prime time for us to start planning ahead for next year's 2018-2019 back-to-school season. We know that health coverage and access to care are critical to ensuring that children are healthy and ready to learn, and we know that uninsured children struggle to get preventive care and this negatively impacts their academic achievement. So it is very important for us to focus on how effectively we can identify these children and get them enrolled in Medicaid and CHIP. School based outreach and enrollment efforts are important because they work. You'll hear from a few of our Connecting Kids to Coverage grantees today, and guest speakers, that have employed some very successful strategies. And I'll just mention, if you are someone that is looking for some evidence based research that supports back-to-school initiatives, there was a wonderful January 2018 article in the Journal of School Health that showed a 12% increase in enrollment rates in Medicaid and CHIP using a school based public health insurance outreach program for kindergarteners in North Carolina. It made me and Kathy Coates here especially proud since they were a former Connecting Kids to Coverage grantee. Without further ado, we will first hear from Evelyn Mercado, the Community Programs Manager of HOPES. Evelyn will discuss how her organization engages families in the care and development of their children. Next, Jodi Ray, Instructor Program Director of Florida Covering Kids and Families will walk us through their grassroots approach to establish sustainable enrollment and retention in children's health care. Then Rebecca Shaw, Project Director of Children's Programs at AASA, the School Superintendents Association will guide us through their school based approach to children's health coverage. We will then hear from Laura Cavello, who also works closely with the Connecting Kids to Coverage National Campaign, and she will highlight the campaign's School Based Outreach and Enrollment Toolkit. Then we will share the variety of back-to-school resources that are available on insurekidsnow.gov. Finally, we will wrap up the webinar by addressing your questions, so please, as Jason mentioned, use your chat box throughout the webinar to submit your questions to our speakers. Now, I am happy to



introduce our first speaker, Evelyn Mercado from the Community Program Manager of HOPES.

Evelyn Mercado: Good afternoon everyone. Thank you for having me. I am from HOPES CAP, Inc. We are a nonprofit community action agency who has been in existence for over 53 years. We primarily serve low income families and individuals. The mission of HOPES is to provide services that respond to the social, educational and training needs of individuals in an effort to overcome barriers and fight the causes of poverty. HOPES assists every year with empowering families of all ages, more than 1,000 children from birth to five years old for school readiness, and over 3,000 youth, adults and seniors towards economic self-sufficiency. The way we connect students to coverage is in a variety of ways. One of the main things that we decided to do was partner with uniform stores in school districts requiring them. That came about because when we were writing the grant, I personally as a parent had to always go purchase uniforms for my children. And I don't know about any of you, but uniform stores are always packed, everything takes so long, and that's how the idea came about. We said, hey, why not bring staff on board to try to sign up families for health insurance and services that they may need. So we started doing a partnership with uniform stores, and that became so successful. So what we've done is not only do we have our staff go there and help with enrollment, but we are giving incentives to the families who do sign up, give them some type of \$5 Dunkin' Donuts gift card and stuff like that. Another partner of ours is supply stores. It's really important during that type of year to be at supply stores like Walmart, Target, and Staples of course. Because families are always in there struggling to get the supplies that they need for the new year. It's really important that you become active on parents' night and all back-to-school events in all communities that you are serving. Also, very important to partner with local recreation departments. Most importantly, partner with the Board of Education in all districts. Another good thing that we at HOPES decided to do was sponsor a lot of back-to-school events. We'd give away items like free bookbags, pencils, and different supplies that the families we serve may need, and then also enroll at that moment. Some of the strategies that we do for community outreach is partner with the board of social services to promote the work. It makes it easier for them and they love you for it. Bilingual staff, if you have the opportunity to hire bilingual staff to continue participating in health events and other social service events throughout the district is something that you could do. That's what we do, and having bilingual staff on board has been very, very helpful. And then also conduct free events during the summer to try to enroll people. That's especially important because during the summer, people don't want to think about



school, but it's right on the corner so you have to keep them engaged and help them with enrollment. Some tips and best practices that I can offer are, like I said, hire bilingual staff to conduct outreach and enrollment according to the need of the community. Have your staff travel with laptops, portable printers, and Wi-Fi to all site locations. This is something that we adopted from the VITA model, if any of you know about the Voluntary Income Tax Assistance Program. That's something that they require. So we adopted that same model, and it made it easier. Another thing is always follow up with families after two weeks and continuously thereafter to ensure that they're not only happy, but if they received anything in the mail they bring it to you and you help them. And then always assure the families that you are working with that you are their advocate, you're there to support them and help them through the whole process. It makes them feel comfortable and makes them trust you. It makes their lives easier. Partnerships. We believe that it's really key for growth for you to have partners like we do, the board of education, the board of social services, local public housing authorities, because that's where the majority of your low income families live. Division of Child Protection and Permanency, formerly known as DYFS. Also, all county offices, any offices that you can think of in the county that deals with families, even if it is the Division of Aging. Partner with them, because sometimes grandparents have children that they are guardians to and they could use this assistance. Mostly, I think it's really important for you to partner with your legislators. Bring the political figures in. Because they are going to be your biggest advocates. They help you by bringing families in that they know, because their constituents are going to come to them, and they are going to have you as that partner to help them with the services that you offer. That has been something that we feel has been strong with growing our CHIP program and making sure that we serve many, many families. So I would encourage you all to have partnerships such as these. Resources that I can offer you include our website, we have a wonderful website that's been revamped. That's www.hopes.org/youth-services. I can be reached at 1-855-OK-HOPES. It's a really easy phone number, 1-855-OK-HOPES, and my extension is 1302. Or via email, emercado@hopes.org. I thank you very much for having me on this webinar. If there are any questions that I could assist you with, please let me know. Thank you very much.

Jason Werden: Thank you very much Evelyn. We appreciate your time this afternoon. We wanted to share a poll question with the group. Our first poll question today: What type of outreach and enrollment activities has your organization found successful for back-to-school season? We have a variety of options here to share with you which you can respond to on your



screen in front of you. Whether it be school information nights, backpack drives, immunization clinics, adding information to school registration forms. Or if you still haven't identified exactly how you are going to engage these activities, perhaps what you are thinking of doing in the future. Thank you very much for your responses. We're excited to hear from what you are doing in the past, current, and in the future for all your back-to-school efforts and what your plans are to engage eligible children and their families in your communities. We now would like to introduce our next speaker, Jodi Ray. Jodi is the Instructor Program Director from Florida Covering Kids and Families Program. Jodi?

Jodi Ray: Hi, thank you. Yes, I am with Florida Covering Kids and Families at the University of South Florida. We are a statewide entity that focuses on connecting individuals to health coverage, and our history goes back to not long after CHIP first passed and we were part of the initial Covering Kids initiative from the Robert Wood Johnson Foundation. We also work very collaboratively with a statewide coalition, individuals and stakeholders around the state that are very focused around those issues connecting kids to coverage. The things that we focus on and we have been focusing on now for about twenty years are providing enrollment and retention assistance, so we've got partners that we train around the state. We have participants in projects like the MACRA Grants that are providing enrollment and retention assistance, helping people stay in the program and navigate the enrollment process. We focus on making sure that there are individuals out there in the communities, making sure they are providing that access to the application process and also the informational materials for the Florida KidCare Program, which is our CHIP and Medicaid program. We reach out to both the families and consumer partners, businesses. We work with those serving the military and veteran community. Anyone that is really got a connection to people. We work with anywhere people live, work, play. Whatever they're doing. So we make that connection. We work very hard to develop and expand on business partnerships. We also work with partnering with the media resources, having those media partnerships has been really valuable. When you have limited resources, those partnerships are great at helping us get information out about enrollment assistance, about the programs, about the events where the assisters are going to be, especially during back-to-school this gets pretty heightened. We focus on working with collaborative initiatives in different communities and we provide training and resources to coalitions so they can focus on reducing uninsured kids in their communities in a very targeted way, identifying who their specific populations are and strategically looking at how do they address this issue in their local community as well as working with the state coalition which helps us to expand our reach. And that includes the



membership of our state Medicaid and CHIP office, as well as the eligibility folks. And we have schools, free health centers, we have a wide range of stakeholders who are engaged in reducing uninsured kids in Florida. Next please. So, Florida is typically ranked pretty high amongst states for our uninsured number, but we have seen significant declines in our uninsured rate, which we are very proud of. We still have a pretty solid number out there of kids that we need to find, particularly considering most of those could be eligible for CHIP and Medicaid. Those numbers obviously nationally keep going down in terms of the uninsured, as well as those who are now gaining access to coverage. Next please. For back-to-school, this is like our tax season. Because this is when everybody is working way overtime. This is the time where we've got events every weekend. We look at back-to-school season, it's a little bit bigger. We actually start some of this work in June, the preplanning starts in May, and we start seeing events going on in June. It gets pretty heightened in July and August and September. But it does go on in Florida well into October because schedules being what they are, some districts like to wait until after the kids are actually back in school to hold some of their events. This is just, we have several different ways that we craft the activities that are going on around the state. One of our responsibilities is to connect partners to events that are going on in different parts of the state and make sure they have the resources to get out there and promote the CHIP and Medicaid program, our Florida KidCare program. And make sure they are trained to provide that enrollment assistance or those referrals. Then we track how many events are going on out there where this is going on. So we do this each week for our state KidCare partners which include the Department of Health, the Medicaid and CHIP. We essentially have four partners that are involved in our KidCare program that include our children's medical services, our Medicaid program or Florida Healthy Kids program, and our MediKids program. And so we work for them, we try to coordinate partners that are going out to all these events. Next please. So these are some of the things that occurred last year. But we are looking, we break it down a couple of different ways like I said. We break it down by week, we look at county level data, but we also track it by media market as well. In part, that helps us connect the media outlets to what is going on in their areas. We have a lot of interaction with the media outlets. And also looking at how we can strategically utilize some of our social media and some of those other things, traditional and non-traditional. And breaking it down by media market it also very helpful when you are trying to do some of that targeted media interaction with what is going on and getting some of those activities covered, drawing attention to those activities that are going to be occurring so people know where they can go out for those events to get assistance. Next please. This is just an evaluation, numbers that we saw come in for just our MACRA grant, Those,



we tracked applications of course, but we don't have applications for the entire state. During this period, obviously, we keep quite a number of applications that are coming in during this time period. So one of the things that we see, this is where the heightened areas, you are going to get the applications coming, you are probably going to get a lot more appointments. You are going to be helping people navigate the enrollment process. But you don't often see the fruition of that until after the fact, because if people are starting to work their way through the enrollment process you start to see those hits coming in. We really start to see those numbers going up around the October, November period because of the fact that enrollment is not instantaneous. People are applying, and they are coming in obviously through our door. They are also coming in through marketplace applications and sometimes CHIP applications. Sometimes those are being sent over to CHIP or Medicaid or vice versa. One, families are working their way through that process, you can see a little delay in the results of that work that you're doing over open enrollment. But I would encourage you not to get discouraged, because that's pretty typical. Next please. So these are just some examples of what actual events that go on around the state look like. Some of them are annual events, some are one-time events. During back-to-school we do a lot of immunization fairs, obviously the typical back- to-school bashes. And I would say you are going to find some events seem like they should be amazing, and it's really important to have a criteria or some methodology for evaluating what are useful events to be at. Especially when you are in a time with limited resources, both time, staff, you want to make sure that you've got people going out to events, you are really connecting with your target population and that those are really going to enable you to identify and connect with people that need that enrollment assistance. So it's not enough to be out at events and spend four hours sitting out somewhere in the sun because it's summer time if you aren't going to garner that kind of outcome or results. So doing it every year is not always useful, so you always want to have some kind of method for evaluating what are effective events to participate in, and making sure you are constantly following up with those and maybe attending those events each year, and those events you haven't seen be very effective, find other things to do with your team. Next. The other thing that we incorporate pretty heavily in some of the work that we do is the business outreach piece. And I think this is something that can be done side by side, particularly at a time when we're focusing on the back-to-school piece. A lot of these community events, they bring in a lot of other partners. It's a really excellent time to use those events to also connect with the other vendors that are there. And often, a lot of those vendors can be business partners. And these business partners can establish a partnership that can be fruitful throughout the rest of the year and enable



you to reach consumers or families in different ways you might not be able to reach just by attending community events or even the typical school events. So it broadens your reach a lot. It also may provide opportunities for you to gain some resources. For example, one of the partnerships we currently have is one of the owners of, they own 50 some McDonalds in the Tampa Bay area. They are going to distribute the KidCare postcard out to all their businesses, about 180,000 postcards they decided to do. Florida Healthy Kids has been gracious enough to print up the postcards for them. So we facilitated the partnership that we're all working with to allow us to reach not only the people that work there but also the consumers that shop there. Next please. One of the key pieces of back-to-school, I just want to bring it to your attention. I think it's helpful, I want to drive this home, the media engagement piece is really valuable. Free media is really helpful. Writing some op ed pieces. If you have connections to reporters, reach out and tell them what you are doing. You will find that they are really much easier to work with. I think not everybody is sort of savvy on how to work with the media. Once you start reaching out to some of the folks in the media and they know you as a resource, you are going to be their go to person. And it's really great during the back to school time to identify the best spokesperson. We like to do a couple of media outreach events with our enrollment events or back-to-school events, and we'll do four of those and we'll coordinate each year. We will include maybe some local elected officials, some very highly recognized stakeholders, parents who have their kids enrolled in the program, school representatives, maybe a superintendent. And they've all been really willing to participate. It helps you get the word out. People pay attention to what they are saying. The media will pick it up, it's a great opportunity to do that. Obviously, attend events, business partnerships, coordinating with your CHIP and Medicaid programs directly. They can turn out sometimes to be really excellent partners. Involving them in your media or your outreach events is really a great idea. Reach out to them and invite them to come down and speak at your event if they are willing to. I highly recommend that. We work very closely with our Medicaid and CHIP programs. And then, what I call unusual suspects for partners. Thinking outside the box and bringing them in. In particular areas they may have, we have certain areas of the state where we have agriculture is a main source of income. So we brought in stakeholders to represent the agriculture community. So, really being willing to think outside the box is really helpful. Next slide. Like I said, it's really important to track what you're doing. As you can see, that's one of the things that we try to do. I believe that the results need to be, the outreach needs to be results driven. Our goal always connects to how we are going to impact actual enrollment. I think using data is a great way to engage partners and showing them what's effective, how their role has



been effective, how having them involved has been effective. What happened at your event because they participated in it? And so, always be willing to share those best practices and look for opportunities to replicate some of your effective models. Next. Again, these are just some examples of partnership opportunities you can think of. These are some samples of some of the things we've used. Next please. An example of an outreach plan, I thought I'd show you a template of something very simple that you could use in planning your outreach events and how you would move forward with that and who needs to be involved. Next. And that's it.

Jason Werden: Thank you very much Jodi. We really appreciate your time today. We will now provide an opportunity for our second poll question of the day. This question is, which groups does your organization engage with for back-to-school outreach? We're going to give you a few minutes to input your responses. Let's take a look at our results. So we're getting a lot of great feedback today, and we again appreciate your input. Thank you for taking the poll. Now we will move onto our third presenter of the day. We have Rebecca Shaw with AASA, the School Superintendents Association.

Rebecca Shaw: Thank you. Good afternoon everyone. As mentioned, I work in the Children's Programs Department at AASA, the School Superintendents Association. AASA advocates for equitable access for all students to the highest quality public education and develops and supports school system leaders. The Children's Programs Department is committed to equity in educational opportunities and outcomes, reducing racial disparities, and aiding and assisting those children most in need. We are centered on work that drives systems change and increases educational equity, two components that are exemplified in the school based child health outreach and enrollment initiative and subsequent toolkit that I'll be discussing today. Next slide. For some background, AASA is a national organization. Our 13,000 person membership is largely superintendents but also includes other key administrators. AASA has seven regions and forty-nine chartered state affiliates, enabling us to reach every school district in every community in the country. And you can find more information about our state affiliates on our website. The direct link is on the PowerPoint in this webinar. Next slide. AASA, in partnership with the Children's Defense Fund, CDF, has long recognized the importance of high quality health care to student achievement. Since 2011, we have launched health insurance initiatives in fifteen urban, suburban, and rural school districts of all sizes across the country. The districts we worked with were located in California, Georgia, Louisiana, Mississippi, and Texas. We had two goals with this work. The first was building capacity so health enrollment is part of a district's infrastructure and becomes routine and sustainable. The second goal is to enroll more eligible students in Medicaid and CHIP. Next slide



please. In this initiative, we worked closely with districts located in Texas and California, two states with the largest number of uninsured children in the country. CDF state offices in Texas and California helped to provide children and their families with on the ground technical assistance they needed, which included guiding them through the health insurance enrollment application process. Next slide. The vision of our work is a country where every child has access to comprehensive, affordable health insurance that is easy to get and easy to keep. In essence, our vision is that all children are healthy. So our strategy is pretty simple. By adding the question, does your child have health insurance on annual school forms, school districts can identify uninsured children and work in their communities to link them to appropriate health care coverage. The strategy of adding the question to your annual school forms makes this information available year after year. It is sustainable and something that is part of your back to school enrollment routine. Next slide. This graphic shows an example of how school districts can add the question to school forms. Next slide. In August 2016, AASA in partnership with CDF released the Insure All Children Toolkit at a press event cohosted by former US Secretary of Education John King, former US Secretary of Health and Human Services Sylvia Burrell in Washington, D.C. The secretaries were joined by AASA's executive director, Daniel Domenech, and CDF's president Marian Wright Edelman for a round table discussion highlighting best practices for getting more students enrolled in health care. Earlier that year, in January 2016, the former secretaries of the US Departments of Education and Health and Human Services highlighted AASA and CDF health insurance work as a high impact opportunity in the Healthy Students Promising Futures Toolkit. One of our districts in California, Mountain View School District, was shared as a model on how to identify eligible children and link those children to proper health insurance coverage. Next slide. The Happy Healthy and Ready to Learn Toolkit sets the stage for schools and community agencies to work together to identify and enroll in health insurance for the simple routine and cost effective strategy of asking the question, does your child have health insurance? on your annual school form. The toolkit is downloadable as a PDF and online at www.insureallchildren.org. The online toolkit includes an interactive map and videos with advice from superintendents and other key staff, as well as stories that reinforce the need for schools to be involved and ensure children are happy, healthy, and ready to learn. Beyond adding this question to annual school forms, the toolkit is set up to help schools across the country start and improve school based programs by sharing lessons learned from the school districts that we worked with. There is a users' guide when you explore the online toolkit with helpful tips on how to navigate through it. You can also use the toolkit to collaborate and get assistance from peers as you build out and sustain your own school based



health outreach program. Next slide. The toolkit is broken into five main sections that outline the specific steps to implement a successful health insurance initiative. Those steps are building a team, identifying uninsured children, reaching out, enrolling children by engaging partners, and sustaining for the future. Next slide. The toolkit includes a brief ten question assessment to help schools determine the areas they need to focus on and where they are excelling. Throughout your work on your health enrollment campaign in schools, I suggest you take this assessment again to see where you have made improvements over the course of a few months or over a school year. Next slide. Each section details why we need to do this work, who are the key players, and how to accomplish the task. Next slide. Each section also includes components such as engaging videos, examples of materials used in the districts we worked with, district spotlights focused on lessons learned, templates for action plans and monthly reporting, and social media share buttons to help promote broader awareness and stories. There is also a share your story page where you can share your own stories in your community. Next slide. I'd like to highlight two of these stories from our participating districts. The first looks at how a district can positively impact a student when a district invests in their well-being. Martin was an unaccompanied minor from Compton Unified School District in California. Once he enrolled in the district, he was connected with a social worker. The district also provided him with gift cards for food and clothes and helped him get eyeglasses and health insurance. As a result, he was able to receive therapy that addressed trauma in his life. Martin graduated from high school with honors and was admitted to several universities. He is on the path to lead a happy, fulfilling, healthy life socially, emotionally, and physically. The second story underscores the role and importance of school nurses. Evelyn, a middle school student at Edinburg Consolidated Independent School District in Texas had a preexisting health problem, a heart condition. She couldn't participate in physical activities and would often go to the nurse due to shortness of breath. The nurse urged Evelyn's mom to take her to a heart specialist, but her mom couldn't afford the fees even with a full time job. So the school nurse was able to refer Evelyn and her mom to an outreach worker to help them through the health insurance application process. As a result, Evelyn was able to get open heart surgery to replace a faulty valve, and her mother was more involved in her daughter's education and even became an ambassador for school enrollment efforts. Next slide. Within the toolkit section, you can easily share stories like these by using social media icons for Twitter, LinkedIn and Facebook. We also have developed a social media guidebook PDF which includes sharable graphics with quotes from school administrators and facts about the importance of Medicaid and CHIP. There are also pre-developed messages and videos that can be used to increase public awareness, school



support, and share these compelling stories of these programs and their positive impact on children. You can also join the conversation on social media using the hashtag #InsureAllChildren. During open enrollment season and back-to-school season you can even pair that hashtag with hashtags like #Enroll365. Next slide. Thank you. I also just wanted to say I'll be able to send some statistics following up this webinar with updates for this toolkit since its release in 2016, and if you have any questions feel free to contact me at rshaw@aasa.org or during the Q&A questions at the end of this webinar. Thank you very much.

Jason Werden: Thank you so much Rebecca. We really appreciate you sharing these enrollment stories and all of this background information on behalf of AASA and sharing the mission that your work is doing to ensure coverage for all children. We would now like to share our third and final poll question for the day. If local media has covered your back-to-school activities, what kind of media has covered it? We certainly are interested in all coverage that has come through for your particular efforts and your outreach and enrollment strategies. As you prepare your responses, we will soon share all of the different back-to-school resources that are available to you, your partners, grantees, and all organizations. Let's take a look at the results. Great. Thank you so much for your participation. We shall be sharing these recapped percentages after today's webinar as well. I would now like to introduce Laura Cavello. Laura is also a committed partner to the Connecting Kids to Coverage National Campaign, who will be sharing a detailed look at the School Based Outreach and Enrollment Toolkit. Welcome, Laura.

Laura Cavello: Thanks Jason. As we heard from our speakers today, there are many great ways to connect with schools in your community and to reach families who are eligible for Medicaid and CHIP. In order to help with creating and fostering those partnerships, the campaign has created a School Based Outreach and Enrollment Toolkit as a guide to partnering and working with schools in a variety of ways to help kids get covered through Medicaid and CHIP. I'm going to walk through just a couple of key features of the toolkit, if you could go to the next slide. This toolkit is a great go to resource to help you identify and provides tips on connecting with the many potential partners within the school system. So folks who have direct inroads with children and families in your school community and can help provide a bridge to talking about Medicaid and CHIP. Now, this could be anyone from school nurses to administrators, counselors, teachers, and coaches. The toolkit includes tips to help you set your approach to outreach, leverage existing school communications, develop key messages, and also to evaluate progress and report success. Next slide. The toolkit also includes several ready to use resources, such as a message guide to



help frame your conversations that you're having with parents and that can be really helpful as you are having conversations with members of the school community as well. It also includes template materials, such as newsletter and website copy that can be worked into school communications channels, a press release, media advisory, PSA radio scripts, as well as an outreach calendar that lines up with the school year and can help identify some of those key moments for outreach to families. Next slide. We also know that social media can be a great way to reach parents and families during back-to-school time when health is top of mind. The toolkit offers some sample social media posts along with social media graphics. You can see some of those examples here on the screen. And you can share these through your organization's own channels or share them with schools to use as fun, eye catching content to get the attention of parents and get them thinking about enrolment. Next slide. Just to recap here, we know that planning for back-to-school outreach and enrollment can be a big task, and it can be helpful to create a plan. The school based toolkit can serve as a resource to help you create your own approach and outline a strategy to do some of the things that you'll see here on the screen. So connect with key partners in your school community to work with schools to embed enrollment into school activities and to really help form sustainable outreach and enrollment practices. Also, to leverage those existing school communication channels like newsletters and school phone systems to share information with families on Medicaid and CHIP. With that, I will pass it over to Jason.

Jason Werden: Thank you so much Laura. We really appreciate the opportunity to go through that toolkit, which you are able to download if you go to go.cms.gov/back2school. We also want to go through a number of additional resources that are available to all of you. No matter what stage you find yourself in the back-to-school planning process, the Connecting Kids to Coverage National Campaign has the resources that you need for a successful back-to-school season. Not just the toolkit that Laura just reviewed, but additional opportunities to help you plan out your process and ways that you can utilize these resources that will fully support your efforts. Once you have that basic plan in place, you can use our tip sheets, additional resources available, that were also available in past webinars, not just in today's, as ideas for other successful events and activities that can truly build out your outreach and enrollment. If you visit the Back to School Initiative web page for all things back-to-school and school based outreach on the insurekidsnow.gov site, you will be able to access all of these resources directly through the site. You will find tips and ideas, palm cards and posters that are downloadable and customizable, and many social media graphics as well. A few tips for your back-to-school



season as we move forward and you're planning out your process in the weeks and months ahead. Go back to, again, using the communication channels that are available right in your community, from newsletters and websites and phone systems throughout each school district, utilizing the community within each school to get your message out. Certainly leveraging both earned and social media as platforms to share that message. You can use the many templates available on insurekidsnow.gov to submit and pitch your work to any of these platforms, as well as leverage your own organization's social media channels to share the importance of getting kids covered. A few other tips to share for engaging in summer and back-to-school activities. Certainly, with summer approaching another useful approach to engaging eligible families is to identify upcoming summer and back-to-school activities that are happening right in your community. These activities and events are perfect ways to share information about Medicaid and CHIP and talk with families about enrollment and re-enrollment to be sure there isn't a lapse. Make a list of these upcoming activities and events to share your messages and materials with, your families and throughout your community. That way you can keep track of what is on the calendar ahead of you. Here are just a few examples of back-to-school information sessions and summer camp registration activities that are available for reference. To further recap, all of our outreach resources there involve the back-to-school initiative. We have our campaign toolkit, we have a full messaging guide allowing you to truly craft key messages that best fit your community and your audience. A full suite of tips and ideas to pull from and build upon, and many customizable items that you can fit again not just your audience but many languages. We offer a number of our customizable materials in multiple languages, from English, Spanish, Chinese, Korean, Vietnamese, Burmese, Somali, and Arabic. All of these assets are available online at insurekidsnow.gov. Recapping again, the customizable materials that are available to you. Here is a look at how you can customize some of these options to really best fit your needs. From your program's name, some of your local state based information, website, phone number, contact information in general, and customizing with your own logos as well. Please note that the process to customize materials could take up to two weeks, but if you'd like to request information we've provided a link here to access that guide. A few outreach and enrollment best practices. From the outreach video library, you can take a look at both that and our webinar archive to see what has worked for others in the past, not just in the framework of back-to-school but across other initiatives that IKN and the Connecting Kids to Coverage National Campaign deals with. All of our outreach videos and previous webinars are available in the outreach tool library on insurekidsnow.gov. You can also view past school based webinars for more information specific to our



discussion around back-to-school today. The outreach videos are pretty short, and they really showcase a variety of outreach and enrollment best practices that have been gathered from across the country and many different communities. You can see what has worked best in these areas and what may work best for you. We've provided a lot of great information today, and we certainly want to make sure that you have the opportunity to keep in touch with us at the campaign following today's webinar. You can always follow us on Twitter at @IKNGov. Engage with the campaign on social media. Retweet anything that you see posted. Share or tag any messages using the hashtags #Enroll365, #KidsEnroll, #Medicaid, and #CHIP. All those tags in your posts. We also encourage you to sign up for the eNewsletter Campaign Notes. There is a link here to do so and it will be shared within the newsletter that is shared after this webinar in the weeks ahead. Campaign Notes is a great resource to ensure you are staying up to date on all of the initiatives that the Connecting Kids to Coverage Campaign is regularly dealing with and the communities that we are servicing. You can always email us as well at connectingkids@cms.hhs.gov. We want to hear your stories as well. We want to hear what is working for you in the back-to-school season. We want to hear best practices of your own and any tried and true information and data that you are able to provide. So please, share your stories with us and share your feedback. Again, you can always email us at connectingkids@cms.hhs.gov or engage with us on social media as well to share your information. We're now getting to the question and answer period of our webinar. As there are any questions posed, we will access them within the chat box feature. If you have yet to do so, do please enter your questions now. We will have the opportunity to pose a few questions here today and gauge responses for our group. The first question is for Evelyn. Evelyn, how did you get past the excuse that you could be given of, "We have to ask corporate." Particularly when it comes to engaging these supply stores. What could you say in response to that?

Evelyn Mercado: Well, the major change, absolutely you do need to reach out to corporate. But we found it really easy when partnering with Walmart and Target and Staples as they are very community driven. When I spoke to managers in those stores, they gave me no problem. We wrote the letter on our letterhead, they submitted it, and within a few days we had a response. So honestly, it wasn't that difficult. I know, with a change you have to go through corporate but it wasn't difficult at all. You just have to put a letter in writing and put it on letterhead.

Jason Werden: Thank you Evelyn. Our next question is for Jodi. Jodi, how long does it take to have an application approved once submitted?

Jodi Ray: Well, it can take, I've gotten people in in a week, and depending



on the circumstances and how complicated the family's own circumstances are, it can take even up to eight weeks for somebody to get enrolled. And it's not uncommon.

Jason Werden: Thank you very much, Jodi. One more question for Rebecca as well, and really for AASA. We've had a number of our attendees today wonder how they can get in touch with AASA so they can learn more about how they can connect with their local school districts in their counties and states. Rebecca, what would you say is the best way to get in touch with AASA, and what information would you share to use as a resource?

Rebecca Shaw: So I would suggest that people could contact me and I could direct you to the best department or best part of our organization for whatever your need is. My contact information is rshaw@aasa.org. Or you can call me at 703-875-0739. As a member organization, we do have contact with every superintendent that is a member of ours, so we are able to contact school districts in that way. And we have lots of resources on our website, aasa.org, for health insurance or for whatever topic you are looking for.

Jason Werden: Thank you very much Rebecca. That is all the time we have for responses to questions today. We are capturing the questions that were shared through the webinar platform and we'll be able to provide responses via email and via the eNewsletter following up in the weeks to come. We do want to thank all of you for joining our webinar today. Special thanks to Evelyn, Jodi, Rebecca, and Laura as well as Amy and the entire CMS and Connecting Kids to Coverage Campaign Team for sharing your insights, stories, best practices. Truly, it is the stories that make up this campaign and really keep it so personalized in each community. Remember that all of these campaign resources are available for each of you to download directly at any time. And you can always learn more about these resources and about the campaign if you visit insurekidsnow.gov. Again, a recording of this webinar will be available on our website in about two weeks' time. If you missed any of our past webinars or would like to keep this one for reference, you may visit our webinar archive where this will soon be housed as well. Again, for all information on the Connecting Kids to Coverage National Campaign, you may visit insurekidsnow.gov. Thank you, and have a great back-to-school season.