



Kentucky State Project

Covering Kids Kentucky

GRANT AMOUNT: \$812,718

START DATE: January 1, 1999

INTERVENTION: Schools
CBO Training
Electronic Application
Businesses
Faith
Providers
Mass media
Major public events
USDA County extension agents

TARGET POPULATIONS: Migrants
Rural/Frontier
Adolescents
African-American
Latino/Hispanic
Immigrant

Grant Overview

Statewide initiatives build on existing organizational infrastructures that are positioned to reach families with uninsured children who might be eligible for Medicaid or K-CHIP. Targeted initiatives have been developed in areas that lack the organizational linkages used as platforms for other statewide efforts. The project coalition is studies barriers to Medicaid enrollment and best practices in other states to improve retention of enrolled children and continue to add new enrollees.

LEAD ORGANIZATION: University of Kentucky
Center for Health Services Management & Research
121 Washington Ave.
Lexington, KY 40536-0003

CONTACT: Julia Field Costich, JD, MPA
p (859) 257-8709
f (859) 257-2454
jfcost0@pop.uky.edu

STATE PILOT PROJECTS:

Harlan County

Medicaid Managed Care (Urban)



Kentucky Pilot Project

Harlan County

INTERVENTION: Electronic Application
CBO Training
Door-to-door
Schools
Providers
Businesses
Faith
School athletic events
Local civic events

TARGET POPULATIONS: Rural/Frontier
Adolescents

Pilot Overview

This project uses Family Health Care Advisors trained to include K-CHIP information and social marketing techniques in their home visits or other encounters with uninsured children. Outreach began in one county and is now supported in 22 counties in rural eastern Kentucky.

LEAD ORGANIZATION: Harlan Counties for a Healthier Community
Consortium
128 Yocum St.
Evarts, KY 40828

CONTACT: Britt Lewis
p (606) 837-2111
f



Kentucky Pilot Project

Medicaid Managed Care (Urban)

INTERVENTION: Door-to-door
CBO Training
Schools
Faith
Providers
Businesses
Electronic Application
Major public events, bus shrink wrap

TARGET POPULATIONS: Adolescents
African-American
Latino/Hispanic
Immigrant
Transient/homeless

Pilot Overview

Neighborhood Places are one-stop health and social service centers that assist families who are likely to have children eligible for K-CHIP. Using the Neighborhood Places structure, school-based health programs and liaisons with the faith community, the greater Louisville pilot project seeks to: increase the number of application and enrollment sites in Jefferson County by 300 percent in the first year and 400 percent in the second year; enroll 50 percent of eligible children in K-CHIP by the end of the second year; and provide information on both expanded Medicaid and K-CHIP to 70 percent of households in the target area, 50 percent by face-to-face contact. Strategies include training of agency personnel and provider staffs on simplified application processes and enrollment, and outreach activities to include volunteers conducting door-to-door community outreach.

LEAD ORGANIZATION: Partners for a Healthy Louisville (PHL)
3418 Frankfort Ave. Ste 220
Louisville, KY 40207

CONTACT: Rebecca Thomas Ford
p (502) 899-1018
f (502) 899-1719
rthomasford@aol.com