



## South Dakota State Project

### [South Dakota Covering Kids](#)

**GRANT AMOUNT:** \$599,972

**START DATE:** July 1, 2000

**INTERVENTION:** CBO Training  
Providers  
Schools  
Incentive payments

**TARGET POPULATIONS:** Native American  
Rural/Frontier  
Migrants  
Immigrant

### **Grant Overview**

The project will work to improve the health status of low-income, uninsured children by assuring that children who are eligible for healthcare coverage be linked to health insurance programs. The statewide project will include training representatives of child service agencies, service clubs, and religious and community groups to come together as a team of outreach workers who will identify and enroll children into health insurance coverage programs. Utilizing two pilot sites, outreach workers will employ different outreach strategies targeted at specific population groups and replicate successful strategies to similar groups throughout South Dakota. The statewide coalition will work to identify barriers to accessing health care coverage and develop and implement outreach, coordination and simplification strategies to reduce those barriers.

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**STATE PILOT PROJECTS:** [Frontier/Native American Pilot Site](#)

[Urban Pilot Site](#)





## South Dakota Pilot Project

Frontier/Native American Pilot Site

**INTERVENTION:** CBO Training  
Door-to-door  
Incentive payments  
Schools  
Providers

**TARGET POPULATIONS:** Rural/Frontier  
Native American

### Pilot Overview

This pilot project is located in the heart of the Northern Plains and will focus outreach efforts on two special population groups. A three-tiered approach to outreach will be used to reach isolated frontier families in the service area and American Indians living on the Cheyenne River Indian Reservation. Trained outreach workers will conduct door-to-door campaigns and assist potentially eligible recipients in completing application paperwork. Additionally, direct outreach at local community and tribal events will provide project staff an opportunity to communicate with potential recipients and market the program. Finally, population-based outreach strategies will be employed in the pilot site by using a unique, broad-based marketing campaign to reach eligible families who have limited access to traditional media venues.

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## South Dakota Pilot Project

Urban Pilot Site

**INTERVENTION:** CBO Training  
Providers  
Businesses  
Incentive payments  
Schools

**TARGET POPULATIONS:** Adolescents  
African-American  
Native American  
Latino/Hispanic  
Migrants  
Immigrant

### Pilot Overview

This pilot project will be implemented through Augustana College Department of Nursing's Health Action Model for Partnership in Community program, which utilizes an individual approach to outreach. This pilot project will be conducted in six identified site communities within the state's largest population center, Sioux Falls. The site communities are health and social service agencies working directly with individuals who are struggling with a lack of economic, social and interpersonal resources. A Steering Committee of more than 38 individuals representing the underserved, as well as health/social services agencies, form the coalition to address individual and family barriers to accessing health coverage programs through coordination of resources and consumer education.

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