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

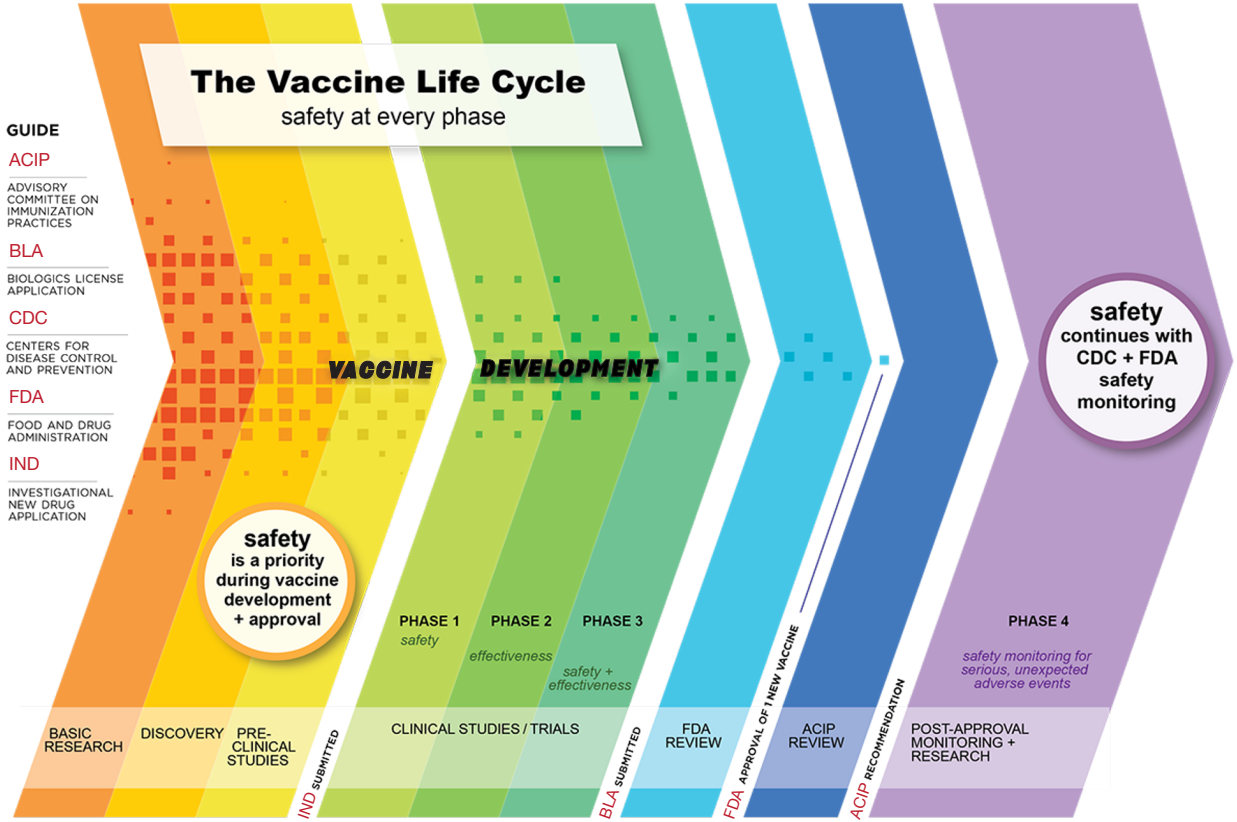
Jessica T. Lee, MD, MSHP

Acting Chief Medical Officer

Center for Medicaid and CHIP Services

Centers for Medicare & Medicaid Services

Vaccines Are Tested To Ensure Safety



Sources: https://www.cdc.gov/vaccines/basics/test-approve.html; https://www.cdc.gov/vaccinesafety/ensuringsafety/history/index.html

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 (whopping 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.

Sources: https://www.cdc.gov/vaccines/communication-resources.html; https://www.cdc.gov/vaccines/partners/routine-immunizations-lets-rise.html

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

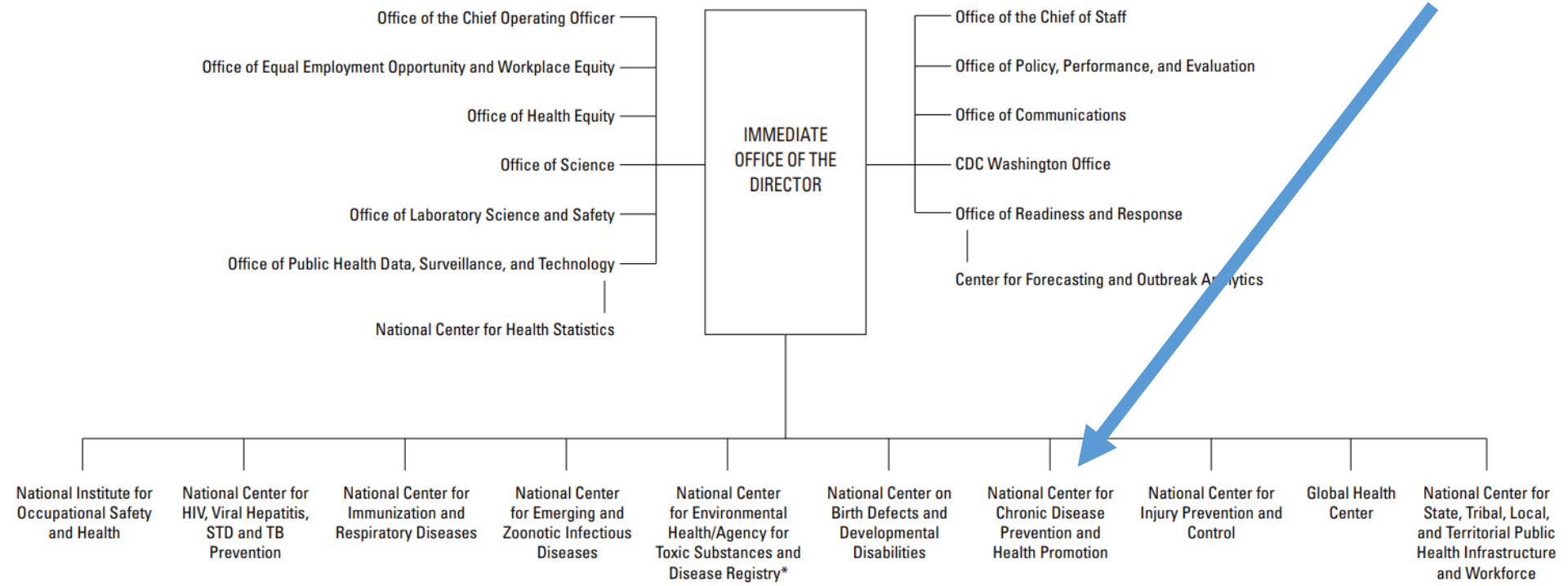
Healthy Students Do Better in School

Whole School Whole Community Whole Child (WSCC) model

CDC Tools and Resources to Support the Whole Child

Department of Health and Human Services

Centers for Disease Control and Prevention (CDC)



Last updated February 23, 2023

*ATSDR is an OPDIV within DHHS but is managed by a common director's office.

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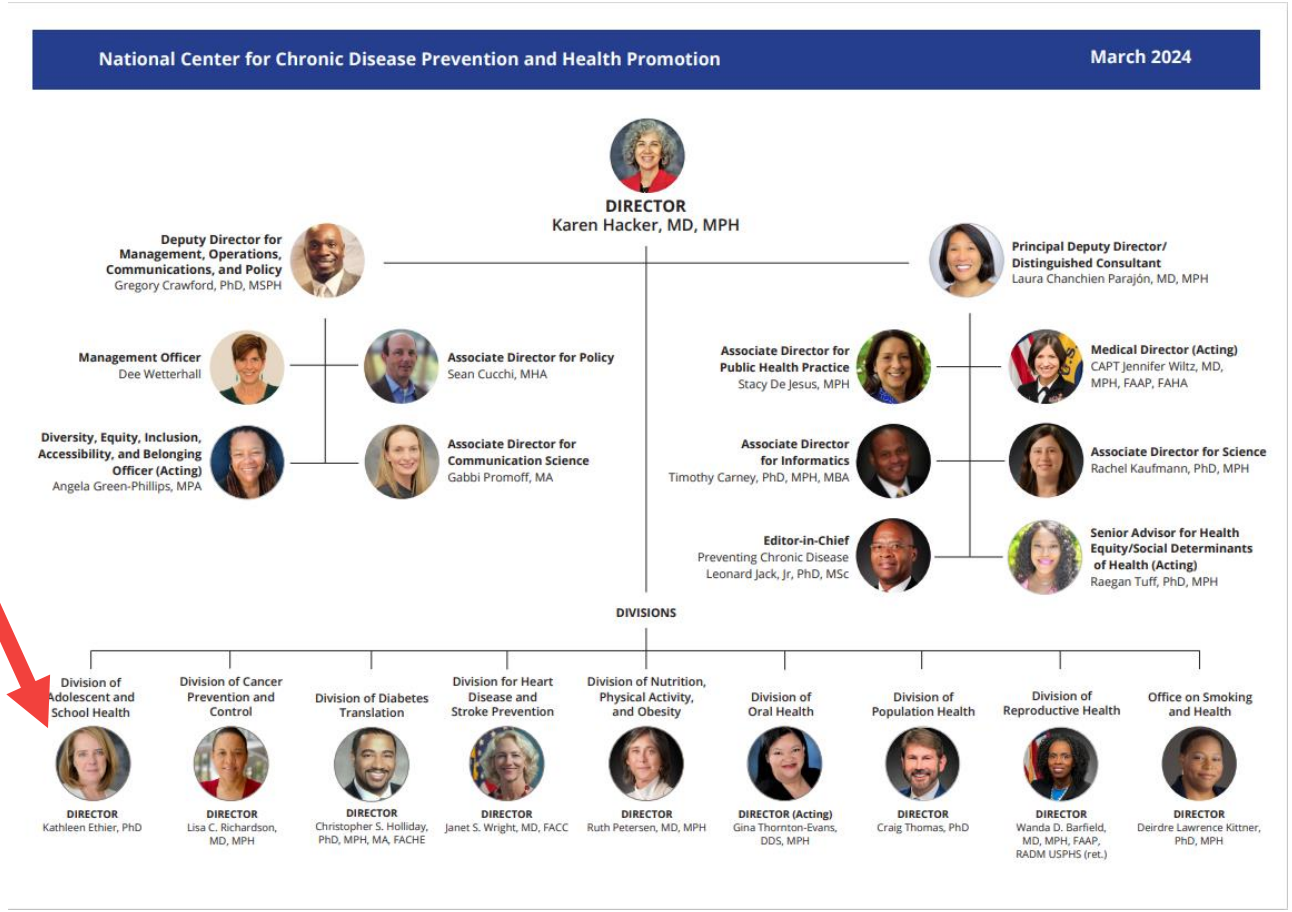
Centers for Disease Control and Prevention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Healthy Students Do Better in School

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.

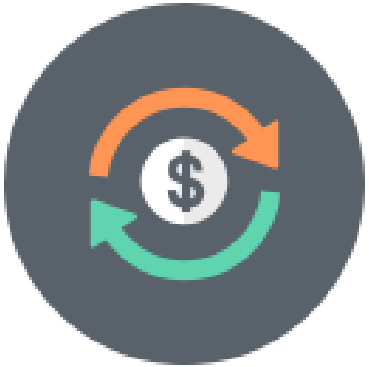
www.cdc.gov/healthyschools/parentengagement/parentsforhealthyschools.htm

Health and Academics | Healthy Schools | CDC

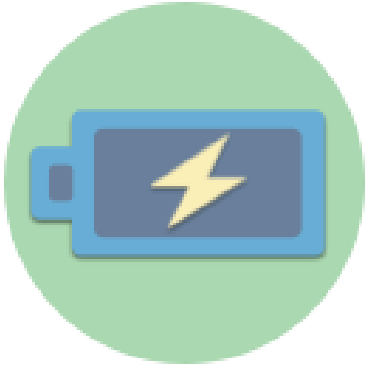
How we work

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/wscc/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

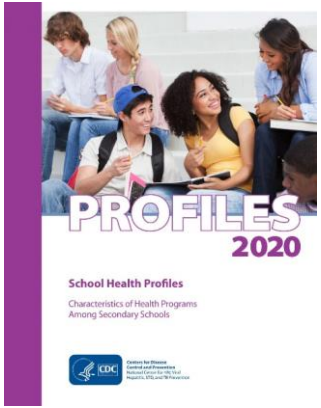
https://www.cdc.gov/healthyschools/evidence_based_strategies.htm

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

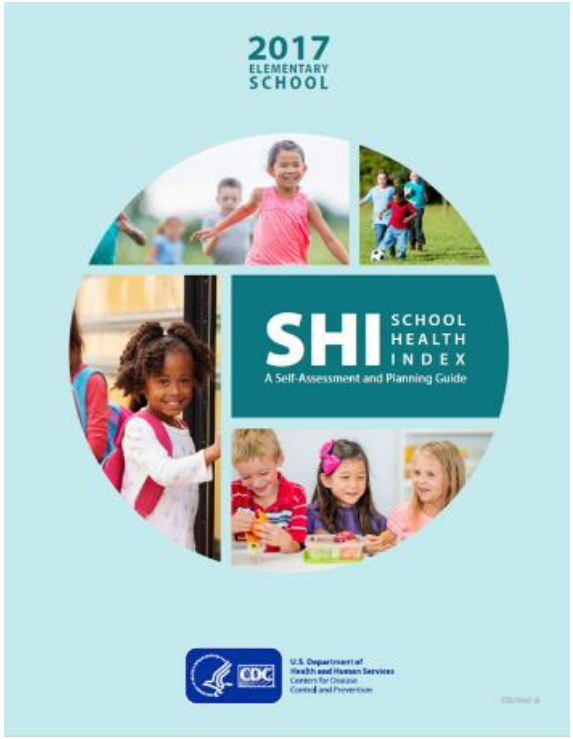
Data To Support Our Work



YRBS
Youth Risk Behavior Survey

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

Access to community counseling services; service learning projects

Evidence and skills based curriculum; profess. dev.

Teamwork and sportsmanship; Supervision

Demonstrate support; provide educational opportunities

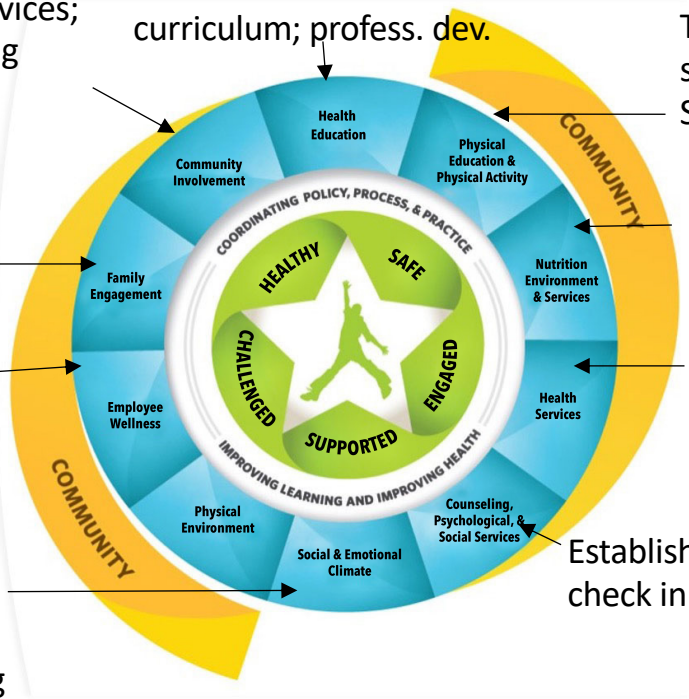
Eliminate practices that identify or shame students

Model; provide stress management

Establish confidential reporting system; offer training

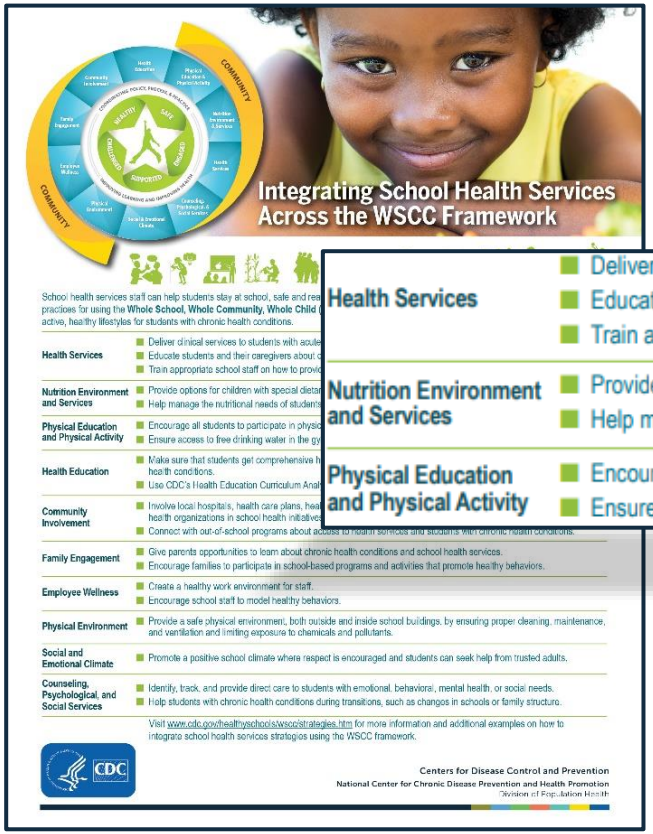
Identify improvements that can be made to prevent bullying

Establish referral system; daily check in



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

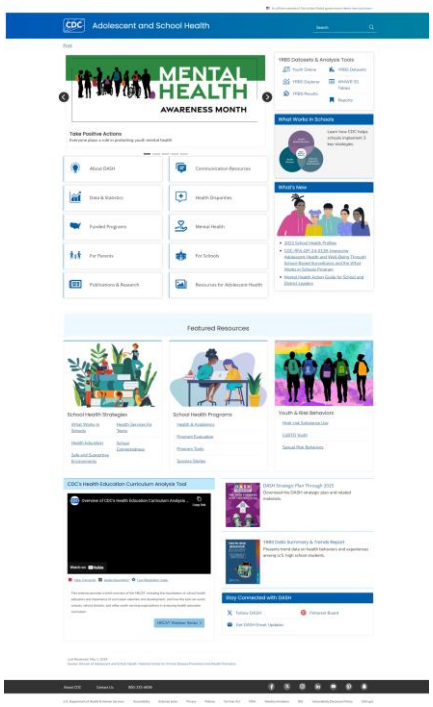
WSCC Fact Sheets



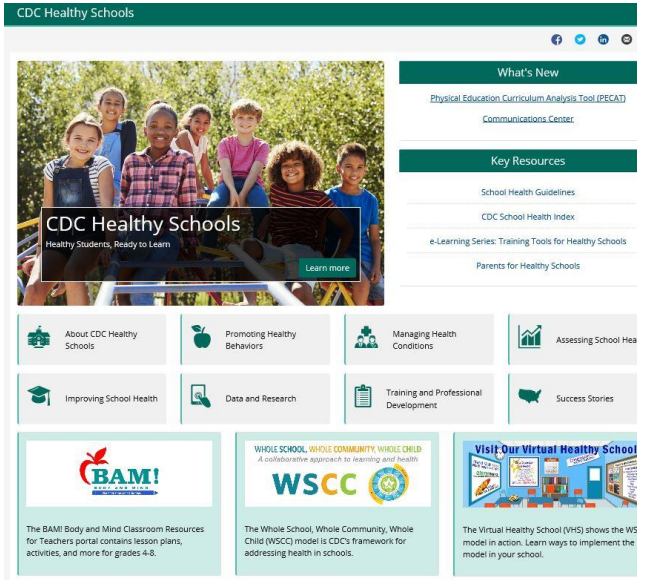
https://www.cdc.gov/healthyschools/wscc/strategies.htm

Virtual Healthy School

www.cdc.gov/healthyschools/vhs/index.html



https://www.cdc.gov/healthyyouth



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

THANK YOU

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 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

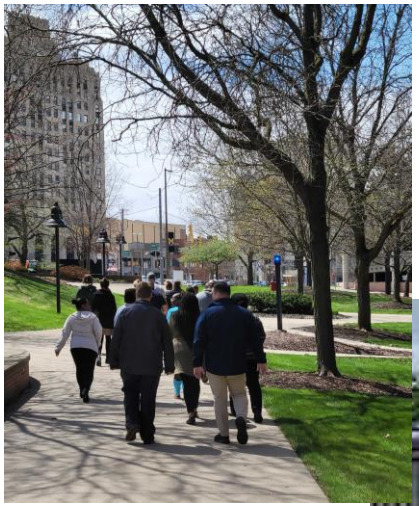
PARTNERSHIP DEVELOPMENT

GFHC has longstanding partnerships composed of leadership from

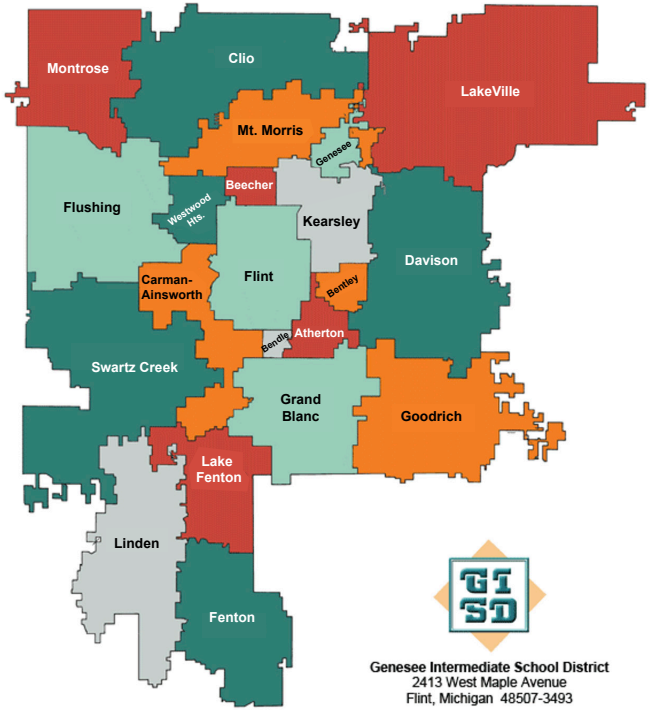
- Public health,
- Physicians,
- Hospitals,
- Health systems,
- Health insurers,
- Safety-net providers (including federally qualified health centers and community mental health),
- Business,
- Education,
- Community-based organizations,
- Nonprofits,
- Government agencies,
- Policymakers,
- Organized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

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- 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

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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

InsureKidsNow.gov

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.

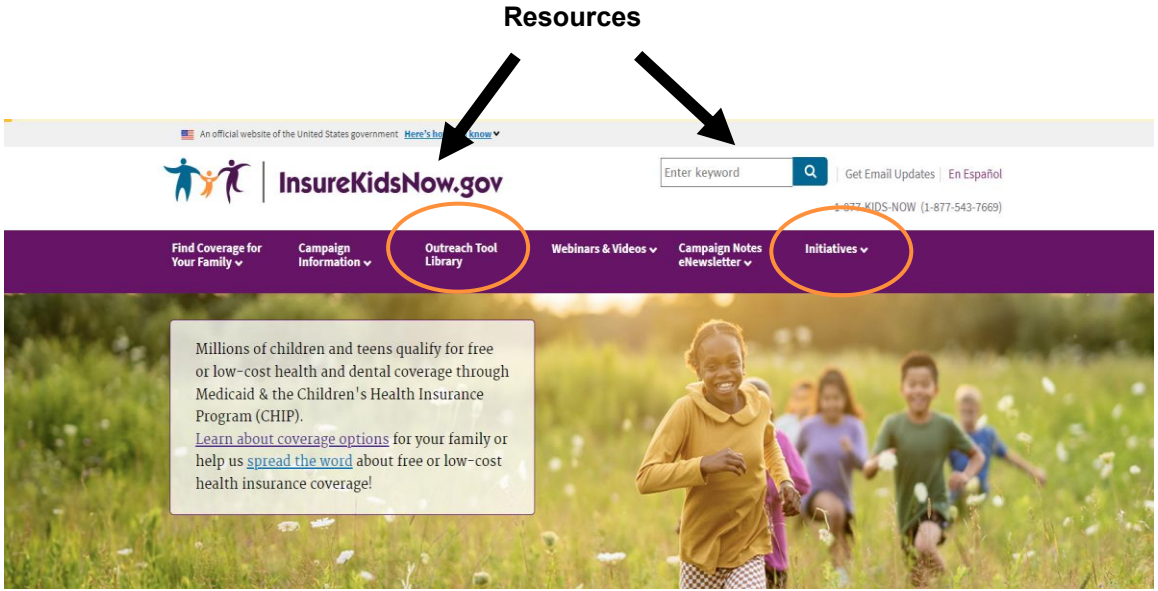
Resources

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

InsureKidsNow.gov

InsureKidsNow.gov

The website for Campaign information and resources



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**.
- 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.**

InsureKidsNow.gov

Get Covered. Get in the Game.

*Income levels vary by state.

Paid for by the U.S. Department of Health and Human Services

CMS Product #11803 June 2024

InsureKidsNow.gov

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 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
  - Grantees must include their project officers on the email

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
- Follow us on Twitter: @IKNgov
- eNewsletter sign up: "Campaign Notes"

Questions?