



Florida State Project

Florida Grantee
Florida's Child Health Insurance Outreach Project

GRANT AMOUNT: \$1,000,000

START DATE: February 1, 1999

INTERVENTION: Door-to-door
Schools
Faith
Homeless/Displaced Families
Child Care

TARGET POPULATIONS: Native American
Latino/Hispanic
Asian American
Migrants
Immigrant
Rural/Frontier
Providers
Haitian

Grant Overview

Florida, the nation's fourth most populous state, also ranks fourth in the percentage of residents with no health insurance. Approximately 300,000 Florida children eligible for coverage through Medicaid are not enrolled. Another 530,000 from low-income working families also are without health coverage. Contributing to the high level of uninsured in Florida is a service economy based largely on small businesses and part-time workers. To assist in attaining Florida's goal of insuring 280,000 children in KidCare, five pilot sites in 12 counties will test various outreach models. Recognizing the state's extraordinary diversity, target populations include children of families leaving welfare for work, Hispanics, migrants, Native Americans, legal immigrants, Asian Americans, Haitians and people in rural areas. The KidCare outreach initiative includes: teaming with local pilot sites to conduct outreach in various settings; evaluating the pilots on communication strategies; conducting a formative-based social marketing study on why parents choose, or choose not, to enroll their children in KidCare; and training outreach and eligibility workers through a video teleconference. A statewide outreach coalition and seven specialized task forces will advise the secretary of the Department of Health, the legislature and the governor's office on KidCare implementation. The University of South Florida College of Public Health, and the Lawton and Rhea Chiles Center for Healthy Mothers and Babies, leaders for the project, will partner with state government and local pilot sites.

LEAD ORGANIZATION: University of South Florida College of Public Health
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STATE PILOT PROJECTS: [South Dade County](#)

[Heartland](#)

[Hillsborough County](#)

[Northeast Florida](#)

[Palm Beach](#)



Florida Pilot Project

South Dade County

INTERVENTION: CBO Training
Schools

TARGET POPULATIONS: Rural/Frontier
Immigrant
Former TANF Recipients

Pilot Overview

The Growing Healthy Task Force (GHTF) is an umbrella group of citizens and organizations that has worked together for more than two years to promote children's access to health care. The Human Services Coalition of Dade County is the administrative entity for the GHTF. Recently GHTF was designated by the State of Florida to serve as outreach coordinator for the new KidCare Program. GHTF has been able to develop contracts with countywide and community-based organizations with special focus on neighborhoods with the greatest need. Public education workshops, such as Train the Trainers, are conducted monthly to inform service providers and families about this program. These workshops explain the application procedure as well as address other issues, such as immigration and barriers to enrollment. The Covering Kids pilot in South Dade will include new outreach strategies to demonstrate the effectiveness of community-based and peer-to-peer initiatives. The support of this target community is in place through a variety of existing collaborative efforts.

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Florida Pilot Project

Heartland

Pilot Overview

Description Coming Soon

LEAD ORGANIZATION: Central Florida Health Care, Inc



Florida Pilot Project

Hillsborough County

INTERVENTION: Door-to-door
Schools

TARGET POPULATIONS: Migrants

Pilot Overview

The Hillsborough County local coalition was formed by merging the local Healthy Kids board and the task force created to meet the needs of KidCare outreach and the Hillsborough Covering Kids proposal. The resulting Kids Health Care Foundation, Inc., is a 501(c)(3) with broad community representation. Outreach efforts will concentrate on placing workers at sites frequented by children and families, such as day care centers, schools and shopping centers.

LEAD ORGANIZATION: Kids Health Care Foundation, Inc.

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Florida Pilot Project

Northeast Florida

INTERVENTION: Providers
Businesses
CBO Training

Pilot Overview

A comprehensive, community-based, outreach strategy for enrolling uninsured children in Title XXI programs will be tested in Northeast Florida. This strategy is designed to reach uninsured families where they live, seek health care and work. Established neighborhood-based family support programs (such as Healthy Start and Healthy Families) will be used to educate and enroll uninsured families. Health care providers will be enlisted to disseminate information about coverage options and to enroll uninsured patients. Low-wage, low-benefit employers will be targeted to provide information about alternative health insurance options and assist in enrolling workers with uninsured dependents. The Northeast Florida pilot will test an outreach model that is nested in established community initiatives and builds on existing, successful outreach activities in maternal and child health. The coalition will implement the pilot outreach project in partnership with community organizations in each of the counties that have taken a leadership role in implementing the Florida Healthy Kids Program or similar initiatives. Oversight will be provided by a regional steering committee, Children's Health Insurance Outreach.

LEAD ORGANIZATION: Northeast Florida Healthy Start Coalition

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Florida Pilot Project

Palm Beach

INTERVENTION: Faith
Schools

TARGET POPULATIONS: Migrants
Former TANF Recipients

Pilot Overview

Palm Beach County contains a unique and diverse network of funders, health care providers and services to address the needs of low-income and uninsured children. The Covering Kids-Robert Wood Johnson Foundation grant complements activities already in place to expand coverage to children. The focal point of activities occurring in Palm Beach County is a local, toll-free customer service phone number that acts as a central clearinghouse of information and assistance for obtaining coverage through Florida KidCare and the Health Care District's Coordinated Care Program. Customer service representatives provide basic information regarding Florida KidCare, arrange to have an application sent to the caller's home and answer simple questions concerning completion of the application. Enrollment specialists, work with individuals experiencing difficulty completing the application and conduct outreach activities. Outreach activities include: providing training and information; providing updates to community providers and agencies; distributing KidCare applications to schools, churches and community groups; participating in local fairs and festivals; and periodically making radio and broadcast appearances to talk about KidCare. The enrollment specialist is responsible for tracking barriers to enrollment and is available during non-traditional hours to accommodate the schedules of community groups, working parents and special events. The School Health Program and the Healthy Start Home Visiting Program will provide additional reinforcement of outreach efforts. School health nurses and Home Visiting Program Care Coordinators, who come in contact with uninsured children, will make referrals to the local customer services toll-free number, distribute applications and assist families in completing the application.

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