



Oklahoma State Project

Oklahoma Grantee
Oklahoma Covering Kids Initiative

GRANT AMOUNT: \$726,670

START DATE: January 1, 1999

INTERVENTION: WIC Offices
Americorp Volunteers
Schools
Businesses
Door-to-door
Americorp Volunteers
Early Childhood Programs

TARGET POPULATIONS: Latino/Hispanic
Adolescents
Native American
Asian American

Grant Overview

This project begins a new working dialogue in Oklahoma in which community partners engage in a stronger leadership role and state partners assume a stronger technical resource and policy development position. Technology plays a key role in this initiative, as staff will utilize satellite downlinks to transfer lessons learned throughout the state. Three pilot projects, targeting very different populations, will explore innovative approaches for reaching the hard-to-reach and test strategies that can be replicated across communities.

LEAD ORGANIZATION: Oklahoma Institute for Child Advocacy
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Oklahoma City, OK 73103

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STATE PILOT PROJECTS: [South Central Consortium](#)

[Tulsa County](#)

Latino Community in Oklahoma County



Oklahoma Pilot Project

South Central Consortium

INTERVENTION: Businesses
Schools
Providers
Door-to-door

TARGET POPULATIONS: Native American

Pilot Overview

This project, serving a five-county region in southern Oklahoma with a large Native American population, will build a community outreach network to accomplish its goals. The project then will focus on identifying, assisting and enrolling eligible children into health insurance programs. Strategies include: hiring an outreach coordinator to work with community and civic organizations, schools, businesses, health plans and providers; outstationing enrollment workers in neighborhood settings; and recruiting student volunteers to conduct door-to-door enrollment activities in targeted areas.

LEAD ORGANIZATION: Mercy Memorial Health Center
1011 14th Avenue, NW
Ardmore, OK 73401

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Oklahoma Pilot Project

Tulsa County

INTERVENTION: Providers

Pilot Overview

This project, serving an urban area with a well-established infrastructure of medical and social service providers, will focus on education and coordination of outreach efforts. Strategies include: training service providers in enrollment and outreach; conducting focus groups to hone marketing strategies for culturally diverse populations; implementing a community awareness program to include messages placed through local media; and integrating the application process into current outreach services.

LEAD ORGANIZATION: Community Action Project of Tulsa
2020 S. Maplewood
Tulsa, OK 74112

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Oklahoma Pilot Project

Latino Community in Oklahoma County

INTERVENTION: Schools

TARGET POPULATIONS: Latino/Hispanic

Pilot Overview

This pilot will design and implement a community outreach network to identify, assist and enroll eligible children into a health insurance program. Eligibility barriers center around the perception among some Latinos that enrollment may result in a report to the Immigration and Naturalization Service. By employing indigenous, bilingual staff, program leaders hope to build trust with parents and assist them in applying for available programs. These same familiar workers will conduct follow-up activities as well. In addition, outreach messages will be distributed through schools with larger Hispanic student populations, free health clinics, Latino media and Hispanic vendors.

LEAD ORGANIZATION: Variety Health Center
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Oklahoma City, OK 73105

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