



InsureKidsNow.gov



## **Back-to-School Planning:**

**Gearing Up to Learn with Medicaid and CHIP**

**Webinar:**

July 24, 2024

2:00 p.m. EST

# Agenda

- **Vaccine Outreach During the Back-to-School Season**

- Jessica T. Lee, MD, MSHP, Acting Chief Medical Officer, Center for Medicaid and CHIP Services, Centers for Medicare & Medicaid Services

- **Supporting the Whole Child Through Healthy Schools**

- Melissa Fahrenbruch, BS, MEd, Program and Professional Development Team Lead, Division of Adolescent and School Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

- **Grantees In Action: Greater Flint Health Coalition**

- Nichole Smith-Anderson, MS, Senior Director of Programs, Greater Flint Health Coalition

- **Connecting Kids to Coverage National Campaign Resources**

- Jenn Kerr, Outreach Contractor, Connecting Kids to Coverage National Campaign, Porter Novelli Public Services, Inc.

- **Questions and Answers**

# Vaccine Outreach During the Back-to-School Season



**Jessica T. Lee, MD, MSHP**

Acting Chief Medical Officer

Center for Medicaid and CHIP Services

Centers for Medicare & Medicaid Services







# Vaccines Protect Against Diseases



- Vaccines help the body's immune system learn how to fight germs, and prevent serious illness or death.
- Vaccines can prevent 14 different infectious diseases, including measles, influenza (flu), hepatitis A, tetanus, pertussis (whooping cough), and varicella (measles).
- Routine vaccinations are our best defense against illnesses that can make kids seriously ill – a key tool that can keep kids healthy, in school, and ready to learn.

# Vaccines are Covered in Medicaid and CHIP

- With Medicaid and the Children's Health Insurance Program (CHIP), parents can rest easier knowing their kids' **vaccinations and booster shots are covered at no cost to families.**
- When scheduling medical appointments for their children, parents and caregivers should also make sure routine vaccinations are up-to-date.
- For children up to age 19, Medicaid and CHIP also cover routine and emergency care, dental and vision, mental health and substance use disorder services, and more.



# Get Back to School and Back on Schedule with Vaccines



- Children and teens can still catch up on vaccinations even if they start late.
- While most children remain up to date, the annual assessment of kindergartner’s vaccinations shows that they fell behind on routine vaccinations during the COVID-19 pandemic and haven’t recovered to pre-pandemic levels. This creates a risk for outbreaks of diseases such as measles.
- Routine immunization catch-up is a shared goal we can achieve by working together – public health professionals, health care providers, school leaders, and trusted community messengers.
- **Key Resources:** [Let’s RISE](#) (Back-to-School materials) & [Keeps It That Way](#) (routine vaccinations).

# Role of Community Leaders, Schools, Health Care Professionals, and Partners



- Make vaccines easy to find and access.
- Use data to identify individuals and communities behind on vaccinations
- Encourage vaccination through reminders and outreach, such as including vaccination information in back-to-school communications.
- Know where to find accurate information on routine vaccines and help carry messages about the importance of vaccines.

# Supporting the Whole Child Through Healthy Schools



## **Melissa Fahrenbruch, BS, MEd**

Program and Professional Development Team Lead

Division of Adolescent and School Health

National Center for Chronic Disease Prevention and Health Promotion

Centers for Disease Control and Prevention (CDC)



# Overview

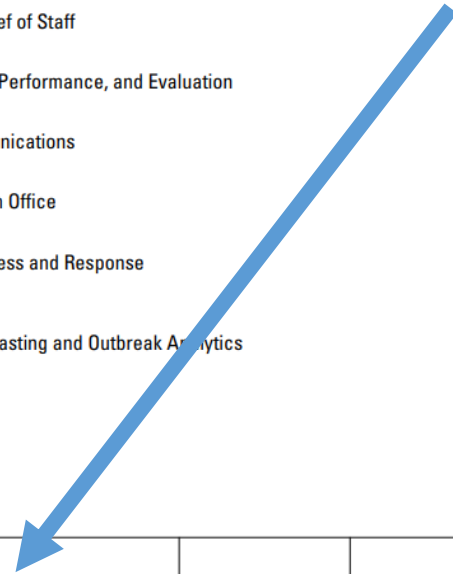
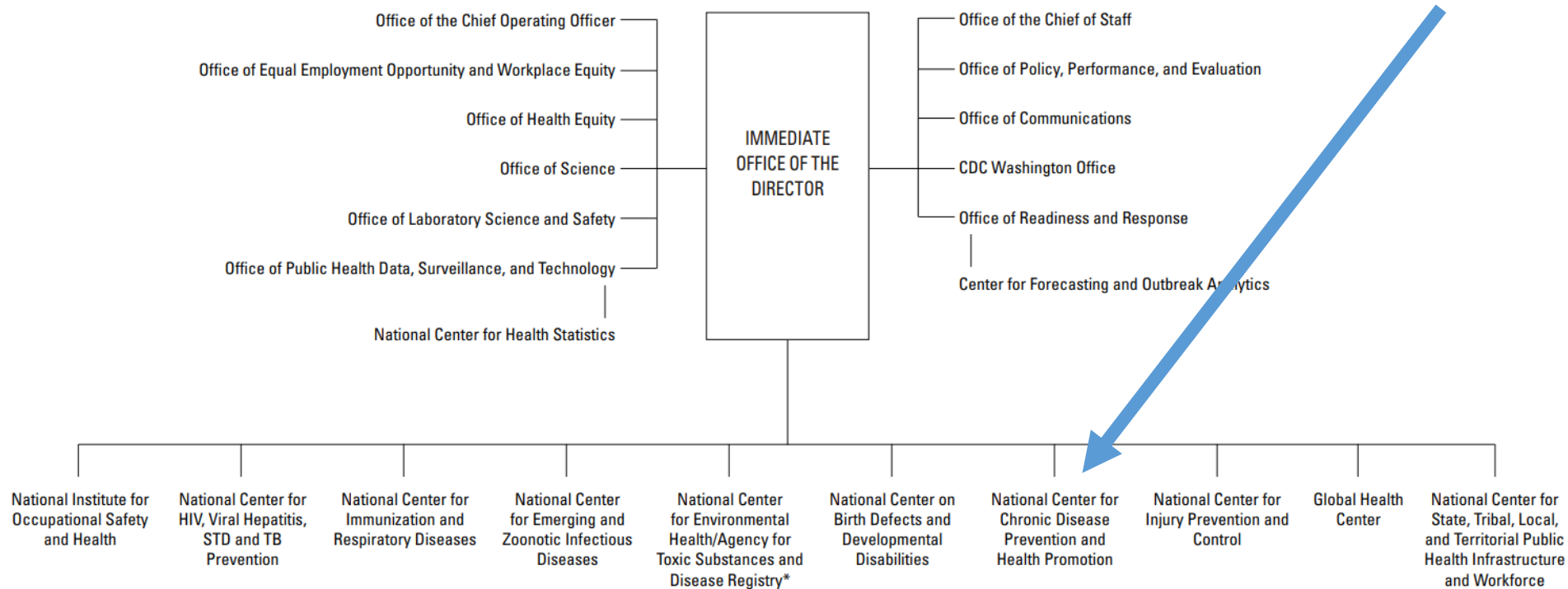
Healthy Students  
Do Better in School

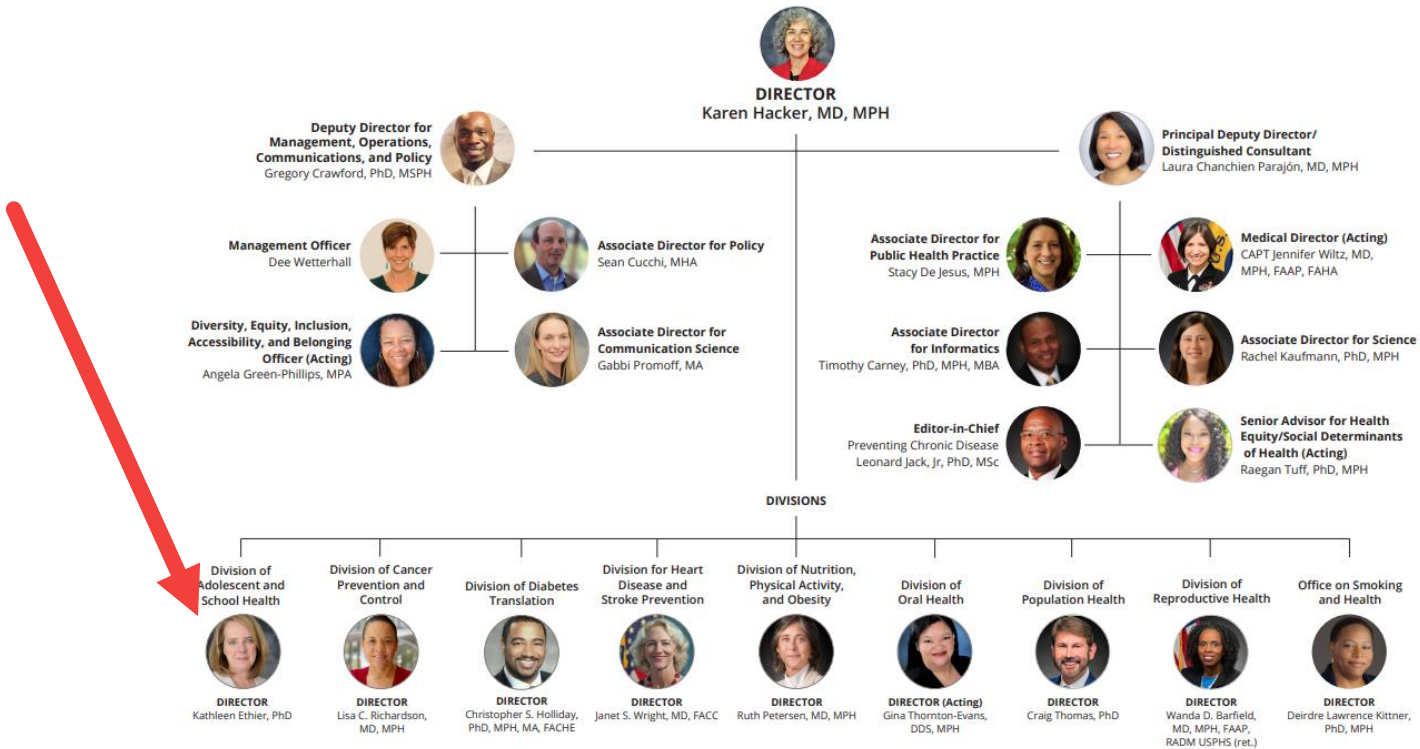
Whole School  
Whole Community  
Whole Child  
(WSCC) model

CDC Tools and  
Resources to  
Support the Whole  
Child



# Centers for Disease Control and Prevention (CDC)





# Healthy Students Do Better in School

## STUDENTS THAT ARE



*Physically active*



*Eating breakfast  
and healthy foods*



*Managing their  
chronic health  
conditions like  
asthma or  
diabetes*

✓ *Have increased test scores.*

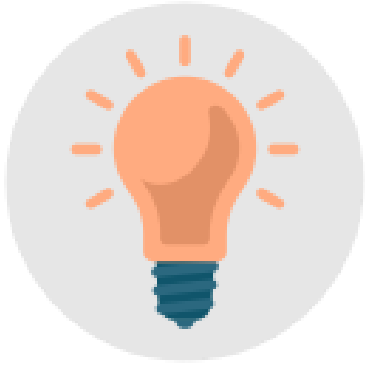
✓ *Have better grades.*

✓ *Have increased  
school attendance.*

✓ *Have improved  
classroom behavior.*



# How we work



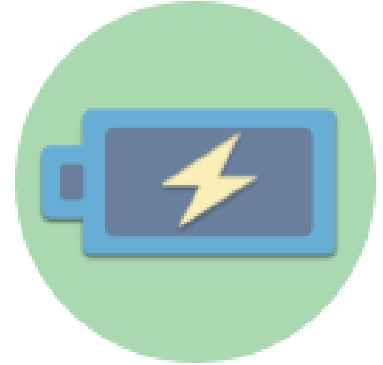
Research  
Synthesis  
Evaluation



Translation



Funding &  
Support



Training  
Professional Dev.  
Tech. Assistance



collaboration

## THE WHOLE SCHOOL, WHOLE COMMUNITY, WHOLE CHILD (WSCC) MODEL

- Places the child at the center
- Takes a comprehensive approach to supporting learning and health
- Calls for greater collaboration across sectors

<https://www.cdc.gov/healthyschools/wsc/index.htm>



# JOSH Special Issue:

## Collection of Evidence-Based Strategies for School Nutrition and Physical Activity

- School Nutrition
- Physical Education and Physical Activity
- Health Education
- School Environment and Physical and Social-Emotional Well-being
- Out-of-School Time
- Family and Community Engagement
- School Employee Health and Well-being
- Coordinated School Health Approach

[https://www.cdc.gov/healthyschools/evidence\\_based\\_strategies.htm](https://www.cdc.gov/healthyschools/evidence_based_strategies.htm)





# Examples of Effective Strategies:

Coordinated and multicomponent approaches that involve 2 or more WSCC components

School-level policies for physical education, physical activity, and recess

Nutrition standards for school meals, taste tests, pre-sliced fruit, and recess before lunch

Professional development on skills, materials, curricula, or instructional practices to adopt the effective strategies

Yoga and mindfulness practices in the classroom

Physical environment changes to promote physical activity, prosocial play, and healthy diets

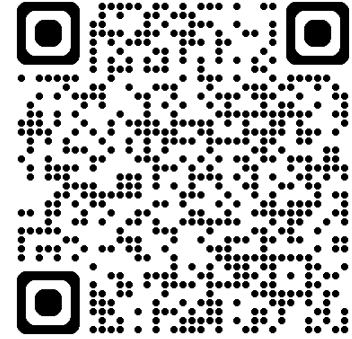
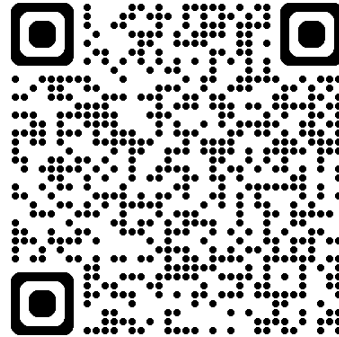
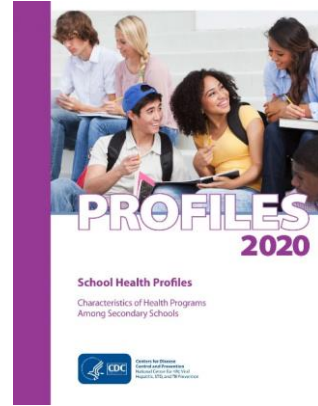
Hands-on, skills-based, and interactive health education

Physical activity and nutrition standards for out-of-school time programs

# Supporting Resources

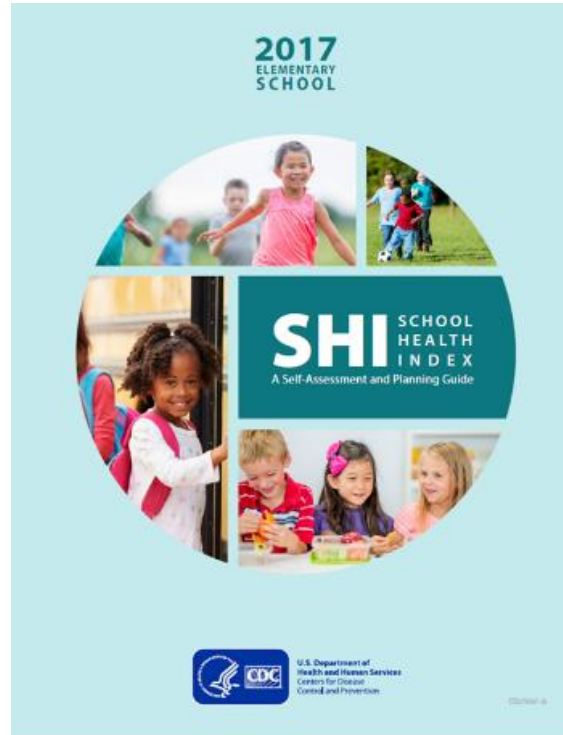
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# Data To Support Our Work



# CDC School Health Index (SHI)

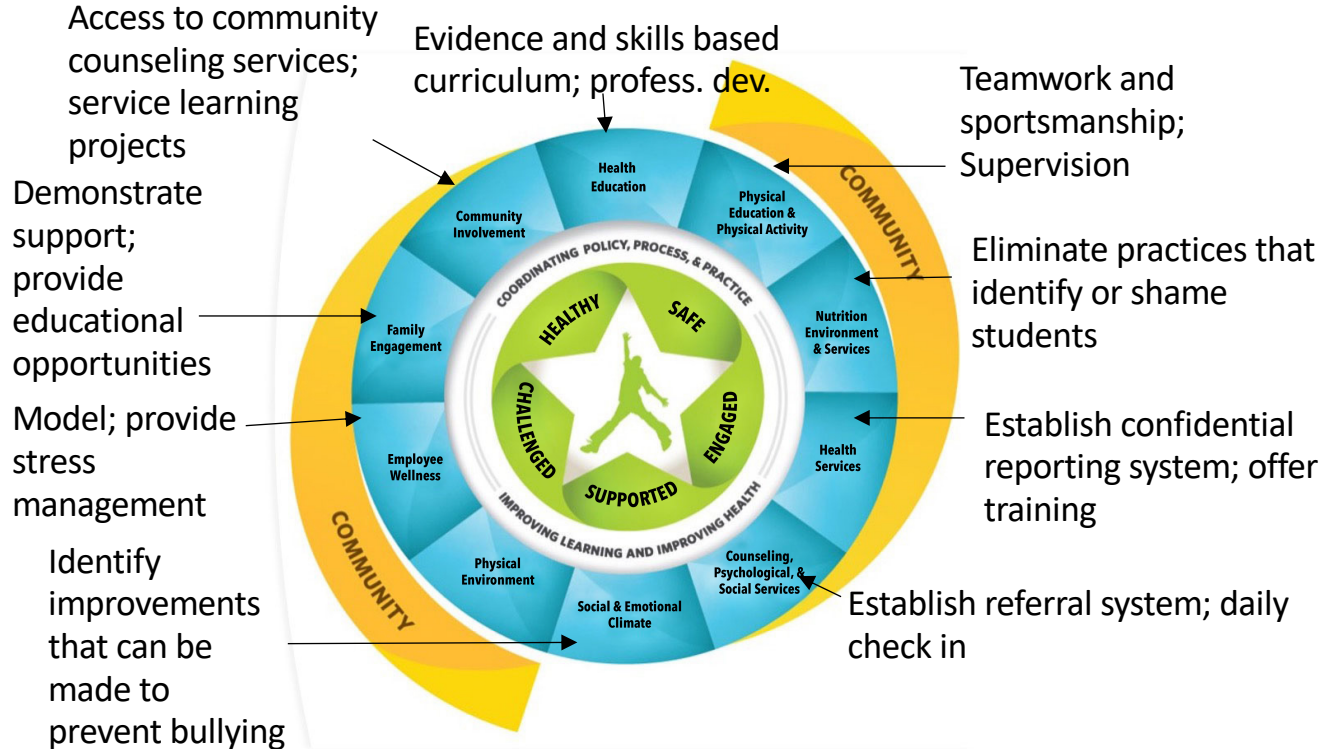
<https://www.cdc.gov/healthyschools/shi/index.htm>



## Example in Action:

**District Goal: Increase School Connectedness;**

**Health Priority: Social and Emotional Health**



Source: The WSCC Model: A Guide to Implementation, NACDD

# WSCC Fact Sheets



## Integrating School Health Services Across the WSCC Framework

School health services staff can help students stay at school, safe and ready to learn by using the Whole School, Whole Community, Whole Child (WSCC) framework to create, active, healthy lifestyles for students with chronic health conditions.

- Health Services**
  - Deliver clinical services to students with acute and chronic health conditions.
  - Educate students and their caregivers about chronic health conditions.
  - Train appropriate school staff on how to provide resources that support students with chronic health conditions.
- Nutrition Environment and Services**
  - Provide options for children with special dietary needs, per federal regulations.
  - Help manage the nutritional needs of students with chronic health conditions, including food allergies and diabetes.
- Physical Education and Physical Activity**
  - Encourage all students to participate in physical activity, regardless of ability, unless health conditions prevent it.
  - Ensure access to free drinking water in the gym and other physical activity areas.
- Health Education**
  - Make sure that students get comprehensive health education.
  - Use CDC's Health Education Curriculum Analysis Tool (HECAT) to assess health education curricula.
- Community Involvement**
  - Involve local hospitals, health care plans, health organizations in school health initiatives.
  - Connect with out-of-school programs about school health services and students with chronic health conditions.
- Family Engagement**
  - Give parents opportunities to learn about chronic health conditions and school health services.
  - Encourage families to participate in school-based programs and activities that promote healthy behaviors.
- Employee Wellness**
  - Create a healthy work environment for staff.
  - Encourage school staff to model healthy behaviors.
- Physical Environment**
  - Provide a safe physical environment, both outside and inside school buildings, by ensuring proper cleaning, maintenance, and ventilation and limiting exposure to chemicals and pollutants.
- Social and Emotional Climate**
  - Promote a positive school climate where respect is encouraged and students can seek help from trusted adults.
- Counseling, Psychological, and Social Services**
  - Identify, track, and provide direct care to students with emotional, behavioral, mental health, or social needs.
  - Help students with chronic health conditions during transitions, such as changes in schools or family structure.

Visit [www.cdc.gov/healthyschools/wsccestrategies.htm](http://www.cdc.gov/healthyschools/wsccestrategies.htm) for more information and additional examples on how to integrate school health services strategies using the WSCC framework.



Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion  
Division of Population Health

### Health Services

- Deliver clinical services to students with acute and chronic health conditions.
- Educate students and their caregivers about chronic health conditions and coordinate care with external health care providers.
- Train appropriate school staff on how to provide resources that support students with chronic health conditions.

### Nutrition Environment and Services

- Provide options for children with special dietary needs, per federal regulations.
- Help manage the nutritional needs of students with chronic health conditions, including food allergies and diabetes.

### Physical Education and Physical Activity

- Encourage all students to participate in physical activity, regardless of ability, unless health conditions prevent it.
- Ensure access to free drinking water in the gym and other physical activity areas.



# Virtual Healthy School

[www.cdc.gov/healthyschools/vhs/index.html](http://www.cdc.gov/healthyschools/vhs/index.html)

**CDC** Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People™

Virtual Healthy School (VHS)



Adolescent and School Health

**MENTAL HEALTH AWARENESS MONTH**

**Take Positive Actions**

- About DSM-5
- Social & Emotional
- Evidence-Based Programs
- Peer Networks

**Featured Resources**

- School Health Programs
- Health & Social Determinants
- CDC's Health Education Curriculum Analysis Tool

<https://www.cdc.gov/healthyyouth>

CDC Healthy Schools

**What's New**

- Physical Education Curriculum Analysis Tool (PECAT)
- Communications Center

**Key Resources**

- School Health Guidelines
- CDC School Health Index
- e-Learning Series: Training Tools for Healthy Schools
- Parents for Healthy Schools

**What's New**

- Physical Education Curriculum Analysis Tool (PECAT)
- Communications Center

**Key Resources**

- School Health Guidelines
- CDC School Health Index
- e-Learning Series: Training Tools for Healthy Schools
- Parents for Healthy Schools

**About CDC Healthy Schools**

**Promoting Healthy Behaviors**

**Managing Health Conditions**

**Assessing School Health**

**Improving School Health**

**Data and Research**

**Training and Professional Development**

**Success Stories**

**BAM!**  
Body and Mind Classroom Resources  
The BAM! Body and Mind Classroom Resources for Teachers portal contains lesson plans, activities, and more for grades 4-8.

**WSCC**  
Whole School, Whole Community, Whole Child  
The Whole School, Whole Community, Whole Child (WSCC) model is CDC's framework for addressing health in schools.

**Visit Our Virtual Healthy School**  
The Virtual Healthy School (VHS) shows the WIS model in action. Learn ways to implement the model in your school.

<https://www.cdc.gov/healthyschools/index.htm>

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# THANK YOU

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)



The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

# Grantees in Action: Greater Flint Health Coalition



**Nichole Smith-Anderson, MS**

Senior Director of Programs

Greater Flint Health Coalition



GREATER FLINT HEALTH COALITION



# GREATER FLINT HEALTH COALITION



**Neutral Convener/  
Backbone Organization**



**Community-Based  
Programs**



# PARTNERSHIP DEVELOPMENT

GFHC has longstanding partnerships composed of leadership from

- Public health,
- Physicians,
- Hospitals,
- Health systems,
- Health insurers,
- Safety-net providers (including federally qualified health centers and community mental health),
- Business,
- Education,
- Community-based organizations,
- Nonprofits,
- Government agencies,
- Policymakers,
- Organized labor,
- Faith-based partners, and
- Committed citizens

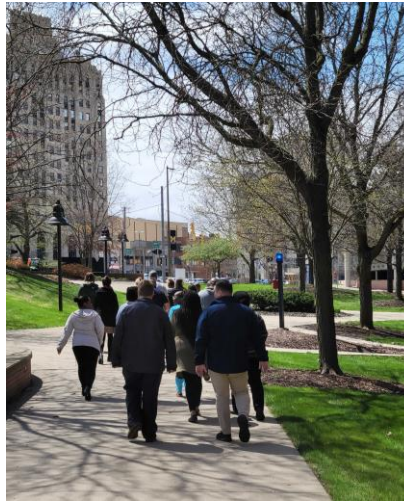






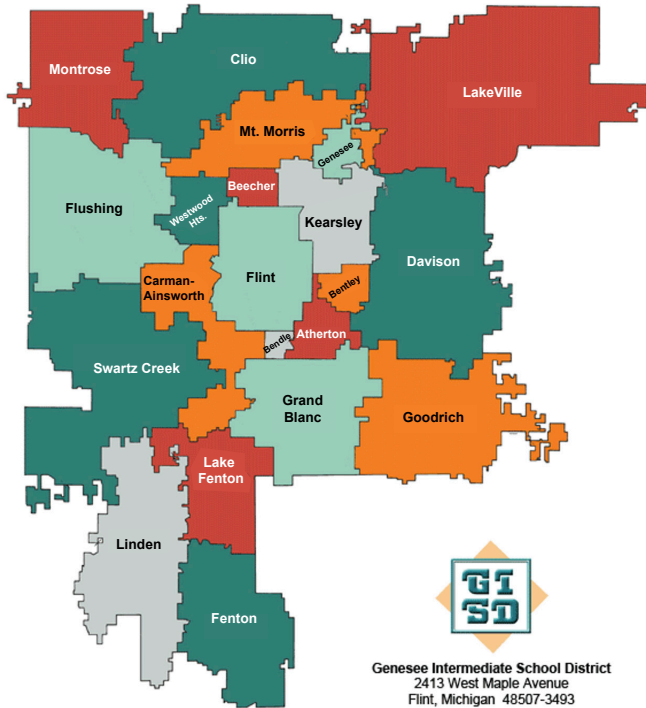
# BEST PRACTICES FOR BUILDING PARTNERSHIPS

- Identifying a need or gap to fill
- Establishing roles and responsibilities
- Building and maintaining trust
- Being Flexible
- Consistently communicating
- Capacity building and sustainability





# GENESEE INTERMEDIATE SCHOOL DISTRICT (GISD)



- GISD serves nearly 61,000 students and 8,500 educators
- 21 public school districts
- 14 public school academies (charter schools)



Genesee Intermediate School District  
2413 West Maple Avenue  
Flint, Michigan 48507-3493

# GENESEE INTERMEDIATE SCHOOL DISTRICT EDUCATIONAL PROGRAMS



This Photo by Unknown Author is licensed under [CC BY-SA-NC](https://creativecommons.org/licenses/by-sa/4.0/)

- Adult Education Programs
- Career and Technical Education Programs
- **Early Childhood Programs (Birth to Five)\***
- Early College
- **Early On Genesee County\***
- General Education Programs
- **GISD Early Head Start & Head Start Programs\***
- **Great Start Readiness Program\***
- Literacy
- Professional Learning
- Special Education

\* Programs designed specifically to serve low-income families and children.

# BEST PLACES FOR BACK-TO-SCHOOL OUTREACH

- Identifying Opportunities
  - Backpack Giveaways
  - PTA Meetings
  - Head Start Programs
  - Summer Back-To-School Activities
  - Athletics/ Training Camps
  - Parent-Teacher Conferences
  - Newsletters (In-Progress)
  - School Lunch Menu (In Progress)





## CKC INTEGRATION INTO SYNERGY

Synergy is the local data system utilized by *most* schools within the Genesee Intermediate School District.

- Schools will have the option to activate a prompt in Synergy for parents/guardians to receive information about the CKC Program when they are registering their child online, or when completing online school paperwork
- This new integration will display a CKC flyer asking if the viewer would like more information and to consent their information be shared with a community partner (GFHC).
- Currently in the process of contacting each schools' information technology team to start the integration process



# Connecting Kids to Coverage National Campaign



**Jenn Kerr**

Outreach Contractor, Connecting Kids to  
Coverage National Campaign

Porter Novelli Public Services, Inc.

**PORTER  
NOVELLI**   
PUBLIC SERVICES

# Connecting Kids to Coverage National Campaign: Initiatives

The Connecting Kids to Coverage National Campaign reaches out to families with children and teens eligible for Medicaid and the Children's Health Insurance Program (CHIP) to encourage enrollment and to raise awareness about the health coverage and specific benefits available under these programs.

**The Campaign conducts annual initiatives tied to priority topics and key times of year:**

- Oral Health
- Mental Health
- Vaccinations
- Missed Care
- Peace of Mind
- Youth Sports
- Year-Round Enrollment
- Back-to-School
- Rural Communities
- Multicultural Outreach



# Current Campaign Priorities

- Continuing to target Back-to-School as a key moment in time to enroll kids while emphasizing year-round enrollment, as well as dental health, mental health, and other benefits
- Encouraging beneficiaries to update their contact info, look out for their renewal letter, fill it out, and return it immediately to avoid potential coverage loss now that the continuous coverage requirement has been lifted
- Underscoring that parents—and other family members—may qualify for Medicaid too, even if they haven't in the past. And, if they have recently lost coverage, their children still may be eligible
- Focusing on hard-to-reach populations and continuing to develop resources in a wide variety of languages



# Initiatives: Back-to-School

With health insurance through Medicaid and CHIP, children can get the care they need to start the school year off right, including check-ups, vaccinations, eye exams, and more.

## Resources

- Digital videos
- Customizable posters and palmcards
- Infographics
- Social media graphics and copy
- Live reads and PSAs
- Newsletter templates

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

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Families of four earning up to nearly \$50,000 may qualify (or even higher in some states).

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call 1-8770-KIDS-NOW (543-7669) to learn more about affordable health coverage for your family.

 InsureKidsNow.gov

The infographic features a background image of two children, a girl and a boy, both wearing backpacks and smiling, standing in front of a yellow school bus. The text is overlaid on the top half of the image.

**#Enroll365**  
**With health coverage up to age 19, Medicaid and CHIP are teen-approved.**

 InsureKidsNow.gov

The graphic shows a group of four young women smiling and talking. The text is overlaid on the left side of the image.

**#Enroll365**  
**Healthy kids are happy students.**

 InsureKidsNow.gov

The graphic shows a young boy with a backpack, glasses, and a red tie, jumping joyfully with his arms raised against a teal background. The text is overlaid on the top left of the image.

# InsureKidsNow.gov

The website for Campaign information and resources

**Resources**

The screenshot shows the InsureKidsNow.gov website. At the top, there is a header with the text "An official website of the United States government" and a link "Here's how we protect your privacy". Below this is the InsureKidsNow.gov logo, a search bar with the placeholder "Enter keyword", and links for "Get Email Updates" and "En Español". A phone number "1-877-KIDS-NOW (1-877-543-7669)" is also visible. The main navigation menu is purple and contains several items: "Find Coverage for Your Family", "Campaign Information", "Outreach Tool Library", "Webinars & Videos", "Campaign Notes eNewsletter", and "Initiatives". The "Outreach Tool Library" and "Initiatives" items are circled in orange. Below the navigation menu is a large banner image of children running in a field. A text box on the left side of the banner contains the following text: "Millions of children and teens qualify for free or low-cost health and dental coverage through Medicaid & the Children's Health Insurance Program (CHIP). [Learn about coverage options](#) for your family or help us [spread the word](#) about free or low-cost health insurance coverage!"

# Outreach Tool Library

## Find all Campaign Materials in the Outreach Tool Library:

- Ready-to-print posters
- Palmcards
- Social media posts
- Text messages
- Videos
- PSAs
- Template newsletters
- Fact Sheets

*\*Many materials available in up to 24 languages*

Official Message from the U.S. Department of Health and Human Services

### Get the Facts About Children's Health Insurance

Information for Coaches

**Make sure kids in your community aren't sidelined this season because they don't have health insurance. Medicaid and CHIP offer free or low-cost health insurance that can get your team covered and get them in the game.**

**Know the rules.**

- Free or low-cost health insurance is available for children and teens up to age 19.
- Families of four earning up to \$80,000\* may qualify (or even higher in some states).
- Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more.
- Even if families have been turned down in the past, they may be able to get their children health coverage now. Parents may qualify for Medicaid as well.
- People who are eligible for Medicaid and CHIP can enroll all year long.




**Put together a game plan.**

- Tell parents about free or low-cost health insurance for kids and provide the contact information below at anytime during the sports season: at the first parents meeting of the year, in a letter you send home or on a volunteer sign-up sheet. Flyers and other materials are available at [InsureKidsNow.gov](https://www.insurekidsnow.gov).
- Share information with school nurses, guidance counselors, and others at your school.
- Post information in the locker room or public community bulletin boards.

**Watch them score.**

- Kids are covered on and off the field and can stay protected even after the sports season is over.

Help your team today by telling families to call  
**1-877-KIDS-NOW (543-7669)** or visit [InsureKidsNow.gov](https://www.insurekidsnow.gov).

\*Income levels vary by state.  
Paid for by the U.S. Department of Health and Human Services

CMS Product #11882  
June 2014

Routine medical visits  
keep kids on the path  
to good health.

#Enroll365





With health insurance,  
they'll be more prepared  
for whatever the school  
year brings.

#Enroll365





# Customizable Resources

Many Campaign resources can be customized to include information specific to your community:

- Visit the Outreach Tool Library at [www.InsureKidsNow.gov/outreach-tool-library/index.html](http://www.InsureKidsNow.gov/outreach-tool-library/index.html) to review the Customization Guide
  - The customization guide is currently being updated and will be available soon
- Email CMS Division of Multimedia Services (DMS) with customization requests and your organization's information: [MultimediaServices@CMS.hhs.gov](mailto:MultimediaServices@CMS.hhs.gov)
  - Grantees must include their project officers on the email

**Think Teeth**  
Every Step of The Way

**Give your baby healthy teeth from the start. It's easy!**

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
  - Keep your mouth healthy.
  - Don't share cups or spoons.
- Put only water, milk, or formula in bottles or sippy cups.
- Don't put your baby to bed with a bottle or sippy cup.
- Limit sweet snacks and sugary drinks, including juice.

Medicaid and the Children's Health Insurance Program (CHIP) cover children's dental care, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants, and fillings. Your child could be eligible!

To enroll your child, call 1-877-KIDS-NOW (543-7669) or visit [InsureKidsNow.gov](http://InsureKidsNow.gov). Already covered? Use the Parent Locator on [InsureKidsNow.gov](http://InsureKidsNow.gov) to find a dentist near you and call to schedule a dentist appointment today.

LOG 01 LOG 02

InsureKidsNow.gov

CMS PROGRAM 11666

Post for by the U.S. Department of Health & Human Services

InsureKidsNow.gov

Your program name(s)

Your website and/or phone number

Up to two logos

# Keep in Touch

**Interested in learning more about the Campaign and its resources?**

- Email us: [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov)
- Follow us on Twitter: [@IKNgov](https://twitter.com/IKNgov)
- eNewsletter sign up: [“Campaign Notes”](#)





Questions?