



Making Medicaid and CHIP Part of a Safe & Healthy Summer

May 21, 2015 3:00 PM

Agenda

- Overview and Introductions
- Including Health Insurance Enrollment in Summer Food Service Programs
- Safe Kids Worldwide: Keeping Kids Safe and Healthy All Summer Long
- Safe Kids On-the-Ground: The Connection Between Children's Health and Safety
- Looking Ahead to Back-to-School
- Connecting Kids to Coverage Campaign Resources



Keeping Up With Medicaid & CHIP Outreach in Summer

- It's always enrollment season for Medicaid and CHIP!
- Summer provides opportunities to reach a new network of children and parents.



Including Enrollment at Summer Food Service Programs

- **Sonia White**
Director of Coalitions
and Planning



Overview of Community Council of Greater Dallas

Founded in 1940—celebrating its 75th anniversary this year

CCGD Works To:

- Identify pervasive social issues in the community
- Assess how best services can be delivered
- Implement action plans for delivering services

Past Issues Addressed:

- Juvenile delinquency and welfare
- Public health
- Childcare

Strategies to Address Issues:

- Fact-based and evidenced-based research projects
- Deploying volunteers
- Incubating new services and agencies
- Expanding governmental programs where appropriate
- Convening collaborative work
- Delivering direct services

CCGD Makes Connections to Health Coverage

Houses and manages the 2-1-1 Information and referral phone number for the Dallas region.

Last year 2-1-1 answered over 700,000 calls



Provides application assistance and outreach in five counties for:

CHIP

Children's Medicaid

SNAP and TANF



Provides enrollment and outreach services through the Affordable Care Act, with 15 Navigators covering 18 counties in north Texas.



Provides youth development services through Community Youth Development grants, targeting specific zip codes in south Dallas.

Targets at-risk youth and provides college readiness and workforce development services to youth and families

How We Use Our Connecting Kids to Coverage Grant

- Partnerships with City of Dallas WIC clinics, providing application assistance and outreach at most City of Dallas WIC clinics at least once a week
- Partnerships with Dallas ISD schools and health services, providing outreach at events and receive referrals from school nurses
- Partnerships with other social services, agencies and coalitions
- Partnerships with Summer Food Service Program (SFSP) sponsors and sites to conduct outreach



Snapshot of Dallas County Summer Food Service Program (SFSP)

90% of Dallas ISD Children are eligible for free & reduced price meals

1,300 SFSP sites in Dallas County

7,451,000 meals served in Dallas County

Dallas County Collaborations Around SFSP Program

Dallas County Coalition for Hunger Solutions—promotes community engagement and solutions for hunger issues and food access

Charting the Course – sub-committee focused on out of school time activities, meets monthly

Child Hunger Action Team meets regularly to promote child nutrition programs such as CACFP At Risk meals, SFSP Meals, Breakfast in the Classroom, etc.,

SFSP Sponsor Council meets regularly to provide resources to SFSP sponsors and share best practices

Planning for This Year

- County-wide SFSP kick-off events, June 15-19, 2015—provide unified messaging and mass messaging to make the community aware of SFSP sites; use social media campaign as well
- Encouraging SFSP sites to host mid-summer events to continue messaging and outreach to communities



Challenges/Opportunities to Partnering with SFSP Sites



Are parents present at SFSP sites?

- Choose a site in which parents drop off and/or pick up children from the site—easier to gain access to parents for outreach purposes
- Partner with sites in which they may have special outreach events (kick-off; end of summer; back to school, etc.) to gain access to parents

Existing partnership with SFSP site?

- Establish a relationship with the SFSP site
- Opportunities to collaborate:
 - Recruit volunteers
 - Promote SFSP site in community
 - Co-host special events (kick-off events; end of summer; back to school)
 - Provide place for outreach for CHIP/Children's Medicaid

National Resources for SFSP Outreach/Best Practices

- Food and Action Resource Center:
www.frac.org;
- Food and Action Resource Center SFSP publications: <http://frac.org/reports-and-resources/afterschool-and-summer-programs/>
- Share our Strength: No Kid Hungry:
<http://www.nokidhungry.org/>
- United States Department of Agriculture:
<http://www.fns.usda.gov/sfsp/summer-food-service-program-sfsp>

Contact

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Keeping Kids Safe and Healthy All Summer Long

- **Tareka Wheeler**
Director of Programs

SAFE
KIDS
WORLDWIDE™





Our Mission



We work to keep **all** kids safe
from preventable injuries

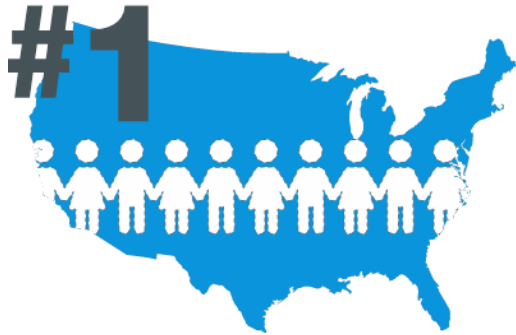


[InsureKidsNow.gov](https://www.insurekidsnow.gov)

**PREVENTABLE INJURIES
ARE THE #1 KILLER
OF KIDS IN THE U.S.**

**MILLIONS MORE
CHILDREN ARE
INJURED EVERY DAY.**

**IT'S A GLOBAL
EPIDEMIC.**



InsureKidsNow.gov

Our Work

Safe Kids Worldwide provides **coalitions** with resources to **deliver community programs**.

Road Safety

- Child Passenger Safety
- Teen Driving
- Pedestrian
- Bike/Motorcycle
- Distraction

Home Safety

- Fire, Burns, CO
- Poisoning
- Suffocation
- Falls
- Drowning

School, Sports & Play

- Sports Safety
- Drowning
- Pre-K Start Safe

Emerging Issues

i.e.: Button Battery; TV Tip-overs, Laundry Packets

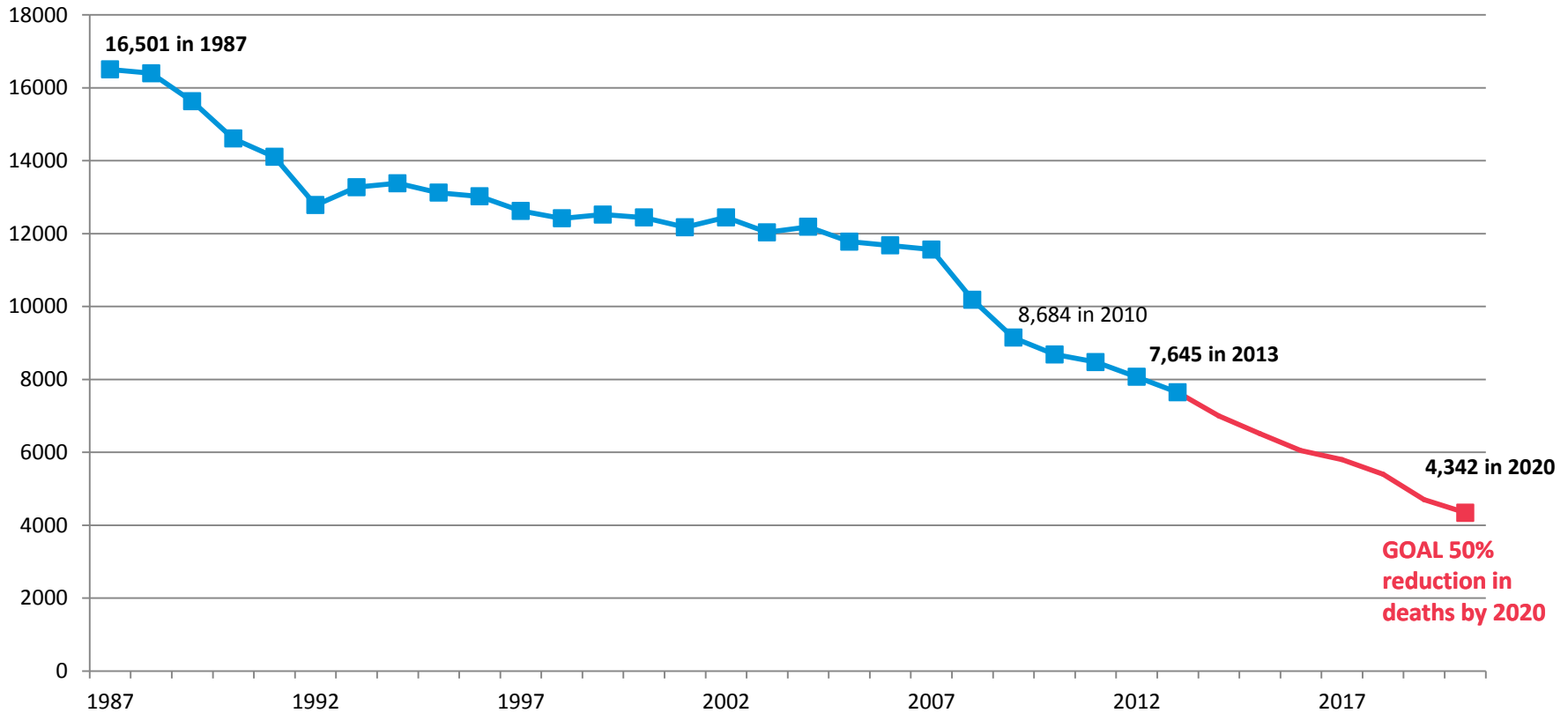


InsureKidsNow.gov

Our Impact



Number of unintentional injury fatalities among children 19 and under, 1987-2013 in U.S.



**GOAL 50%
reduction in
deaths by 2020**



InsureKidsNow.gov

How We Work



RESEARCH

Collect and
Analyze
Data;
4-6 reports
annually

PROGRAMS

Support
grassroots
network of 400 US
coalitions and 25
global members

AWARENESS

Reach
parents,
caregivers,
educators
and kids

ADVOCACY

Advocate for
new and
improved
laws



[InsureKidsNow.gov](https://www.insurekidsnow.gov)

Our Reach



MEDIA
IMPRESSIONS
(FY14)
4,466,000,000



FACEBOOK
FANS
867,756



TWITTER
FOLLOWERS
49,300



YOUTUBE
VIEWS
3,500,000



- **400+** Coalitions in the United States
- **22+** Network Member Countries



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REACHING COMMUNITIES THROUGH PRE-SCHOOL BASED EDUCATION PROGRAMS



InsureKidsNow.gov

Start Safe Program

- Designed to give preschool teachers, fire and life safety educators and other safety experts the tools they need to reach preschool children and their families.
- Free resources that were created to meet the learning needs of young children and adults with low literacy skills.
- Focus on underserved communities and Head Start Programs



www.safekids.org



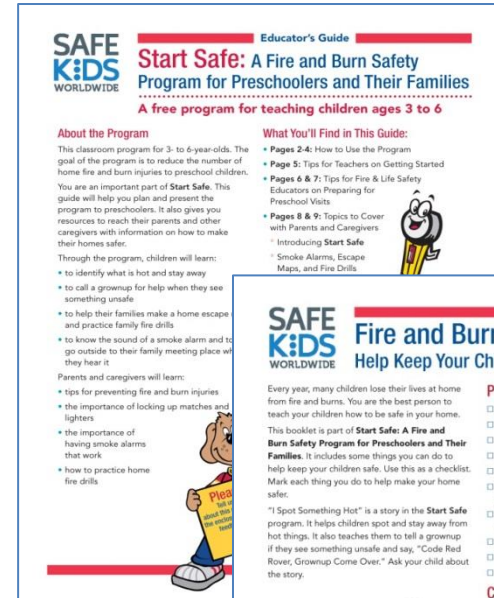
Start Safe Program

- Safe Kids Worldwide offers three components to the Start Safe program:
 - Start Safe: Fire
 - Start Safe: Water
 - Start Safe: Travel
- Safe Kids is revamping the program for 2016 to be comprehensive and provide educational tools and resources for keeping families safe **at home**, **at play** and **on the way**.



Start Safe Program: Resources

- Educator's Guides
 - Introduction to Start Safe
 - Lesson plans
 - Interactive games and extension lessons
- Educational Materials
 - Tips sheets you can use *to reach parents and caregivers* with the important information they need to make changes at home.



SAFE KIDS WORLDWIDE Educator's Guide
Start Safe: A Fire and Burn Safety Program for Preschoolers and Their Families
A free program for teaching children ages 3 to 6

About the Program
This classroom program for 3- to 6-year-olds. The goal of the program is to reduce the number of home fire and burn injuries to preschool children. You are an important part of **Start Safe**. This guide will help you plan and present the program to preschoolers. It also gives you resources to reach their parents and other caregivers with information on how to make their homes safer.

Through the program, children will learn:

- to identify what is hot and stay away
- to call a grownup for help when they see something unsafe
- to help their families make a home escape and practice family fire drills
- to know the sound of a smoke alarm and to go outside to their family meeting place when they hear it

Parents and caregivers will learn:

- tips for preventing fire and burn injuries
- the importance of locking up matches and lighters
- the importance of having smoke alarms that work
- how to practice home fire drills

What You'll Find in This Guide:

- **Pages 2-4:** How to Use the Program
- **Page 5:** Tips for Teachers on Getting Started
- **Pages 6 & 7:** Tips for Fire & Life Safety Educators on Preparing for Preschool Visits
- **Pages 8 & 9:** Topics to Cover with Parents and Caregivers
 - Introducing **Start Safe**
 - Smoke Alarms, Escape Maps, and Fire Drills

Every year, many children lose their lives at home from fire and burns. You are the best person to teach your children how to be safe in your home. This booklet is part of **Start Safe: A Fire and Burn Safety Program for Preschoolers and Their Families**. It includes some things you can do to help keep your children safe. Use this as a checklist. Mark each thing you do to help make your home safer.

"I Spot Something Hot" is a story in the **Start Safe** Program. It helps children spot and stay away from hot things. It also teaches them to tell a grownup if they see something unsafe and say, "Code Red Rover, Grownup Come Over." Ask your child about the story.



SAFE KIDS WORLDWIDE Fire and Burn Safety Tips
Help Keep Your Children Safe at Home

Prevent Burn Injuries

- Keep hot things away from children.
- Lock up all matches and lighters.
- Stay in the kitchen when you cook.
- Don't let children use the stove or microwave oven.
- Test hot food before giving it to your child.
- Don't carry a hot drink when you are also carrying your child.
- Keep hot drinks and food away from the edge of counters and tables.
- Set your water heater at 120° F.
- Test the water before your child gets into the tub.
- Blow out candles when adults leave the room.

Cool a Burn

- If you burn your skin, cool it with cool water for 3 to 5 minutes. Do this right away.
- Do not put ice, butter, or lotion on the burn.
- See your doctor or call 911 if the burn looks bad.

Teach Your Children to:

- Stay away from hot things. Stay 3 feet or about 3 giant steps away.
- Stay away from matches and lighters.
- Tell a grownup when they need help or spot something hot.

Play the Wiggle and Giggle fire and burn safety games with your children at www.safekids.org/startsafe



Start Safe Program: Pre-schoolers

Children's Activities

- Activity sheets and interactive games to reinforce safety messages.



SAFE KIDS WORLDWIDE Name/Nombre: _____

Code Red Rover, Grownup Come Over!
Cut out the pictures. Put them in order from first to last.
Tell the story from the beginning to the end.

Rover Código Rojo, ¡Adulto, ven acá!
Recorta las ilustraciones. Ponlas en orden, de la primera a la última.
Cuenta la historia desde el principio hasta el final.

REPROducible © 2012 SAFE Kids Worldwide



Get Connected

- Partner with your local Safe Kids coalition to integrate injury prevention into your outreach. - www.safekids.org/coalitions
- Visit www.safekids.org to find education materials in English and Spanish for parents and caregivers.
- Attend the Safe Kids Childhood Injury Prevention Convention July 29–August 1 in Washington D.C. to learn about new programs and resources you can take back to your community. - www.prevcon.org

Get Connected



InsureKidsNow.gov

Thank You



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Safe Kids Tampa: The Connection Between Children's Health and Safety

- **Bevin Maynard**

Supervisor, St. Joseph's
Children's Advocacy Center



About St. Joseph's Children's Hospital - Tampa

Focus Areas: Educated over 49,000 people

Lead Agency for Safe Kids Greater Tampa

- Unintentional Injury Prevention
- Community and School Based

Family Support and Resource Centers

- Direct access to caregivers

The Safety Store at SJCH

- KidCare application assistance "Office"

Mobile Medical Clinic

Legislative Advocacy

Prevent hospital re-admissions

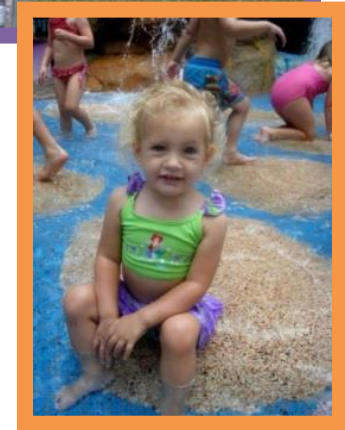
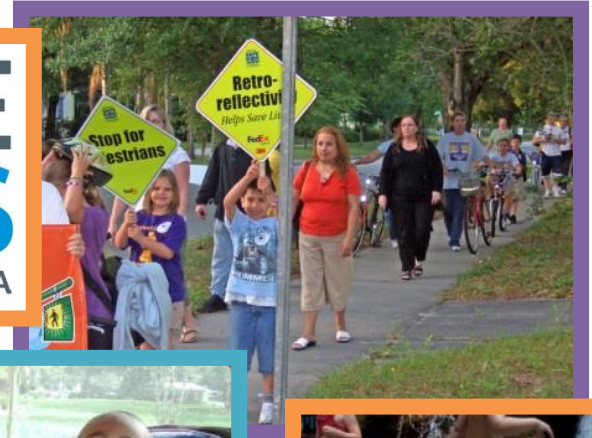
Safe Kids Greater Tampa: Active Members



Unintentional Injury Prevention

Safe Kids Greater Tampa

- Child Passenger Safety
- Bicycle/Pedestrian Safety
- Water Safety
- Home Safety



Community Events

Attended **195** Community Events

Talked to **5,000** People

January 2014 - April 2015



Community Event Follow Up Tools


Do You Have Health Insurance for Your Child?

The Kids Healthcare Foundation—Providing Florida's Children with Access to Quality Health Care



 **St. Joseph's Children's Hospital**
BayCare Health System

 **The Kids Healthcare Foundation**
Improving Access and Quality



Information Needed to Assist You

We are collecting information to assist you with your Florida KidCare application or renewal. Please fill out the information below so we can better serve you. Thank you in advance for your assistance!

Date

Child's Name

Parent or Guardian's Name

Address

City, State, Zip

Phone

Cell Phone

E-mail Address

Location Where You Received Florida KidCare Information

Signature

My signature indicates my permission to share the above contact information with The Kids Healthcare Foundation for the purpose of providing information and/or assistance in applying for or renewing KidCare enrollment.

Contacting Your Local Safe Kids Coalition

[Safekids.org/coalitions](https://safekids.org/coalitions)

SAFE KIDS COALITIONS IN THE UNITED STATES

Our coalitions in the United States take action to provide proven and practical ways to keep kids safe. They host safety events, conduct workshops in everything from schools to hospitals, advocate for effective legislation, and distribute safety devices such as car seats, smoke and carbon monoxide alarms, helmets, and personal floatation devices. Just as important, they also teach parents, caregivers and children how to use these important resources correctly.

The best news is that there is a good chance there is one near you. To get involved or to learn more about what our coalitions are doing in your community, please click on your state listed below.

To find out more about [events in your area](#), go directly to our events section.



Find Safe Kids in Your State

- [Safe Kids Alabama](#)
- [Safe Kids Alaska](#)
- [Safe Kids Arizona](#)
- [Safe Kids Arkansas](#)
- [Safe Kids California](#)
- [Safe Kids Colorado](#)
- [Safe Kids Connecticut](#)
- [Safe Kids Illinois](#)
- [Safe Kids Indiana](#)
- [Safe Kids Iowa](#)
- [Safe Kids Kansas](#)
- [Safe Kids Kentucky](#)
- [Safe Kids Maine](#)
- [Safe Kids Maryland](#)
- [Safe Kids Nebraska](#)
- [Safe Kids Nevada](#)
- [Safe Kids New Hampshire](#)
- [Safe Kids New Jersey](#)
- [Safe Kids New Mexico](#)
- [Safe Kids New York](#)
- [Safe Kids North Carolina](#)
- [Safe Kids South Carolina](#)
- [Safe Kids South Dakota](#)
- [Safe Kids Tennessee](#)
- [Safe Kids Texas](#)
- [Safe Kids Utah](#)
- [Safe Kids Vermont](#)
- [Safe Kids Virginia](#)

Poll Question

Have you started your Back-to-School outreach planning?

- A) No way! Summer just started
- B) Not yet, but starting soon
- C) We've started planning
- D) We already have Back-to-School all planned



Looking Ahead to Back-to-School

Perfect Time to Start Planning!

- Great time for outreach to eligible families as they prepare their kids for school
- Targets parents when they are thinking about their kids' health care (e.g., immunizations, physicals, etc.)
- Schools are trusted sources of information for parents



Reaching Parents and Children During Back-to-School Season

Join Back-to-School activities in your school community like supply drives, immunizations and screenings, school registration days, Back-to-School nights, working with athletic programs and fundraisers

Identify schools with high number of uninsured children—from pre-school/daycare through community college

Build relationships with school staff, parent liaisons and leaders within the school districts



Build Referral Networks and Distribute Materials





Connecting Kids to Coverage Campaign Resources

Customizable Print Materials

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos.

Please Note: You may request these changes on all customizable materials.

Your program name(s)

Your state's annual income eligibility limit for a family/household of four

Your website and/or phone number

Up to two logos

Available in English and Spanish

Some available in Chinese, Korean, Vietnamese, Hmong and more.



InsureKidsNow.gov

Turnkey Resources

- TV and radio public service announcements
- Live read radio scripts
- Template print articles
- Web banners and buttons
- Social media posts and graphics



URL: <http://www.insurekidsnow.gov/professionals/index.html>



InsureKidsNow.gov

Outreach and Enrollment Best Practices



- All webinars available online

<http://www.insurekidsnow.gov/professionals/webinars/index.html>

- Outreach Video Library

http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html



InsureKidsNow.gov

Keep in Touch With the CKC Campaign!

- Contact us to get involved with the National Campaign at InsureKidsNow@fleishman.com or 1-855-313-KIDS (5437).
- Sign up for eNewsletters here: public.govdelivery.com/accounts/USCMS/subscriber/new
- Follow the Campaign:
 - Twitter: [@IKNGov](https://twitter.com/IKNGov)





Questions & Answers



Thanks!