



New Jersey State Project

[Covering Kids: New Jersey Health Access Initiative for Low-Income, Uninsured Children](#)

GRANT AMOUNT: \$999,994

START DATE: May 1, 1999

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

TARGET POPULATIONS: Providers
WIC Participants

Grant Overview

This project was designed to support the state of New Jersey's commitment to enroll every eligible child (approximately 154,000 children) into a health insurance program. The project compliments existing state programs by providing an objective and data-based assessment of current needs and barriers; exploring feasible remedies to correct/simplify the enrollment process; designing and implementing appropriate interventions; creating outreach resources for statewide distribution; and improving the efficiency of existing outreach activities. To assess the effectiveness of interventions, evaluations are conducted periodically, and needed adjustments are made on a regular basis. The Covering Kids Project in New Jersey operates through a statewide coalition of government and over 38 organizations that promote the project's innovative activities and assist in achieving its goals. As part of the statewide efforts, the New Jersey Volunteer Association for Outreach Workers (EXTENSIONS), in collaboration with the Association for Children of New Jersey and NJ FamilyCare, developed a curriculum and a one-day county-based training program for outreach workers recruited from CBOs on the application and enrollment process/policies and how to identify and help families in need. The content of the curriculum is compiled in a training manual to be used by outreach workers as a reference source or self-training tool.

LEAD ORGANIZATION: New Jersey Hospital Association
Health Research & Educational Trust
760 Alexander Rd.
P.O.B. 1
Princeton, NJ 08543

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STATE PILOT PROJECTS: [Cumberland County \(Rural-Based\)](#)

[Passaic County \(Hospital-Based\)](#)

[Essex County \(Urban-Based\)](#)

[Bergen and Hudson Counties \(Minority-Based\)](#)

[Union County \(Church-Based\)](#)



New Jersey Pilot Project

Cumberland County (Rural-Based)

INTERVENTION: Providers
Schools

Pilot Overview

TCCAA was selected to be a community pilot representing a rural area. Operating in Cumberland County, one of the most remote and poorest areas of the state, TCCAA educates families of eligible children about the availability of medical and dental care for their children and provides onsite assistance in the NJ FamilyCare application process. TCCAA also increases public awareness of NJ FamilyCare by educating local groups, organizations, health care providers, etc.

LEAD ORGANIZATION: Tri County Community Action Agency (TCCAA)
WIC/Head Start
110 Cohansey St.
Bridgeton, NJ 08302

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New Jersey Pilot Project

Passaic County (Hospital-Based)

INTERVENTION: Schools
Door-to-door

Pilot Overview

St. Joseph's Hospital and Medical Center in Paterson, Passaic County, was chosen as a hospital-based pilot representing a low-income area in the northeastern part of the state that has a large population of African-Americans, Hispanics and Arabs and the third highest number of uninsured children in the state. St. Joseph's Hospital has initiated an outreach program in this region (cities of Paterson and Passaic) that provides a multi-dimensional and culturally sensitive approach in addressing the diverse needs of uninsured eligible families. This pilot educates parents about the availability of NJ FamilyCare and assists them in the application process by providing onsite education/assistance at hospital points of entry that include emergency rooms, ambulatory care centers, Head Start, WIC, public schools, etc. Outreach workers also will visit homes to help eligible parents.

LEAD ORGANIZATION: St. Joseph's Hospital and Medical Center
703 Main St.
Paterson, NJ 07503

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New Jersey Pilot Project

Essex County (Urban-Based)

INTERVENTION: CBO Training
Schools
Providers
Businesses
Faith

Pilot Overview

Essex County has the highest number of eligible and unenrolled children in the state and its Gateway Maternal and Child Health Consortium, Inc. was selected to be a community pilot representing an urban area. The pilot serves as the local liaison for the state and the Newark clearinghouse for information and resources on NJ FamilyCare. It created a network of neighborhood-level NJ FamilyCare Resource Centers and links eligible families to the Newark FamilyCare network through community awareness, education and outreach to community-based organizations and consumers. Activities of Gateway, ACNJ, the state and the lead agency (HRET) on the enrollment process are highly coordinated, and information on barriers, successes and failures will be routinely communicated among involved organizations.

LEAD ORGANIZATION: Gateway Maternal and Child Health Consortium, Inc.
James Park Center
15 S. 9th St.
Floor 3, Ste 300
Newark, NJ 07107

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New Jersey Pilot Project

Bergen and Hudson Counties (Minority-Based)

TARGET POPULATIONS: Latino/Hispanic

Pilot Overview

LaSalud Hispana was chosen as a non-traditional pilot representing the minority communities of Bergen and Hudson Counties. Recognizing that a large number of Latinos have no health insurance, a culturally specific outreach program was selected that serves the Hispanic population of Hudson (having the second highest number of uninsured children in the state) and Bergen. This community outreach program informs low-income uninsured eligible Latino families about NJ FamilyCare, assist them in the application/enrollment process and organize a media awareness program through La Salud Hispana Health Magazine (circulation 32,339), El Vocero de La Salud Hispana newsletter (circulation 6,000), local newspapers and television.

LEAD ORGANIZATION: LaSalud Hispana
375 Sylvan Ave, Ste 28
Englewood Cliffs, NJ 07632

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New Jersey Pilot Project

Union County (Church-Based)

INTERVENTION: Faith
Schools

Pilot Overview

BCSB was chosen as a non-traditional church-based pilot in Plainfield, Union County, a very poor urban area of the state with the fourth highest number of uninsured children. BCSB utilizes a community based, church-linked approach to educating low-income parents about NJ FamilyCare and motivates them to seek coverage for their uninsured children. Through churches and other community agencies, this pilot assists the enrollment of eligible, uninsured children in the city of Plainfield.

LEAD ORGANIZATION: BCSB Family Life Development Center
417 W. Sixth St.
Plainfield, NJ 07060

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