



Pennsylvania State Project

Covering Kids Pennsylvania

GRANT AMOUNT: \$1,000,000

START DATE: January 1, 1999

INTERVENTION: Schools
Faith
Businesses
CBO Training
Incentive payments
Electronic Application

TARGET POPULATIONS: Migrants
Latino/Hispanic
Rural/Frontier

Grant Overview

An estimated 258,000 children in PA, one in 12 are uninsured. Of these, 126,000 are eligible for Medicaid but not enrolled and 73,000 are eligible for CHIP but not enrolled. The project has strong support from a broad range of public and private organizations to help design and conduct outreach programs to the targeted populations, simplify enrollment and retention process and procedures and coordinate existing health coverage programs. Four pilot communities have undertaken a series of innovative approaches to finding and enrolling eligible children. Covering Kids has worked extensively with state government, the state's media contractor and the CHIP insurers to share lessons learned at the local level and to translate those lessons into outreach and program improvements.

LEAD ORGANIZATION: Pennsylvania Partnerships for Children
20 North Market Square Ste 300
Harrisburg, PA 17101

CONTACT: Ann Bacharach
p (717) 236-5680
f (717) 236-7745
annbach@papartnerships.org

STATE PILOT PROJECTS: [York County](#)

[Southeastern Pennsylvania](#)

Fayette-Greene-Washington County

Allegheny County/Pittsburgh



Pennsylvania Pilot Project

York County

INTERVENTION: CBO Training

TARGET POPULATIONS: Latino/Hispanic
Rural/Frontier

Pilot Overview

Two community health workers provide community awareness and outreach, training to community based organizations and application assistance to families seeking health coverage for their children. The CHWs have established a significant referral network using school nurses and counselors, the two family centers in York County and communities of faith. HYCC has also utilized the infrastructure of a large hospital and health system to identify families with uninsured children through physician offices and clinics, emergency rooms and a mobile health van.

LEAD ORGANIZATION: Healthy York County Coalition
Wellspan Health System
100 S. George St.
York, PA 17405

CONTACT: Carole Register
p (717) 851-2005
f (717) 851-2968
cregister@wellspan.org



Pennsylvania Pilot Project

Southeastern Pennsylvania

INTERVENTION: Incentive payments
CBO Training
Faith
Providers

TARGET POPULATIONS: Migrants
Latino/Hispanic
Immigrant

Pilot Overview

To expand the enrollment capacity of health providers, social service agencies and community based organizations, PCCY has administered an enrollment fund comprised of 23 agencies in all five counties. Some of these agencies' core mission is the provision of health services and some of the agencies provide other human services assistance such as employment counseling, child care and translation services. PCCY provides extensive training and technical assistance to these agencies and pays a fee of \$50 for each completed application. In addition, PCCY manages two subcontracts: one to reach Latino migrant workers and provide application assistance and one to utilize communities of faith in outreach and enrollment efforts.

LEAD ORGANIZATION: Philadelphia Citizens for Children and Youth (PCCY)

7 Benjamin Franklin Parkway
Philadelphia, PA 19103

CONTACT: Pat Redmond
p (215) 563-5848
f (215) 563-9442
patredmond@aol.com



Pennsylvania Pilot Project

Fayette-Greene-Washington County

INTERVENTION: Faith
Businesses
CBO Training
Incentive payments

TARGET POPULATIONS: Rural/Frontier

Pilot Overview

Cornerstone Care has developed and staffed a coalition of human services agencies in each of the three counties. These coalitions of Head Start, child care, WIC, family centers and other social services organizations as well as hospitals and health care providers have assessed their case loads for uninsured children and have made referrals to the outreach staff at Cornerstone Care. Cornerstone Care has also sought referrals from schools, small businesses and communities of faith. With additional state funding, two community health workers have been hired and a \$25 fee per completed application is paid to participating agencies and organizations.

LEAD ORGANIZATION: Cornerstone Care
7 Glassworks Rd.
Greensboro, PA 15338

CONTACT: Cindy Holcomb
p (724) 943-3308
f (724) 943-4929
greens@mdnet.net



Pennsylvania Pilot Project

Allegheny County/Pittsburgh

INTERVENTION: CBO Training
Faith
Businesses

Pilot Overview

CHC has extended the reach of previous its outreach campaigns aimed at mobilizing the community to address the issue of uninsured children. Project leaders have developed the 100% Pledge campaign and worked extensively with family-serving agencies and organizations to assure that 100% of the children they serve have health coverage. CHC is currently working on a pilot project that will allow families applying for school lunch to also apply for health coverage. The Project will begin in the Pittsburgh School District and other school districts in Allegheny County in the fall of 2001.

LEAD ORGANIZATION: Consumer Health Coalition
Centre City Tower Ste 2330
650 Smithfield St.
Pittsburgh, PA 15222

CONTACT: Geoff Webster
p (412) 456-1877
f (412) 456-1096
webster@stargate.net