



District of Columbia Covering Kids & Families Initiative

GRANT OVERVIEW

The Statewide Coalition has identified strategies and target populations directed at maximizing outreach, coordination, and simplification efforts at both the initial enrollment and renewal stage. Generally, efforts will focus on increasing coordination efforts among agencies/organizations, increasing continuity of coverage initiatives including collecting accurate data; developing and implementing standards for reporting enrollment numbers; increasing awareness of all of the health coverage programs in the city; streamlining enrollment of eligible children, their parents, and childless adults; implementing re-certification strategies that further simplify the renewal process for residents; and the implementation of an Single Point of Entry (SPE) electronic application/renewal system. The DC *Covering Kids & Families* Initiative will subcontract with two community based organizations as local projects. Moreover, neighborhood level staff will focus on engaging the faith, business, and school communities in partnership with the statewide initiative toward the goal of ensuring that their constituents have health care coverage information. This component is designed to ensure that individuals who are due to renew but are unresponsive to traditionally mail notices are engaged. In addition to the local projects, DC CKF will utilize a mini grant process to target specifically vulnerable populations such as immigrants and adolescents in order to reach those who might not otherwise apply for health care coverage due to culture, age and language barriers.

GRANT AMOUNT

Children: \$600,000

Adults: \$200,000

START DATE

July 1, 2002

END DATE

September 30, 2006

TARGET POPULATIONS

Adults

African Americans

Immigrant families

TANF recipients

Vulnerable urban populations

INTERVENTIONS

Community-based organizations

Hospitals

Schools

LEAD ORGANIZATION

DC Action for Children

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Local Projects in Washington, DC

Bread for the City

Washington Child Development Council



Bread for the City

GRANT OVERVIEW

Bread for the City will focus its efforts on enrolling eligible adults and simplifying the enrollment and renewal processes. The project promotes the use of health care coverage among single, childless adults with an emphasis on utilizing and coordinating different strategies and communications methods to overcome barriers facing potential adult enrollees.

TARGET POPULATIONS

African Americans
General audience

INTERVENTIONS

Application assister
Community-based organizations
Door-to-door
Food Stamp & TANF Programs
Providers
Education administration
Social marketing
Training/presentation
Schools
Procedural Change for Initial Enrollment
Procedural change for Renewal

LOCAL ORGANIZATION

Bread for the City

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covering kids & families

GRANT OVERVIEW

Washington Child Development Council will specifically focus on decreasing the number of uninsured children and the adults attached to them while identifying barriers or perceived barriers to health care access by utilizing three specific intervention components: engage and educate community agencies with whom they already have relationships who also touch potentially eligible children and families, increase awareness through the distribution of informational materials on available publicly-funded health care coverage programs as well as affordable private coverage (for those whose income exceed the limit for free coverage), and increase involvement with other early care and education service agencies and organizations to enhance outreach opportunities at the community-level within the District of Columbia. Because of the widespread nature of the work that is under the directive of this organization, they are in perfect position to interface and assist parents across the city, particularly those in immigrant communities where language, cultural, and other significant barriers still exist in navigating the enrollment and renewal processes.

TARGET POPULATIONS

African Americans
General audience

INTERVENTIONS

Application assister
Community-based organizations
Faith based sites
Food Stamp & TANF Programs
Social marketing
Social services offices
Training/presentation
Procedural change for Renewal

LOCAL ORGANIZATION

Washington Child Development Council

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