An Integrated Approach to Community School Partnerships to Enroll Families in Healthcare Coverage

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Norma Napoli, Deputy Director
Doris Higgins, Director of Community Engagement
Covering Kids & Families of Indiana
(Nonprofit Health Advocacy Organization)

Vision: All Hoosiers have accessible healthcare coverage

Mission: Promote and facilitate healthcare coverage through
- building coalitions that enroll, educate and support Hoosiers and
- advocating for strong and inclusive public policies
Connecting to Healthcare Coverage

State & Federal Healthcare Coverage Programs

- Medicaid
- Medicaid Expansion
- Children’s Health Insurance Coverage (CHIP)
- Marketplace

Case Management

- Application
- Enrollment
- Access to healthcare
- Retention
CONNECTING KIDS TO COVERAGE
OUTREACH AND ENROLLMENT GRANT

Funded in part by a grant from the US Department of Health and Human Services, Centers for Medicare & Medicaid Services.

4994 Total Applications (Adults and Children)
2317 Child Enrollments

Medicaid, Medicaid Expansion, Children’s Health Insurance Program (CHIP) and Marketplace
Key Realizations

• Process Matters
• Messaging Communicates
• Relationships are Foundational
• Events ≠ Strategies
• Experiment & Evaluate
Guidebook

INTEGRATED APPROACH TO SCHOOL-LINKED OUTREACH

PUTTING THE PIECES TOGETHER

Available at

www.ckfindiana.org/resources
Today’s Learning Objectives

- Explain how connecting families to healthcare coverage = healthier students + academic success.
- Utilize a targeted marketing strategy to plan outreach
- Identify resources and community organizations that connect students and families to healthcare coverage.
Why Schools?
WHOLE SCHOOL, WHOLE COMMUNITY, WHOLE CHILD
A collaborative approach to learning and health

COORDINATING POLICY, PROCESS, & PRACTICE

HEALTHY

SAFETY

CHALLENGED

SUPPORTED

ENGAGED

IMPROVING LEARNING AND IMPROVING HEALTH

COMMUNITY

HEALTH EDUCATION

PHYSICAL EDUCATION & PHYSICAL ACTIVITY

NUTRITION ENVIRONMENT & SERVICES

HEALTH SERVICES

COMMUNITY INVOLVEMENT

FAMILY ENGAGEMENT

EMPLOYEE WELLNESS

PHYSICAL ENVIRONMENT

SOCIAL & EMOTIONAL CLIMATE

COUNSELLING, PSYCHOLOGICAL, & SOCIAL SERVICES
Data says....

• **Insured children** are likely to be **healthier** and have lower rates of avoidable hospitalizations and childhood mortality than their uninsured peers.

• **Children living below 200% FPL** are the least likely to have health insurance of any kind.

• 82% of **children living in poverty** or 88% of children living in households with low income were **less likely to receive any medical care** in the last year compared to children living at or above 200% FPL.

Source: Kids Count Data Book
For children to succeed in school, they need:

- To be born healthy
- As they grow, they need to receive early diagnosis and treatment of development issues
- Ongoing management of chronic health conditions
- Preventive care

Therefore, having health care is critical!

Source: Kids Count Data Book
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What is Social Marketing

“...seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good.”

International Social Marketing Association
Same but Different

Usual Way

• Try new strategies
• Informally evaluate
• Target parents/ caregivers
• Tell parents what they need to know

Using Social Marketing

• Analyze more before trying new strategies
• Use data to evaluate
• Target specific groups
• Ask parents what they need to know
What we want them to do:

- Characteristics
- What they care about.
What is the best referral source?

A. School Events
B. School Staff
C. Posters
D. Mascot
E. Email Blasts
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Who enrolls students & families?

• Navigators, Certified Application Counselors
  [https://localhelp.healthcare.gov/#intro](https://localhelp.healthcare.gov/#intro)
• Marketplace Call Center 800-318-2596
• Federally Qualified Health Centers
  [https://findahealthcenter.hrsa.gov/?display=map&zip=&submit.x=96&submit.y=14](https://findahealthcenter.hrsa.gov/?display=map&zip=&submit.x=96&submit.y=14)
• Nonprofit organizations like
  Covering Kids & Families of Indiana [www.CKFindiana.org](http://www.CKFindiana.org)
Resources

• Guidebook – Integrated Approach to School-linked Outreach (April 2016)
  www.ckfindiana.org

• Healthy Students, Promising Futures Toolkit from US Department of Education (January 2016)
  http://www2.ed.gov/admins/lead/safety/healthy-students/toolkit.pdf

• Connecting Kids to Coverage National Campaign: School-Based Outreach and Enrollment Toolkit (June 2016)
Resources – Social Marketing

• University of Southern Florida 2014 Social Marketing Conference materials
  http://health.usf.edu/publichealth,
  https://thesocialmarketingconference.org/

• International Social Marketing Association
  http://www.i-socialmarketing.org/
References

• 2016 and 2017 Kids Count Data Book, The Annie E. Casey Foundation


• Medicaid Helps Schools Help Children, Center on Budget & Policy Priorities (April 2017)
Join us!
Celebrating 10 years

2018 Indiana School Health Conference

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www.inschoolhealth.org
Covering Kids & Families of Indiana
www.CKFindiana.org

Susan Jo Thomas, Executive Director
sthomas@ckfindiana.org

Norma Napoli, Deputy Director
nnapoli@ckfindiana.org

Doris Higgins, Director of Community Engagement
dhiggins@ckfindiana.org