

Outreach Strategies for SCHIP and ACCESS

Objectives

- I. Use successful/proven outreach strategies to continue to reach uninsured Idaho children and teens who are income-eligible for enrollment in the SCHIP program at the 185% of federal poverty level. Focus additional outreach efforts in Idaho counties/communities where there is a high per capita uninsured rate among children and teens.
- II. Develop consistent information from Idaho Medicaid information about SCHIP (for instance, the name of the program) including clear and consistent messaging on websites and in publications and regional offices throughout the state.
- III. Ensure that the “Health Care Application: Coverage for Children & Teens” is available and accessible by a direct link on the IDHW website and through a well-publicized 2-1-1 call/mailing request.
- IV. Develop statewide “community outreach application trainings” to be given at major state conferences (school nurses, community health centers, rural health clinics, hospitals (including critical access hospitals), physicians & other primary care providers/networks, ob-gyns, Head Start, etc.) to elicit these community professionals’ help in assisting income-qualified families to complete the application and mail it in to the Family Medicaid Unit.
- V. Request that the IDHW work with various Idaho colleges providing health care training throughout the state so new graduates of these programs would be familiar with these state-funded programs

Potential Suggested Strategies

1. Develop a consistent message from the department and policy leaders that insuring children is a desirable outcome.
Simplify messages, materials and name of the program.
2. Begin aggressive outreach with school-aged children (ages 5-19 – Public Schools Including Charter Schools):
 - a. Work with the State Department of Education to utilize the school lunch application for outreach and enrollment.
 - b. Determine an *elementary and secondary school* based methodology to contact school officials and ask them to help contact parents with information about
 - i. Health care for children
 - ii. Insurance options
 - iii. SCHIP and enrollment opportunities
 - iv. Program contact information

3. Reach out to Unemployed Adults with Children:
Design a review and inventory system to determine among the adults enrolled in the unemployed insurance program how many of them have children that are now without insurance coverage as a result of the parent losing their job. Contact the parents and provide them with information similar to #2 above.

4. Reach out to younger children (ages 0-5) through existing health facility / provider and early learning resources
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