



## Indiana State Project

### [Indiana Covering Kids Initiative](#)

**GRANT AMOUNT:** \$907,142

**START DATE:** March 1, 1999

**INTERVENTION:** Electronic Application  
Door-to-door  
Providers  
Schools  
Faith  
Businesses

### Grant Overview

This grant will allow eight communities to explore three different methods of outreach and enrollment of Hoosier Healthwise, Indiana's health insurance program for low-income families and children. Indiana has already initiated an aggressive outreach effort that has resulted in an increase of over 170,000 children from May 1998 to June 2001, so the Covering Kids project will focus on children and families that are hardest to reach. The eight locations involved in pilot projects represent approximately 40 percent of the current target population for Hoosier Healthwise.

\* Two counties (Delaware and Lake) have introduced and field-tested an electronic version of the application by taking the entire application process directly to the homes of hard-to-reach families and completing the application/enrollment process during a home visit.

\* Two counties (Marion and St. Joseph) are focusing on close collaboration with school systems to determine the effectiveness of targeting communication through school programs, the effectiveness of peer outreach and education, and the effectiveness of working within a broad network of community agencies and organizations.

\* Four counties are involved in a third pilot that targets parents who are not looking for health insurance but may access another type of local agency program. The pilot will work to determine what method(s) of outreach were most successful. Locations involved in this pilot are Allen, Cass, Monroe, and Vanderburgh/Posey/Gibson.

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**STATE PILOT PROJECTS:** [Vanderburgh/Posey/Gibson Counties](#)

[Delaware County](#)

[Lake County](#)

[Allen County](#)

[Monroe County](#)

[St. Joseph County](#)

[Cass County](#)

[Marion County](#)



## Indiana Pilot Project

Vanderburgh/Posey/Gibson Counties

**INTERVENTION:** Electronic Application  
Door-to-door

**TARGET POPULATIONS:** Preschoolers

### Pilot Overview

One pilot coordinator manages projects in Vanderburgh, Posey, and Gibson counties in southern Indiana. This is one of four areas piloting the No Wrong Door approach, enrolling children in places where families would normally visit, including social service organizations, health fairs and other locations and events throughout the community. Every point of contact with these families in the community becomes a potential place to learn about the program. This pilot project has also worked with local employers who may have a large number of part-time or low-paid workers.

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## Indiana Pilot Project

Delaware County

**INTERVENTION:** Door-to-door

**TARGET POPULATIONS:** Adolescents

### Pilot Overview

The focus of Delaware County's pilot is on reaching children who are the hardest to reach by taking the application and enrollment opportunity to their homes. An outreach workers in Delaware County will field test the use of a laptop, cell phone, portable printer and scanner to reach and enroll especially hard-to-reach families, including families without phones and/or transportation, and families with special circumstances, such as the newly unemployed.

Delaware County is located in east-central Indiana, and contains the city of Muncie as well as rural areas.

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## Indiana Pilot Project

Lake County

**INTERVENTION:** Electronic Application  
Door-to-door

### Pilot Overview

The focus of this pilot is on reaching children who are the hardest to reach by taking the Hoosier Healthwise application to their homes. The pilot coordinator in Lake County will use a laptop, cell phone, and portable printer and scanner to reach and enroll especially hard-to-reach families, including families without phones and/or transportation, and families with special circumstances. Lake County is located in northwest Indiana, and contains the urban areas of Gary, Hammond and east Chicago.

**LEAD ORGANIZATION:** Lake County Minority Health Coalition  
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## Indiana Pilot Project

Allen County

**INTERVENTION:** Businesses  
Faith  
Providers

**TARGET POPULATIONS:** Newborns

### Pilot Overview

Allen County, located in northeast Indiana, is one of four areas piloting the No Wrong Door approach, enrolling children in places where families would normally visit, including social service organizations, health fairs, and other locations and events throughout the community. Every point of contact with these families in the community becomes a potential place for families to learn about the program.

**LEAD ORGANIZATION:** Minority Health Coalition of Allen County  
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## Indiana Pilot Project

Monroe County

**INTERVENTION:** Schools  
Providers  
Businesses  
Volunteers

### Pilot Overview

Monroe County, located in south-central Indiana, is one of four areas piloting the No Wrong Door approach, enrolling children in places where families would normally visit, including social service organizations, health fairs, and other locations and events throughout the community. Monroe County has worked to train social service workers about Hoosier Healthwise and is working to increase the number of Hoosier Healthwise enrollment centers in the country.

**LEAD ORGANIZATION:** Community Health Care Foundation  
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## Indiana Pilot Project

St. Joseph County

**INTERVENTION:** Schools

**TARGET POPULATIONS:** Adolescents

### Pilot Overview

St. Joseph County, located in northern Indiana, will pilot School Connections, collaborating with six school districts through projects to inform parents and students about Hoosier Healthwise and encourage enrollment. The local coalition in St. Joseph County oversees four subcommittees: area enrollment coordinators, child care, media/marketing, and technology/evaluation.

**LEAD ORGANIZATION:** CONNECT, INC.  
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## Indiana Pilot Project

Cass County

**INTERVENTION:** Businesses  
Faith

**TARGET POPULATIONS:** Latino/Hispanic  
Newborns

### Pilot Overview

Cass County, a rural area in north-central Indiana, is one of four areas piloting the No Wrong Door approach, enrolling children in places where families would normally visit, including social service organizations, health fairs, and other locations and events throughout the community. Every point of contact with these families in the community becomes a potential place to learn about the program. A partnership with a local Hispanic mission in Cass County has become a gateway to reaching this population.

**LEAD ORGANIZATION:** Area Five Agency on Aging and Community Services

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## Indiana Pilot Project

Marion County

**INTERVENTION:** Schools

**TARGET POPULATIONS:** Adolescents

### Pilot Overview

Marion County, an urban county, will pilot School Connections, collaborating with Indianapolis-area schools through various projects to inform parents and students about Hoosier Healthwise and to encourage enrollment. While reaching out to all age groups, these pilots will stress the need to enroll adolescents, one of the area's most medically underserved groups. Marion County's Coaches' Campaign recruits teen peer educators to help enroll teens in Hoosier Healthwise.

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