



Louisiana State Project

LaCHIP: Expansion of Outreach and Enrollment

GRANT AMOUNT: \$984,956

START DATE: April 1, 1999

INTERVENTION: Schools
CBO Training

TARGET POPULATIONS: Latino/Hispanic
Adolescents
African-American
Rural/Frontier
Immigrant
Former TANF Families

Grant Overview

Louisiana's Covering Kids Initiative will complement the State Medicaid Agency's current outreach activities for its Children's Health Insurance Program (LaCHIP). The statewide program and two pilot projects will assist the State in reaching the target audiences outlined in the State's CHIP Plan, and will assist the State in reaching the target audiences outlined in the State's CHIP Plan, and in meeting enrollment goals. The main activities of the Covering Kids statewide intervention include LaCHIP promotional materials development and distribution, media promotion, school-based outreach campaigns and creating partnerships with a variety of agencies and organizations that help children and families.

LEAD ORGANIZATION: Louisiana Department of Health and Hospitals,
Office of Public Health
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STATE PILOT PROJECTS: [Central Louisiana](#)

[Orleans Parish](#)



Louisiana Pilot Project

Central Louisiana

INTERVENTION: Businesses
Faith
CBO Training
Door-to-door
Providers
Schools

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

Pilot Overview

The pilot project in Central Louisiana will conduct intensified outreach activities to reach eligible families in ten rural parishes (Allen, Avoyelles, Catahoula, Concordia, Grant, LaSalle, Rapides, Red River, Vernon and Winn). CHRISTUS St. Frances Cabrini Hospital has formed a coalition with various employers, faith-based institutions, social services, government agencies and grassroots community organizations. The CHRISTUS Cabrini pilot provides materials necessary for these outreach organizations to distribute to families applying for LaCHIP enrollment. The pilot works closely with the Region VI Louisiana State Medicaid Office coordinating LaCHIP outreach; the Office of Public Health offices; and also the School Based Health Centers. A contract with Cenla Pride Cenla Serve Americorps Program will provide part-time workers to assist with applications in other community venues throughout Central Louisiana.

LEAD ORGANIZATION: CHRISTUS St. Frances Cabrini Hospital
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Alexandria, LA 71301

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Louisiana Pilot Project

Orleans Parish

INTERVENTION: Businesses
Faith
Schools
Providers

TARGET POPULATIONS: Latino/Hispanic
Adolescents
African-American
Asian American

Pilot Overview

The pilot project in Orleans Parish conducts LaCHIP outreach to the greater New Orleans area to identify and enroll eligible children. In addition to traditional avenues for outreach such as schools and faith-based organizations, outreach advocates at Agenda for Children develop partnerships with childcare providers, public housing developments, labor unions and other grassroots organizations to make information about LaCHIP available to the public. We train students from the Tulane and Louisiana State University schools of medicine, and other volunteers, to be application assistors and they participate in enrollment events around the city. We also host quarterly coalition meetings where we share ideas for effective outreach strategies, address barriers to enrollment and provide updates on LaCHIP policy changes.

LEAD ORGANIZATION: Agenda for Children
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