



Maine State Project

Maine Grantee
Maine's Covering Kids Campaign

GRANT AMOUNT: \$598,943

START DATE: January 1, 1999

INTERVENTION: Schools
Providers
Businesses
Faith
Social Services
Municipalities

Grant Overview

Maine's Covering Kids Campaign will conduct statewide outreach activities to reach an estimated 18,600 uninsured children and their families who are eligible either for Medicaid or Maine's new Children's Health Insurance Program (CHIP), called Cub Care. The Campaign will work in partnership with the Maine Department of Human Services to develop and implement this statewide effort.

LEAD ORGANIZATION: Maine Ambulatory Care Coalition
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STATE PILOT PROJECTS: [Washington County](#)
[Greater Bangor Coalition](#)



Maine Pilot Project

Washington County

INTERVENTION: Businesses
Providers
CBO Training
WIC
Social Services Agencies

Pilot Overview

This pilot project will promote Medicaid and Cub Care throughout the county and facilitate enrollment of children in these programs. Strategies include: an extensive media campaign; outstationing of outreach workers in grocery stores, Department of Labor offices, town offices, hospitals, community service agencies, WIC offices, factories, seasonal employment sites and community events; and training and supervision to outreach workers utilizing RMCL's teleconferencing capabilities.

LEAD ORGANIZATION: The Regional Medical Center at Lubec (RMCL)
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Maine Pilot Project

Greater Bangor Coalition

INTERVENTION: Schools
Head Start
Family Planning

TARGET POPULATIONS: Adolescents

Pilot Overview

This project will increase awareness about Medicaid and Cub Care and knowledge about how to apply, as well as facilitate the enrollment of children in these programs. Strategies include: developing marketing materials for distribution in the city and surrounding rural towns; identifying and implementing application sites such as Head Start centers and schools. Family planning and family practice sites will focus on identifying adolescents who may be eligible.

LEAD ORGANIZATION: Penquis Community Action Program, Inc.
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