



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

September 11, 2019



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

Today's Conversation

- Connecting Kids to Coverage National Campaign Overview
- Partnerships
- InsureKidsNow.gov
- Initiatives
- Tools & Resources
- Questions & Answers

Poll Question

Question: Which options best represents the areas your organization serves?

- A. CT, ME, MA, RI, VT, NH
- B. NJ, NY, PR, VI
- C. DE, DC, MD, PA, VA, WV
- D. AL, FL, GA, KY, MS, NC, SC, TN
- E. IL, IN, MI, MN, OH, WI
- F. AR, LA, NM, OK, TX
- G. IA, KS, MO, NE
- H. CO, MT, ND, SD, UT, WY
- I. AZ, CA, HI, NO, Pacific Territories
- J. AK, ID, OR, WA



Connecting Kids to Coverage National Campaign Overview

- A national outreach and enrollment initiative established in 2009 to find and enroll uninsured children and teens in Medicaid and CHIP.
- Lets families know who is eligible, what benefits children can get and how to apply for coverage.
- Engages trusted national and community partners.
- Creates, customizes and distributes a variety of outreach materials (print, video, digital).

Campaign Priorities

- Targeting Back-to-School as a key moment in time to enroll kids
- Emphasizing year-round enrollment, as well as other school-based outreach opportunities
- Underscoring that more parents—and other family members—may qualify for Medicaid too
- Focusing on hard-to-reach populations

Poll Question

Question: Which audiences does your organization serve?

- A. Children & teenagers
- B. Parents & caretakers
- C. School-based organizations
- D. Nonprofits/community groups
- E. Professional associations/groups
- F. Other

Partnerships

- Instrumental in extending the reach of the campaign.
- Engagement includes: hosting webinars, posting information and videos on websites and social media, publishing newsletter articles, sharing materials with state chapters/members, and more.
- Many groups—including grantees and others—have customized and distributed outreach materials, sponsored outreach and enrollment activities, generated media attention, and provided application assistance for families with eligible children.



InsureKidsNow.gov

- Go-to source for Campaign information
- “Find Coverage for Your Family” map
- Initiatives
- Outreach Tool Library
- Webinars and Videos
- “Campaign Notes” eNewsletter

InsureKidsNow.gov

The screenshot shows the InsureKidsNow.gov website. The URL in the browser is <https://www.insurekidsnow.gov/initiatives/back-to-school/index.html>. The page features a purple navigation bar with the following menu items: Find Coverage for Your Family, Campaign Information, Outreach Tool Library, Webinars & Videos, Campaign Notes eNewsletter, and Initiatives. A search icon is also present. The main content area is titled "Back-to-School & School-Based Outreach" and includes a sidebar with categories: Initiatives, Oral Health, Back-to-School, Youth Sports, and Year-Round Enrollment. The main text describes outreach efforts during the school year, mentions eligibility for Medicaid and CHIP, and provides links to outreach materials and a toolkit. A social media sidebar on the right shows icons for Facebook, Twitter, Google+, Email, and a plus sign for more options.

<https://www.insurekidsnow.gov/initiatives/back-to-school/index.html>

InsureKidsNow.gov

Get Email Updates

En Español

1-877-KIDS-NOW (1-877-543-7669)

Find Coverage for Your Family | Campaign Information | Outreach Tool Library | Webinars & Videos | Campaign Notes eNewsletter | Initiatives

Home > Initiatives > Back-to-School

Initiatives

Oral Health

Back-to-School

Youth Sports

Year-Round Enrollment

Back-to-School & School-Based Outreach

During the school year, there are a variety of ways to let parents and caregivers know that their children and teens may be eligible for free or low-cost health insurance through Medicaid and the Children's Health Insurance Program (CHIP). With health insurance, they can get the immunizations, check-ups, eye exams, dental visits and other care they may need to fully participate in classroom, after-school and summer activities. Schools are great partners to help reach and enroll families with children who are eligible for Medicaid and CHIP.

Back-to-School & School-Based Outreach Materials

The Campaign has outreach tools and materials to support school-based outreach efforts. Below are outreach materials specifically tailored for Back-to-School and other school-based outreach. You can learn about how others have used these and other campaign materials in our eNewsletters, webinars, and videos.

Campaign materials—including tools for other initiatives—can be found in the [Outreach Tool Library](#).

Back-to-School Toolkit

Use this go-to resource to cultivate relationships with school staff and to partner with schools on activities to get kids covered and keep them covered.

[School-Based Outreach and Enrollment Toolkit](#)

Initiatives

- Focus on specific topics/audiences
 - Back-to-School
 - Multicultural Outreach
 - Oral Health
 - Youth Sports
 - Year-Round Enrollment
 - Rural Communities
- Themed resources



Poll Question

Question: What initiatives are most relevant to you?

- A. Back-to-School
- B. Year-round enrollment/all health insurance
- C. Oral health
- D. Youth sports
- E. Rural communities
- F. Multicultural communities



Tools & Resources

- Print Outreach Materials
 - Customizable Posters/Palmcards
 - Fact Sheets
 - Many Languages Available
- Earned Media
 - Ready-Made Articles
 - Live Read Radio Scripts



The screenshot shows the InsureKidsNow.gov website. At the top, there is a navigation bar with the InsureKidsNow.gov logo and a search bar. Below the navigation bar, there is a purple header with several menu items: "Find Coverage for Your Family", "Campaign Information", "Outreach Tool Library", "Webinars & Videos", "Campaign Notes eNewsletter", and "Initiatives". The main content area is titled "Outreach Tool Library" and contains a paragraph of text explaining the campaign's focus on reaching children and teens who are eligible for Medicaid and CHIP. Below the text, there are two main sections: "Online Materials" and "Print Materials". The "Online Materials" section includes links for "Social Media Messages", "Facebook Images", "Twitter Images", "Web Banners & Buttons", and "Find a Dentist Widget". The "Print Materials" section includes a link for "Palmcards".

Poll Question

Question: What languages are relevant for outreach in your community?

- A. English
- B. Spanish
- C. Arabic
- D. Burmese
- E. Chinese
- F. Farsi
- G. Haitian Creole
- H. Hmong
- I. Korean
- J. Portuguese
- K. Russian
- L. Somali
- M. Tagalog
- N. Vietnamese
- O. Other



Toolkits/Tip Sheets

- School-Based
- Oral Health
- Rural
- Cities
- Local Businesses
- Primary Care Associations and Community Health Centers
- Faith Community



Revised: January 2018



InsureKidsNow.gov

Free Material Customization

Posters, flyers, palmcards and tear pads

Keeping them covered. Just one more way you look out for them.

- Medicaid and CHIP provide free or low-cost health insurance, and we're covering more kids and teens than ever.
- Your kids may be covered for doctor and dentist visits, hospital care, prescriptions, and more.
- You need to renew his or her coverage every year—even if no personal information has changed.

Renew your kid's coverage by:

_____/_____/_____

Please contact us with any questions:

_____/_____/_____



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

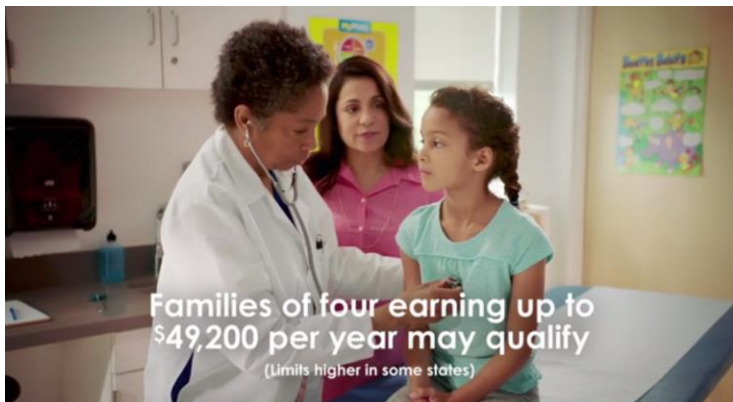
An extra hand for parents with their hands full

Now, you have **one less thing to worry about**. 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** or call **1-877-KIDS-NOW (543-7669)** to learn more about **affordable health coverage** for your family.



Public Service Announcements



- “Covered” Radio and TV PSA
 - Distributed Nationally
 - Available in English and Spanish
 - For Use Through June 12, 2020
- Additional PSA Tools
 - Pitch Letter
 - Live Read Scripts



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

Digital Media Tools



- Social Media Graphics & Guide
- Web Buttons & Banners
- Sample Posts

Outreach Videos/Webinars

- Outreach Video Library
 - <https://www.insurekidsnow.gov/webinars-videos/video/index.html>
- Webinar Archive
 - <https://www.insurekidsnow.gov/webinars-videos/webinars/index.html>

Poll Question

Question: What languages are relevant for outreach in your community?

- A. Posters, flyers, palmcards
- B. Infographics, fact sheets or more in-depth content
- C. Public service announcements
- D. Ready-made or template articles
- E. Social media content (graphics and copy)
- F. Tips and ideas, toolkits
- G. Customizable materials

Keep in Touch With the CKC Campaign

- Follow us on Twitter @IKNGov
 - Engage with the Campaign on social media
 - Re-Tweet, share or tag messages using the hashtags #Enroll365, #KidsEnroll, #Medicaid and #CHIP
- Sign up for “Campaign Notes” eNewsletters here:
 - <https://www.insurekidsnow.gov/newsletter/subscribe/index.html>
- Email us at: ConnectingKids@cms.hhs.gov

Questions?



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

For More Information

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| InsureKidsNow.gov

Thank you!



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