



## Michigan State Project

### Covering Michigan's Kids

**GRANT AMOUNT:** \$1,000,000

**START DATE:** February 1, 1999

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

**TARGET POPULATIONS:** Migrants  
Latino/Hispanic  
Adolescents  
Native American  
Children involved with the Court System

### **Grant Overview**

While Michigan has aggressively focused on improving access to health insurance coverage for children and has successfully achieved a state uninsured rate for children of approximately 8.3 percent - 5th in the nation, an estimated 156,000 uninsured children reside in the state. Current statewide outreach activities have produced excellent results in identifying eligible populations. However the truly hard-to-reach populations remain a challenge. Covering Michigan's Kids is a local-state partnership leveraging resources and expertise to identify, reach and enroll hard-to-reach uninsured children in available health insurance programs. A 35-member statewide Steering Committee has been formed to: prepare and communicate policy recommendations on outreach strategies and activities; facilitate dissemination of information and networking; solve problems and provide advice; monitor progress and outcomes; and educate the provider community.

**LEAD ORGANIZATION:** Michigan Public Health Institute  
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**STATE PILOT PROJECTS:** [Upper Peninsula](#)

Muskegon County

Detroit-Wayne County



## Michigan Pilot Project

Upper Peninsula

**INTERVENTION:** Businesses  
Schools  
Faith  
Public Housing

**TARGET POPULATIONS:** Native American  
Homeless

### Pilot Overview

Marquette General Hospital and the lead organization and local coalition will work throughout the Upper Peninsula and target Native American children, homeless youth and children of the working poor. To identify and enroll Native American children, the U.P. will collaborate with the Tribal Chairmen and the Indian Health Service to present information at powwows, naming ceremonies and other Native American activities; access informal networks for Native Americans; and engage human resource directors of casinos to gain access to Native American employees and customers. The primary strategy to identify homeless youth is to work with the alternative schools and agencies that interact with homeless youth to facilitate the completion of the application for insurance. The lead organization also will engage small businesses to distribute applications and provide assistance with completing forms and will provide applications and training to rental agents serving subsidized and low-income housing programs.

**LEAD ORGANIZATION:** Marquette General Hospital Women's & Children's Center  
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## Michigan Pilot Project

Muskegon County

**INTERVENTION:** Schools  
Businesses  
Faith  
Head Start

**TARGET POPULATIONS:** Latino/Hispanic

### Pilot Overview

In Muskegon County, the Muskegon Community Health Project (MCHP) will concentrate outreach efforts on Hispanic children and children of part-time workers. Key outreach strategies to identify and enroll Hispanic children include collaborating and educating organizations involved with the Hispanic population such as the Multicultural Services Committee, Head Start, and staff of the Muskegon Public Schools' Migrant and Bilingual Program. MCHP also will conduct outreach and enrollment in homes, schools, organizations, business and churches to identify eligible Hispanic children. To reach children of part-time workers, Muskegon County will work with two local employer associations and two temporary agencies to identify employees for outreach and enrollment, and reception staff will be trained to distribute information.

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## Michigan Pilot Project

Detroit-Wayne County

**INTERVENTION:** CBO Training  
Faith

**TARGET POPULATIONS:** Adolescents  
Latino/Hispanic  
Arab-American

### Pilot Overview

The Detroit-Wayne County initiative will target eligible children of undocumented parents who reside in Southwest Detroit, latino families, high-risk adolescents and Arab-American children. Key strategies to identify children of undocumented parents are to: employ peer volunteers and outreach workers to conduct community-based informational and enrollment assistance sessions; and integrate outreach activities into existing strategies of faith-based community outreach that targets moms and early elementary children. To identify high-risk adolescents, the Detroit-Wayne County Coalition will provide youth shelters, alternative living centers and drop-in centers with information and application assistance and will train teen peers to conduct outreach. Strategies to reach uninsured Arab-American children will be developed in collaboration with the Arab-American community and will be based on lessons learned from conducting outreach to the Hispanic population.

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