



Maryland State Project

Maryland Grantee
Covering Kids in Maryland

GRANT AMOUNT: \$752,280

START DATE: July 1, 1999

INTERVENTION: Accelerated Application Process

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

Grant Overview

Maryland has established a Covering Kids Statewide Coalition under the leadership of the University of Maryland School of Medicine and the President's Office to design, conduct and evaluate outreach programs to identify and enroll eligible children in the Maryland Children's Health Program (MCHP). The Statewide Coalition is chaired by the president of the University of Maryland. MCHP is an expansion of the Medicaid Program designed to provide health coverage for low-income, working families whose parents have no other alternative for insuring their children.

The Covering Kids project includes three pilot programs: Western Maryland to reach rural children whose families have traditionally avoided welfare programs; Baltimore City and Baltimore County where outreach efforts focus on the business community; and Prince George's County and Montgomery County where children of Spanish speaking families may experience difficulty in securing health benefits for their children.

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STATE PILOT PROJECTS:

Prince George's/Montgomery Counties

Baltimore City/Baltimore County

Western Maryland



Maryland Pilot Project

Prince George's/Montgomery Counties

INTERVENTION: Schools
Providers
Faith
Libraries
Community centers
Community outreach and access centers

TARGET POPULATIONS: Latino/Hispanic
Immigrant

Pilot Overview

This pilot will build on the expertise of the Medical Care for Children Partnership (MCCP) and the University of Maryland School of Nursing's Governor's Wellmobile to provide a comprehensive outreach, education and health screening program in Prince George's and Montgomery counties to increase awareness and enrollment of eligible families into MCHP. The two counties share a border where a high percentage of Spanish-speaking families resides. Many are transient, moving back and forth across county lines. The Hispanic populations that reside around the border areas have a high number of uninsured children and often use the emergency room for urgent medical care. By strengthening the outreach, health education and service delivery capacity of these two organizations, a greater number of Hispanic families who may be eligible for MCHP may be reached.

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Maryland Pilot Project

Baltimore City/Baltimore County

INTERVENTION: Businesses

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

Pilot Overview

The Baltimore City/Baltimore County Pilot Project is a collaboration between Baltimore HealthCare Access, Inc. (an agency of the Baltimore City Health Department) and the Baltimore County Health Department. The pilot's focus is outreach for the Maryland Children's Health Program (MCHP) through retail businesses that employ lower-to-moderate-income families. These businesses provide a level of income that qualifies the children of their employees for MCHP and do not generally provide health insurance benefits. These working families have been difficult to reach with the MCHP message. The message that children from working families are eligible for a public insurance program is untraditional and unfamiliar. Many are uninformed that this type of coverage exists for working families. Pilot activities include advertising and person-to-person, on-site enrollment. Retail chains will be contacted at the corporate level. Outreach will be provided to organized business groups through meetings and publications.

LEAD ORGANIZATION: Baltimore Health Care Access, Inc.
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Maryland Pilot Project

Western Maryland

INTERVENTION: Providers
CBO Training
Faith

TARGET POPULATIONS: Adolescents
Rural/Frontier

Pilot Overview

Given the diverse and special needs of rural infants, children and adolescents, the Western Maryland Area Health Education (WMAHEC) representing Garrett, Allegany and Washington Counties will utilize its three-county network of health care professionals and community volunteers to increase awareness of program enrollment processes as they reach out to CHIP-eligible populations. In conjunction with the local health and social services departments and boards of education, WMAHEC will promote the distinction of CHIP from welfare benefits, putting the health of children first, and expanding the MCHP outreach to health care professionals throughout the Western Maryland region. The initial focus will be on clarifying the problems associated with enrollments in Medicaid and MCHP as well as identifying workable solutions to these problems. In addition, training modules will be developed geared toward front line office staff and case managers about MCHP and the application process. Through additional funding the WMAHEC is developing an outreach program through faith-based communities of its three county network. The initiative will focus on the distinction of MCHP from welfare benefits and will have an extended outreach to other community-based organizations.

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