



Tennessee State Project

[TennCare for Children](#)

GRANT AMOUNT: \$991,648

START DATE: January 1, 1999

INTERVENTION: Schools
Faith
Businesses
Social Marketing

TARGET POPULATIONS: Rural/Frontier
Latino/Hispanic
African-American

Grant Overview

This project seeks to reach and enroll eligible uninsured children in TennCare and keep them enrolled. It also will work toward further simplifying the enrollment process through better coordinated administrative systems. Successful interventions in three community-based pilot sites will be replicated in the statewide intervention, just as innovations in state systems will facilitate enrollment in the pilot projects.

LEAD ORGANIZATION: Tennessee Health Care Campaign
1103 Chapel Avenue
Nashville, TN 37206

CONTACT: Louise Morris
p (615) 227-7500
f (615) 227-7551
louisemorris@thcc2.org

STATE PILOT PROJECTS: [Hardeman and Haywood Counties](#)

[Memphis-Shelby County](#)

[Campbell and Claiborne Counties](#)



Tennessee Pilot Project

Hardeman and Haywood Counties

INTERVENTION: Schools
Providers
CBO Training
Businesses
Social Marketing

TARGET POPULATIONS: African-American
Latino/Hispanic
Rural/Frontier

Pilot Overview

This project will use sound social marketing principles, including: audience segmentation and profiling; analysis of product, price, place and promotion strategies; emphasis of benefits from the consumer's point of view; and constant program refinement based on consumer feedback. This project will field test on-the-spot enrollment of TennCare-eligible children at county health departments and other locations where low-income families with uninsured children live, work and congregate. Because families making the transition from welfare to work are at risk of losing health coverage, pilot sites will develop training programs to educate agencies serving children about TennCare's eligibility standards, application and enrollment process, benefits, premiums and grievance procedures to reduce the number of enrollees losing coverage as they move from one TennCare eligibility category to another. Successful coordination strategies in pilot communities will be implemented statewide.

LEAD ORGANIZATION: Hardeman County Community Health Center
P.O. BOX 720
Bolivar, TN 38008

CONTACT: Paulette Nuckolls
p (731) 658-3156
f (731) 658-4079
pnuckoll@bellsouth.net



Tennessee Pilot Project

Memphis-Shelby County

INTERVENTION: CBO Training
Providers
Schools
Businesses
Faith
Social Marketing

TARGET POPULATIONS: African-American
Latino/Hispanic
Immigrant

Pilot Overview

This project will use sound social marketing principles, including: audience segmentation and profiling; analysis of product, price, place and promotion strategies; emphasis of benefits from the consumer's point of view; and constant program refinement based on consumer feedback. This project will field test on-the-spot enrollment of TennCare-eligible children at county health departments and other locations where low-income families with uninsured children live, work and congregate. Because families making the transition from welfare to work are at risk of losing health coverage, pilot sites will develop training programs to educate agencies serving children about TennCare's eligibility standards, application and enrollment process, benefits, premiums and grievance procedures to reduce the number of enrollees losing coverage as they move from one TennCare eligibility category to another. Successful coordination strategies in pilot communities will be implemented statewide.

LEAD ORGANIZATION: Memphis-Shelby County Health Department
814 Jefferson Avenue
Memphis, TN 38105

CONTACT: Jennifer Price
p (901) 545-8709
f (901) 545-8721
jprice869@aol.com



Tennessee Pilot Project

Campbell and Claiborne Counties

INTERVENTION: Providers
Schools
Social Marketing

Pilot Overview

This project will use sound social marketing principles, including: audience segmentation and profiling; analysis of product, price, place and promotion strategies; emphasis of benefits from the consumer's point of view; and constant program refinement based on consumer feedback. This project will field test on-the-spot enrollment of TennCare-eligible children at county health departments and other locations where low-income families with uninsured children live, work and congregate. Because families making the transition from welfare to work are at risk of losing health coverage, pilot sites will develop training programs to educate agencies serving children about TennCare's eligibility standards, application and enrollment process, benefits, premiums and grievance procedures to reduce the number of enrollees losing coverage as they move from one TennCare eligibility category to another. Successful coordination strategies in pilot communities will be implemented statewide.

LEAD ORGANIZATION: LaFollette Community Clinic
522 West Central Avenue, Suite 2
LaFollette, TN 37766

CONTACT: Karen Isham
p (423) 562-1705
f (423) 566-3718
reachski@icx.net