



Getting to Know the Connecting Kids to Coverage National Campaign and Available Resources

Connecting Kids to Coverage National Campaign

Webinar Transcript September 11, 2019

Amy Lutzky: We are thrilled that you can join us today. If you are new to the Connecting Kids to Coverage National Campaign, we just want to just say that we periodically do host webinars like this one. We try to feature outreach and enrollment resources and we often have guest speakers that will address timely issues regarding messaging, challenges, best practices that you all may want to incorporate in your outreach and enrollment work. If you have been a partner for a long time, thank you for joining today's call. We are really excited about highlighting the resources on insurekidsnow.gov. I'm going to pass off to Jessica in just a minute, but before I do that, I did want to, not just thank everyone for joining, but I would like to especially acknowledge the attendance of our new outreach and enrollment grantees that were funded under the Healthy Kids Act.

Amy Lutzky: We have 39 grantees that received awards under the Healthy Kids Act for three years of their Connecting Kids to Coverage Work conducting outreach and enrollment activities at the community based level. Those 39 grantees are across 25 states and they consist of providers, states, tribal entities and other types of community based organizations. We are delighted to have them join today's national campaign calls and our calls going forward.

Amy Lutzky: With that, I am now going to pass off to Jessica Beauchemin. She is a Health Insurance Specialist in the Division of Campaign Management and the CMS Office of Communications. She is going to provide an overview of all of the many rich and wonderful resources that we have on InsureKidsNow for reaching those uninsured eligible children and their parents. Jessica?

Jessica Beauchemin: Thank you very much, Amy, and thank you everyone for joining our webinar today. We're going to talk a little bit about the Connecting Kids to Coverage National Campaign, partnerships, our website, insurekidsnow.gov, initiatives, tools and resources, and we'll open the floor for questions and answers. As Amy mentioned, we have a variety of



experience levels with the campaign on this call and we're really glad that you joined us today. Next slide please.

Jessica Beauchemin: We're going to start off with a poll question. We just want to get to know the folks that are on this call. If you will look to the right of your screen underneath polling, there's a question there and it says, "Which options best represents the area of your organization serves?", and if you are serving a particular state or a region, we'd love to hear from you and if you can click all that is relevant.

Jessica Beauchemin: All right. Looks like the time is up. All right. I don't see... Oh, okay. All right. So, we have a variety of areas. A lot of folks that are from Florida and Georgia and Kentucky, Alabama, Mississippi, and Illinois, and the Midwest. So, thank you very much. We're just trying to get to know all of the folks that have joined us. Thank you. Next slide please.

Jessica Beauchemin: Okay. So, the Connecting Kids to Coverage National Campaign is a national outreach and enrollment initiative, which was established 10 years ago to find and enroll uninsured children and teens... and eligible children and teens in Medicaid and CHIP. Through the campaign, we've let families know who's eligible for Medicaid and CHIP, what benefits children can get, and how to apply for coverage. A big part of what we do is we work with trusted national and community partners, like yourself, and we create, customize, and distribute a variety of outreach materials. We're going to really dig deeper into these materials throughout the webinar. Next slide please.

Jessica Beauchemin: Our campaign priority... We have really targeted Back-to-School as a key moment in time to enroll kids because we know that this is a time where families have annual physicals in mind and it's a time where vaccinations, as well as, is an important part of enrolling in school. So, it's part of a parent's to do list. We also emphasize year-round enrollment, as well as other school-based outreach opportunities, because we know that that's where kids are engaged in activities and oftentimes they need to be insured to participate. We also are underscoring that more parents and other family members may qualify for Medicaid, too.

Jessica Beauchemin: In addition, we're focusing on hard to reach populations. Over the years, there's been an increase in enrollment in Medicaid and CHIP, but there are still some areas where it's been harder to get the information out to families. So, we're really relying on our partners and other organizations to help get the word out. Next slide please.



Jessica Beauchemin: We're going to have another poll question open up. Which audiences does your organization serve? So, we've got some answers here: children and teenagers, parents and caretakers, school-based organizations, nonprofit community groups, professional associations and groups, and others. If you are serving in other, if you wouldn't mind sharing what other audiences as well in your response.

Jessica Beauchemin: All right. We have a few more seconds here. We really appreciate your responses. Thank you very much. All right. Well, let's see what our audiences are like. Okay. So, the bulk of the groups that are participating in the webinar today are serving parents and teenagers and... Sorry, children and teenagers, and parents and caretakers. Great. Thank you very much. All right. Next slide please.

Jessica Beauchemin: Throughout the course of the campaign, we've engaged with a lot of different partners and our partnerships are really instrumental in extending the reach of the campaign. There are partnerships at the national level, at the regional level, state level, local level, real grassroots as well, and all are very important to what we're doing. Some ways that we've engaged partners have been hosting webinars... or the ways that partners have engaged with us, they've hosted webinars or they've been part of our webinars, posting information and videos on websites and social media, publishing newsletter articles, sharing materials with state chapters, members and more.

Jessica Beauchemin: In addition, many groups that we've worked with have customized and distributed campaign outreach materials. They've also sponsored outreach and enrollment activities, worked with media in their local areas, and provided application assistance with families with eligible children as well. We'll talk a little bit more about the customizing of materials a little bit further on in the webinar. Next slide please.

Jessica Beauchemin: So, insurekidsnow.gov is the campaign website. It is our go-to source for all campaign information. One area of the website is the, Find Coverage for Your Family map, that is an area for consumers where consumers can go and click on the state and then they'll be connected with local information that's relevant for their area. In addition, families can call 1-877-KIDS-NOW, hotline and also get information. We also have a section on Insure Kids Now for all of our different initiatives. We have a very robust outreach tool library and we are constantly adding new information and new resources to the outreach tool library. Webinars like this are archived and posted on the website, as well as other videos. Then we also



have our Campaign Notes eNewsletter, which we send out invitations to webinars like this. You may have received the information through the Campaign Notes eNewsletter. We also send out other information periodically about new resources or information about grants and other useful information about Medicaid and CHIP outreach and enrollment efforts. Next slide please.

Jessica Beauchemin: Here's just a screenshot of one of the pages on Insure Kids Now. You can see at the top there's that purple bar where on the left is that, Find Coverage for Your Family, area that I mentioned. We also have a section for just general campaign information, that outreach tool library the third from the left, the webinars and videos, the Campaign Notes eNewsletter, and then the initiatives. Under initiatives is where you'd find the back to school and school based outreach page. So, this is just a sampling of what you'll see on the site. Next slide please.

Jessica Beauchemin: So, for our initiatives we have focused on specific topics and audiences. We have, as I mentioned, Back-to-School information, multicultural outreach, oral health, because February is a Children's Dental Health Awareness Month. We have specific information around that, youth sports, year-round enrollments, and rural communities. We also have themed resources as well. We're always looking for ways that we can expand on this. If you have any ideas, if you see something that you've been working on that we haven't quite touched on yet, we would love to hear from you because this is an area where it's constantly growing. Next slide please.

Jessica Beauchemin: We have another poll question. So, speaking of initiatives, what initiatives that we currently have information on, on our insurekidsnow.gov website, are most relevant to you? And if you have an "Other" – if you have any ideas or other areas – again we'd love to hear from you. So, we'll just give a few seconds more for you to fill out responses to this question. Thank you.

Jessica Beauchemin: All right. Great. Oh, fantastic. We've got a lot of folks that are interested or have been doing a year-round enrollments and rural communities. Well, great and multicultural. This is fantastic. Thank you. Very helpful. Next slide please.

Jessica Beauchemin: Tools and resources. So, enter the outreach tool library, we have a screenshot of just the top of the page here, you can find our print outreach materials. Many of these resources are customizable, the



posters and palmcards. We also have fact sheets as well. On the top of the page is a customization guide and in that guide you will see step by step instructions on how you can request customization for free from designers that work at the Centers for Medicare and Medicaid Services. We look forward to hearing from you. It takes about two weeks to turn around these requests, but please fill out the request as it's listed in the guide. It's really important to do that. Our designers are ready, willing, and able to help. We have many languages available for our posters and palmcards. We have been adding new languages because we have heard from organizations, like yours, that there's a need for specific languages. In fact, we're adding Russian and Farsi materials to our outreach tool library in the very near future. That was a specific request that we heard.

Jessica Beauchemin: In addition, you'll find some earned media tools and resources. We've got ready-made articles that you can take the information and put it into a bulletin or a newsletter. Then we also have live read radio scripts, which can be sent to radio stations, but we've also heard of organizations that use them for on-hold messages or public address announcements. So, there are different ways that you can use them and if there are ways that your organization has been using our tools and resources, we would love to hear from you too. Next slide please.

Jessica Beauchemin: We've got another poll question here. Just going back to the languages that we have for our resources, what languages are relevant for outreach in your community? As I mentioned, if there are languages on here that we haven't yet added to our library, we are especially interested in hearing from you about that.

Jessica Beauchemin: Okay, just a few more seconds. All right. Great. Okay. So, that's not surprising that English and Spanish are by far the most popular, but [inaudible 00:15:36] Farsi is high up there, Arabic. This is really helpful. Let me see if there are any other languages. I can't see what the other languages are in the response, but hopefully we can at the end with Porter Novelli, if you can just share what the other languages are. I think that would be helpful for everyone. All right. Next question. I'm sorry. Next slide.

Jessica Beauchemin: Toolkits and tip sheets. So, on Insure Kids Now under the outreach tool library, you will find a variety of toolkits and tip sheets. We have our Connecting Kids to Coverage National Campaign, school-based outreach and enrollment toolkit, which is a great resource for how to work with the school. You'll find a lot of really helpful information and



it's not something that's necessarily tied to Back-to-School. You can actually use information in this toolkit throughout the year. We also have our oral health resources, tip sheets on how to work in rural areas, in cities, with local businesses, primary care associations, and community health centers, and the faith community. I just wanted to note that our tip sheet on how to work with cities, that actually came about through a partnership that we have with the National League of Cities. So, it's a great example of how we were able to combine the experience and resources of our two organizations to put together a really nice how-to resource for grantees and partners and other community based organizations. Next slide please.

Jessica Beauchemin: I mentioned that our material can be customized for free by using all the step by step instructions that are in the customization guide. This slide just shows you what specifically you can customize on our resources. So, you can add your program name, your state's annual income eligibility limit for a family or household of four, you can add your website and/or phone number, and up to two logos. As I mentioned, it takes about two weeks to turn around these requests. We're very happy to customize these for groups. Next slide please.

Jessica Beauchemin: We have our public service announcements. They are radio and television public service announcements. The name of the slot is called, Covered. The PSAs have been distributed nationally and are available in English and Spanish. We've extended the use of our public service announcements through June of next year and we know that stations across the country are using these public service announcements and you may have heard them on the radio or seen them on TV. You can also view them and view the TV spot or listen to the radio spot. If you go to the outreach tool library, they are featured there. We have some additional tools around public service announcements. We have a pitch letter and library script. So, with the pitch letter, if by chance you haven't heard the PSAs airing in your community, you can kind of nudge stations in your area to use them if that's something that you're interested in doing. So, there's just some information on IKN, on how to do that. Next slide please.

Jessica Beauchemin: We also have a variety of digital media tools and this is an area that is ever evolving. We have a variety of social media graphics for Twitter and Facebook, and we have a guide on how to use these. We have web buttons, and banners, and sample posts as well, but we do add to this pretty regularly. Then we also have a lot of images that we use on our Twitter handle @IKNgov as well. Next slide please.



Jessica Beauchemin: For the outreach video library, that is our area where we house best practices. We've worked with a variety of organizations to really showcase some of the great work that organizations are doing. We are looking to add more videos to our library. So, that's where hearing from organizations is really helpful because it's our best way to know what folks are doing in their local community. We also have our webinar archive where this webinar, as well as all of the other webinars that we've done recently, are housed. If you have any colleagues that weren't able to join today and they would like to listen to this webinar, it will be posted within the next month. You can also search the webinar for ideas on topics that we may have covered in the past and back to school is definitely a big one for us. We also have webinars on rural outreach, social media. There's just a variety of different topics. Again, if there are other topics that you'd like to see us do in the future, we would love to hear from you. Next slide please.

Jessica Beauchemin: So, we've got our last poll question for the webinar. I know that I have talked about a lot of our campaign resources. We're interested in hearing about what resources that your organization finds most useful in your outreach and enrollment efforts. It could be resources that you are currently using or resources that you're interested in using in the future. We look forward to hearing from you. Thank you. A few more seconds. Okay. Great. Thank you very much. Let's see. Okay. So, posters, flyers and palmcards are most useful, as well as customizable materials. Fantastic... and social media content. Okay, great. Well, thank you very much. Next slide.

Jessica Beauchemin: Here's how you can keep in touch with the Connecting Kids to Coverage National Campaign. You can follow us at Twitter @IKNGov and we tend to use in our posts #Enroll365, #KidsEnroll, #Medicaid and #CHIP, and we encourage other organizations to do so as well. You can sign up for our Campaign Notes eNewsletter if you're not already a subscriber. You can always reach out to us at the, Connectingkids@cms.hhs.gov, email address. Next slide please.

Jessica Beauchemin: All right. Now, we're going to open the floor for any questions that you may have. I'm going to turn it over to Porter Novelli. I know that they have been... They're our outreach contractor that we work with on the campaign and I know that they've been monitoring any questions that have come up. So, I'm going to turn it over to our team there.



Judith McAuley: Thank you, Jessica. We'll allow people a little more time to ask questions as well. It looks like we've been receiving a lot of very state specific questions and we encouraged you to email us those so we may direct you to the appropriate resources for those.

Judith McAuley: As a reminder, if you're trying to get in touch with the campaign, or Jessica, or Amy, the contact information are in the slide deck that is going to be made available following this webinar.

Jessica Beauchemin: I see that one attendee said that mentioned another language. So, thank you for that, Emily. [inaudible 00:00:25:08].

Judith McAuley: Then we've just received a question about customization of the materials too and whether they need to include a formal approval statement as per the notice of award appointment. Yeah, once you submit the form to customize resources, it's going to include any necessary disclaimer statement as well and we will work with you to make sure that everything conforms to your agreement as well.

Jessica Beauchemin: Just to make sure that everyone has the contact information, it's connectingkids@cms.hhs.gov and that email address is also on the website. Then thank you very much, Judith. So, if you also would like to contact Amy or myself, here is our contact information.

Jessica Beauchemin: We have a question about how soon the radio PSAs will be ready. They are actually available right now. If you go on to insurekidsnow.gov under the outreach tool library and click on public service announcements, you can find the files there and they are for use until June of 2020.

Jessica Beauchemin: So, we have another question about language being available. We'll look into whether our... We have a couple of other questions I see about that. So, we'll look into these additional languages and whether or not we can translate into them. We work with a contractor to do translations and they are well versed in a lot of different languages, but I'm just not sure about all of these languages that are mentioned.

Jessica Beauchemin: All right. Are there any additional questions, Judith or are we all set?

Judith McAuley: Those were all that we saw come though.

Jessica Beauchemin: Okay. Well, thank you everyone for joining this webinar. We really appreciate your time and we look forward to hearing



from you and working with you in the months to come and hope that you have a wonderful afternoon. Thank you.