



Virginia State Project

Virginia Grantee
Virginia Covering Kids

GRANT AMOUNT: \$999,937

START DATE: July 1, 1999

INTERVENTION: Electronic Application
CBO Training

TARGET POPULATIONS: Rural/Frontier

Grant Overview

Virginia's Covering Kids Project is teaming with local pilot sites to increase public awareness, coordinate outreach efforts among community organizations with the coalitions, train community volunteers to recruit and assist eligible families to apply for children's health insurance, simplify the enrollment process, and collect data to identify effective outreach strategies.

This grant initiative developed and implemented an innovative low-literacy training program to recruit and enroll eligible children in the State Children's Health Insurance Program and Medicaid. The goal of the training program is to train community organizations and volunteers on how to recruit and assist eligible families to enroll in CHIP and Medicaid. Through its local pilots, the project focuses on engaging faith-based communities, local schools, community-based organizations, community health care coalitions, lay health promoters, and businesses to reach eligible families and assist them in applying for children's health coverage.

To evaluate the impact of the initiative, the project is assessing the outreach activities implemented to reach the goals and objectives, tracking contacts with potential enrollees, and collecting feedback on the enrollment process from the pilot staff and trained volunteers, as well as from the applicants. Information collected is used to facilitate further outreach, replicate effective strategies, and simplify the enrollment process.

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STATE PILOT PROJECTS: [Richmond Pilot](#)

[Rural Health Outreach Pilot](#)



Virginia Pilot Project

Richmond Pilot

Pilot Overview

Success By 6 is an early childhood initiative of United Way Services working to improve the lives of children living in the Richmond area. Success By 6 (SB6) builds public-private partnerships to work together to achieve two primary outcomes for children - increased immunization rates and enrollment of eligible children in the state-sponsored children's health insurance program and Medicaid.

As the urban pilot for the Virginia Covering Kids project, Success By 6 conducts outreach efforts in Richmond, Petersburg, Chesterfield County, and Henrico County. Throughout the pilot area, SB6 recruits and trains volunteers from community health care providers, local public schools, and faith-based communities to identify, recruit and assist families with eligible children to apply for health care coverage for their children.

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Virginia Pilot Project

Rural Health Outreach Pilot

INTERVENTION: Providers

Pilot Overview

The Blue Ridge Medical Center (BRMC), a federally qualified community health center, leads the rural outreach pilot for a five-county area in central Virginia. This area is almost entirely rural with a high proportion of medically underserved. As in many rural communities, the population is widely dispersed, with few population centers. Many families face numerous challenges in accessing health care: lack of public transportation, seasonal and part-time jobs with no health insurance, low literacy levels, as well as cultural and language barriers.

BRMC's Rural Health Outreach Program (RHOP) uses its health depots as one approach to outreach and enroll eligible children from the five rural counties. Through the health depots, which are located at various community sites, RHOP staff and trained volunteers recruit and assist families with eligible children to enroll in Virginia's children's health insurance program and Medicaid. Strong linkages with the schools in the five county area are established by RHOP for identifying and enrolling eligible children in the state's CHIP and Medicaid. Another outreach approach RHOP uses is recruiting and training faith-based communities to lead faith-based outreach efforts and assist families in applying for health insurance for their children. Follow up contacts are made with families to determine outcomes of the applications, encourage accessing medical services, and determine if additional assistance is needed.

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