



Ohio State Project

Covering Kids in Ohio

GRANT AMOUNT: \$711,261

START DATE: June 1, 1999

INTERVENTION: Businesses
Faith
CBO Training

TARGET POPULATIONS: Immigrant
Children with Special Needs
Ethnic Minority Families
Homeless Families

Grant Overview

Covering Ohio Kids, through the direction of a diverse state coalition, will address the three goals outlined by Covering Kids: design and conduct outreach programs that identify and enroll eligible children in Medicaid and other coverage programs; simplify the enrollment process; and coordinate existing coverage programs. Covering Ohio Kids will provide information and recommendations to the Ohio Department of Human Services on:

- * Outreach approaches that have proven successful and unsuccessful.
- * Qualitative characteristics of uninsured families and children for use in planning state and county outreach efforts.
- * Barriers to Medicaid outreach and enrollment processes, with particular emphasis on special needs children, ethnic minority families, homeless children, non-English-speaking families, and low-income employees.

The information will be used to plan state and local outreach efforts. In addition, Covering Ohio Kids will develop collaborative strategies with state and local agencies and systems to reduce duplication of effort and address identified gaps and barriers that impede enrollment into Medicaid or other insurance coverage programs. The lead agency for Covering Ohio Kids is The Ohio Commission on Minority Health, an autonomous agency created in 1987 to address the disparity in health status of Ohio's racial and ethnic minority populations.

LEAD ORGANIZATION: Ohio Commission on Minority Health
77 S. High Street, 7th Floor
Columbus, OH 43215

CONTACT: Helen A. Sloan
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minhealth@ocmh.state.oh.us

STATE PILOT PROJECTS: [Greater Cincinnati/Hamilton County Pilot](#)

[Hocking County](#)

[Cuyahoga County](#)



Ohio Pilot Project

Greater Cincinnati/Hamilton County Pilot

INTERVENTION: Faith
Schools
CBO Training

TARGET POPULATIONS: Adolescents
Appalachian

Pilot Overview

The Hamilton County Pilot proposes to address school-based outreach and coordination. The three-pronged outreach approach includes: conducting outreach through the Cincinnati's public and Catholic school systems; coordinating volunteers from faith-based organizations to assist in events and activities; and mobilizing community-based organizations that serve eligible children, including childcare centers, WIC and Head Start. Realization of the objectives will produce an increase in child health insurance enrollment and assist in implementation of a more user-friendly process.

LEAD ORGANIZATION: Children's Defense Fund-Greater Cincinnati Project
258 Erkenbrecher Avenue
Cincinnati, OH 45229

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Ohio Pilot Project

Hocking County

INTERVENTION: Businesses
CBO Training
Schools

Pilot Overview

The Hocking County Covering Kids Coalition will use the agencies represented on its council as a springboard to educate the community on available health coverage resources. Specific strategies include: using local radio and newspaper for a public information marketing campaign; outstationing County Department of Human Services Medicaid eligibility workers at WIC sites, health clinics and community events to increase enrollment; training workers of community agencies to take Healthy Start applications; working with area employers and the Chamber of Commerce to educate employees on CHIP and providing training sessions on the enrollment process; developing marketing materials for distribution at schools, day care centers, department stores, service agencies, and grocery stores; and working with individual schools within the county to increase awareness and developing take-home materials for students.

LEAD ORGANIZATION: Hocking County Department of Human Services



Ohio Pilot Project

Cuyahoga County

INTERVENTION: Businesses

TARGET POPULATIONS: Adolescents
Latino/Hispanic
Arabian
Russian
Croatian

Pilot Overview

There are a variety of small businesses, neighborhood stores and franchise businesses, such as fast-food restaurants and grocery stores, within Cuyahoga County. Many of these establishments employ workers earning at or near the minimum wage. The Cuyahoga County pilot will contact small businesses, regional offices of fast-food franchises, and temporary employment services to provide information about Healthy Start, Ohio's Insurance Option for Children, to employers and employees. Benefits for these businesses include increased retention, increased productivity and decreased sick time. In addition, outreach workers will attend and sponsor job fairs and health fairs to distribute Healthy Start information.

LEAD ORGANIZATION: Neighborhood Centers Association
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Cleveland, OH 44114

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