



North Carolina State Project

North Carolina Grantee
North Carolina Covering Kids

GRANT AMOUNT: \$997,992

START DATE: January 1, 1999

INTERVENTION: Businesses
Child Care

TARGET POPULATIONS: Providers

Grant Overview

This project seeks to increase enrollment of eligible, low-income, uninsured North Carolina children in available health coverage programs. Central to that goal is the pilot testing of innovative outreach strategies in five communities in the state, the simplification of the state's enrollment application, the development of re-enrollment strategies and the institutionalization of outreach through the schools. Pilots are heavily involved in outreach demonstrations through providers, businesses, and the faith community, as well as, targeted population segments, i.e., African-Americans, Latinos, adolescents and daycare centers to name a few.

LEAD ORGANIZATION: North Carolina Foundation for Advanced Health
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STATE PILOT PROJECTS: [Buncombe County](#)

[Cabarrus County](#)

[Edgecombe County](#)

[Forsyth County](#)

Guilford County



North Carolina Pilot Project

Buncombe County

INTERVENTION: Businesses
Schools
Providers

Pilot Overview

With an estimated 3,726 uninsured children eligible either for Medicaid or NC Health Choice, the state's CHIP program, Buncombe County: has developed and is operating a 24-Hour Call Center/Help Line to provide screening and assist with applications; is designing and testing an alternative application; and is refining other components of enrollment and re-enrollment systems. In addition, the pilot has developed and is implementing strategies and materials/tools that specifically target the business community (including a Business Outreach Breakfast to kick-off the promotion) and has produced a five-minute video that highlights healthy, active children and can be used in presentations. In addition, the pilot is using an outposted caseworker at the local medical society to assist providers and applicants with Medicaid and NC Health Choice applications. Applications can be taken over the phone. Through the development of a local marketing/communication plan, the pilot has developed a wide range of outreach materials (universal flyer, business flyer, poster, fast food tray liner and letterhead). These materials are used by schools, medical providers, those in the business and faith communities and by community partners who present local information, which helps personalize the message to parents.

LEAD ORGANIZATION: Buncombe County Department of Social Services
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North Carolina Pilot Project

Cabarrus County

INTERVENTION: Child Care Subsidy Recipients
Faith
Providers

TARGET POPULATIONS: Latino/Hispanic

Pilot Overview

With an estimated 1,907 uninsured children eligible for either Health Check or NC Health Choice, the Cabarrus County project is designing and testing strategies and materials/tools that target providers (primary care physicians, school-based clinics, dentists, hospitals and optometrists), those in the faith community and Hispanics. In addition, the pilot will target childcare subsidy recipients who are uninsured. The Cabarrus Pilot has taken outreach one step further by training outreach workers in eligibility policies so that as families are located, outreach workers can process their application on the spot as well as assist families with the re-enrollment process.

LEAD ORGANIZATION: The Cabarrus Health Alliance Cabarrus County
Department of Social Services
1303 S. Cannon Blvd.
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North Carolina Pilot Project

Edgecombe County

INTERVENTION: Transportation
After-hour assistance
Businesses
Door-to-door
Schools
Faith

Pilot Overview

With an estimated 1,956 uninsured children eligible either for Health Check or NC Health Choice, the Edgecombe County project focuses on the business community and a grassroots approach that involves lay community leaders and volunteers as well as outreach in non-traditional settings. Transportation and after-hours assistance with enrollment will be provided. Edgecombe County is also working with enrollment/re-enrollment through the schools.

LEAD ORGANIZATION: Edgecombe County Department of Social Services
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Tarboro, NC 27886

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North Carolina Pilot Project

Forsyth County

INTERVENTION: Hospitals
Incentive payments
Providers
Schools

TARGET POPULATIONS: Latino/Hispanic
Rural/Frontier

Pilot Overview

With an estimated 3,532 uninsured children eligible either for Health Check or NC Health Choice, Forsyth County is designing and testing strategies and materials/tools that target the Hispanic/Latino community. The Hispanic/Latino initiative involves community-based agencies and explores compensation (incentives) for enrolling eligible children. Forsyth County is also working on re-enrollment projects, and outreach through providers and schools.

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North Carolina Pilot Project

Guilford County

INTERVENTION: Businesses
Schools
Providers
Faith

TARGET POPULATIONS: Adolescents
African-American

Pilot Overview

With an estimated 5,939 uninsured children eligible either for Health Check or NC Health Choice, Guilford County is designing and testing strategies to reach the African-American and business communities. The African-American initiative focuses on reaching adolescents and their communities by using the Cascade Model, which employs service-learning principles (such as students teaching students) to disseminate information. The Guilford County Pilot is also focusing on health care providers, child care centers and the schools.

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