



West Virginia State Project

[West Virginia's Children's Health Access Initiative](#)

GRANT AMOUNT: \$592,776

START DATE: January 1, 1999

INTERVENTION: Americorp/VISTA Volunteers
Faith
CBO Training
Schools

Grant Overview

An estimated 60,000 West Virginia children are uninsured, about 40,000 of whom are eligible for Medicaid or CHIP. This project seeks to enroll at least 75 percent of all eligible children by the end of three years. In addition, the project will work on strategies to coordinate the various children's health programs and make policy recommendations to improve health care coverage and access. The project will work at the state level through the West Virginia Healthy Kids Coalition, a broad-based group of public, private and religious organizations. The Coalition's goal is to improve access to quality health care for children. It provides information and advice to policymakers, identifies and shares promising practices, and coordinates outreach efforts to a variety of audiences.



Brian Cunningham (left), Project Director for Covering Kids in West Virginia, converses with West Virginia Governor Bob Wise at a June 26 event at the Wayne Health Center. Photo by John Bright. ([click to enlarge](#))

LEAD ORGANIZATION: West Virginia Council of Churches
1608 Virginia Street East
Charleston, WV 25311

CONTACT: Brian Cunningham
p (304) 346-0032
f (304) 346-0033
bcunning76@aol.com

STATE PILOT PROJECTS: [Nicholas, Webster and Braxton Counties](#)

[Calhoun, Ritchie and Gilmer Counties](#)

Kanawha, Boone, Putnam and Clay Counties



West Virginia Pilot Project

Nicholas, Webster and Braxton Counties

INTERVENTION: Schools
Door-to-door
CBO Training
Providers
Businesses
Electronic Application
Faith
Direct mail
Health fairs
Home visits

TARGET POPULATIONS: Rural/Frontier
Adolescents
Low literacy

Pilot Overview

This pilot is based at the Nicholas County Family Resource Network and has physical offices at the Richwood Starting Points Center. The Starting Points Center is a focal point in the community for children and families and provides a variety of services including health and dietary information, health fairs, child care and information and referrals. The outreach coordinator seeks to enroll all eligible children by holding health fairs and sign-up days. She visits local schools, businesses, health care providers, and churches in an attempt to institutionalize enrollment through these agencies.

LEAD ORGANIZATION: The Richwood Starting Points Center
#74 Avenue B
Richwood, WV 26261

CONTACT: Marla Jean Short
p (304) 366-4445
f (304) 366-4695
mcpromise@aol.com



West Virginia Pilot Project

Calhoun, Ritchie and Gilmer Counties

INTERVENTION: Door-to-door
Schools
Incentive payments
CBO Training
Providers
Businesses
Electronic Application
Faith
Americorp Volunteers

TARGET POPULATIONS: Rural/Frontier
Adolescents
Low literacy

Pilot Overview

Minnie Hamilton Health Care Center (MHHCC) has available services that include emergency care at its critical access hospital, inpatient care, skilled and intermediate long-term care, x-ray labs, a day care center, family planning services, three FQHC's in two counties, and school-based health care centers in two counties. In an effort to find and enroll all eligible children in an appropriate health insurance plan, Minnie Hamilton has hired a full-time outreach coordinator to staff the pilot project. MHHCC has scoured its database of sliding fee clients and contacted all those that may be eligible for public health insurance plans. They also seek to identify and enroll children and families at the point of service in the hospital or health center. The coordinator has utilized enrollment strategies such as the institutionalization of outreach within other health care providers, schools, businesses, churches and social service agencies. The coordinator displays material at health fairs, kindergarten and head-start registrations, sports physical exams, PTO meetings and other events. MHHCC has sought feedback from its clients by conducting outreach surveys and public forums. MHCC is also participating in the new WV Primary Care Association education and Enrollment Initiative. This Project provides additional funding including incentive payments for community outreach activities. This pilot project also actively works to improve and coordinate CHIP and Medicaid policies and streamline the enrollment process.

LEAD ORGANIZATION: The Minnie Hamilton Health Care Center
P.O.B. 757
Grantsville, WV 26147

CONTACT:

Julie McCumbers
p (304) 354-9244
f (304) 354-9323
jmac_36@hotmail.com



West Virginia Pilot Project

Kanawha, Boone, Putnam and Clay Counties

INTERVENTION: Door-to-door
Schools
CBO Training
Providers
Businesses
Electronic Application
Faith
Home visits
Health fairs
Direct mail

TARGET POPULATIONS: Adolescents

Pilot Overview

Since 1931, CCKV has provided a forum where communities can come together to find solutions to the problems they face. The Outreach Coordinator based at this project works through a CCKV program called Parents as Teachers (PAT's). The coordinator utilizes these PAT'S to distribute health insurance information through their home visits, weekly play groups, monthly group meetings, and developmental screenings. The Outreach Coordinator also supervises and works with a cadre of AmeriCorps Promise Fellows and VISTA's that are active in outreach efforts. This project recently sent a letter, in conjunction with the Department of Education, with health insurance information to every school child in their four county area. This project also is the innovator of Chippy the Chipmunk, which has become a recognizable symbol for CHIP in West Virginia. The Outreach Coordinator works with local businesses, churches, social services agencies and health care providers to institutionalize outreach and streamline the enrollment process.

LEAD ORGANIZATION: Community Council of the Kanawha Valley
One United Way Square
Charleston, WV 25301

CONTACT: Cyndi Thomas
p (304) 357-8488
f (304) 340-3621
tlcforkids@aol.com