



Idaho State Project

Idaho Covering Kids Initiative: Healthy Outcomes for Youth

GRANT AMOUNT: \$750,000

START DATE: July 1, 1999

INTERVENTION: Schools
Providers
Businesses

TARGET POPULATIONS: Latino/Hispanic
Adolescents
Native American
Farmworker Community

Grant Overview

The Idaho Covering Kids Initiative aims to foster the enrollment of the majority of Idaho's estimated 71,000 uninsured children (American Academy of Pediatrics estimates and HCFA report, January 2001).

Goal One: Design and conduct outreach programs that identify and enroll eligible children into Medicaid and other coverage programs.

- * Inform families about Medicaid and CHIP by developing a comprehensive statewide communications plan that sends a simple and culturally appropriate message about these health coverage opportunities. Distribute information through public and private partners and media.
- * Establish a unique identity for CHIP and disassociate it from the stigma of Medicaid and other traditional public sector programs.
- * Engage health care provider staff statewide in outreach efforts, and coordinate with outreach efforts groups such as the Idaho Medical Association and the Idaho Hospital Association are already doing through their national affiliate programs.
- * Concentrate outreach efforts in programs that serve the same population as those eligible for children's health insurance coverage, including Head Start, WIC, school lunch programs, food stamps, child care, employment programs, and housing agencies.
- * Examine and replicate successful outreach strategies tested in the pilot communities; identify additional potential statewide outreach strategies for testing in the pilot communities.

Goal Two: Simplify enrollment processes.

- * Simplify the CHIP and Medicaid application forms for health insurance coverage.
- * Make it easier for families to access both Medicaid and CHIP applications by having information available at schools, clinics, malls, grocery stores, hospitals, social service

programs and other community settings.

- * Allow CHIP applications to be submitted by mail, with telephone follow-up by eligibility staff.

- * Outstation eligibility staff to allow families to accept Medicaid and CHIP applications in a variety of locations and during evening/weekend hours.

- * Utilize a toll-free telephone number through which families can obtain application assistance for Medicaid and CHIP.

- * Decrease cultural barriers to enrollment by ensuring all materials are multilingual and referrals for enrollment assistance are made to locations with bilingual staff when needed.

- * Decrease barriers to immigrant parents enrolling their children in health insurance coverage by ensuring confidentiality at all enrollment sites, on telephone assistance lines, and in all application materials.

- * Examine and replicate successful enrollment strategies tested in the pilot communities; identify other potential statewide enrollment strategies for testing in the pilot communities.

Goal Three: Coordinate existing coverage programs for low-income children.

- * Examine the enrollment practices of Medicaid and CHIP (including new use of full and partial coverage vouchers) and develop recommendations to the state for coordination of application processes and coverage transitions for families.

- * Encourage the Department of Health and Welfare to carry over innovations and improvements implemented in the CHIP program to all programs administered by the Department.

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STATE PILOT PROJECTS: [Coeur d'Alene Pilot \(Kootenai County\)](#)

[Nampa Pilot \(Canyon County\)](#)



Idaho Pilot Project

Coeur d'Alene Pilot (Kootenai County)

INTERVENTION: Schools
Providers
Businesses

TARGET POPULATIONS: Adolescents

Pilot Overview

The Kootenai County pilot community begins the project with the following goals:

- * Identify eligible children through specific outreach activities in the county's preschools, elementary schools, junior high, and high schools.
- * Train community partner agencies in the tasks of distributing outreach materials, understanding and explaining the basic rules of eligibility, responding to inquiries about coverage, assisting with Medicaid and CHIP enrollment applications, and helping families overcoming personal barriers to applying.
- * Conduct outreach and provide enrollment assistance at community events and non-traditional sites throughout the county.
- * Establish a designated telephone number for families to obtain information and guidance on enrollment into Medicaid and CHIP.
- * Get the word out. Utilize a diversity of media tools to educate families about health insurance coverage for low-income children and encourage them to apply.
- * Pilot test other outreach innovations identified by the local or statewide coalition.

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Idaho Pilot Project

Nampa Pilot (Canyon County)

INTERVENTION: Schools
Providers
Businesses

TARGET POPULATIONS: Adolescents
Latino/Hispanic

Pilot Overview

The Canyon County pilot community begins its project with the following goals:

- * Enlist community partners. Give presentations to over 25 community health care, social service, business, civic, church, Hispanic, and youth organizations about health coverage opportunities for low-income children and actively engage them in local outreach and enrollment efforts. Secure individual commitments to specific types of involvement following each presentation.
- * Train community partners in the specific tasks of distributing outreach materials, understanding and explaining the basic rules of eligibility to families, responding to inquiries about coverage, assisting with Medicaid and CHIP enrollment applications, and helping families overcome personal barriers to applying.
- * Establish and publicize telephone numbers where families can call to ask questions and get assistance in enrolling in children's health insurance programs.
- * Offer personal outreach and enrollment assistance to hard-to-reach families through home visiting, clinics on children's health insurance at diverse accessible community locations, and events at community centers, early childhood programs, schools, the local shopping mall, fairs, and other non-traditional sites.
- * Get the word out. Utilize a diversity of media tools to educate families about health insurance coverage for low-income children and encourage them to apply.
- * Pilot test other outreach innovations identified by the local or statewide coalition.

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