



Georgia Covering Kids & Families Initiative

GRANT OVERVIEW

The *Covering Kids & Families* (CKF) Coalition of Georgia is a statewide partnership of health care providers, advocates, educators, and business and community leaders. There are approximately 185,785 children in Georgia who are eligible for the Medicaid program or the PeachCare for Kids program yet remain without coverage. This initiative is determined to link these uninsured children with the coverage available. Through integrated partnerships between statewide and five community based CKF coalitions, the coalitions have adopted the three main areas of focus: outreach, coordination and simplification as well as these specific objectives: 1) Providing outreach to the uninsured, 2) Simplifying the transition from Medicaid to PeachCare for Kids, 3) Keeping families eligible for Right From the Start Medicaid (RSM) and Low Income Medicaid (LIM), 4) Ensuring coverage of newborns within 24 hours of birth, 4) Identifying families eligible for Low Income Medicaid (LIM) and Transitional Medical Assistance (TMA) and 5) Coordinating between programs and agencies. Our vision is to ensure that no child who is eligible for health coverage in Georgia remains without coverage.

GRANT AMOUNT

Children: \$1,000,000

START DATE

September 1, 2002

END DATE

August 31, 2006

TARGET POPULATIONS

Adolescents
African Americans
Latino/Hispanic Americans
Migrant workers
Rural families
Vulnerable urban populations

INTERVENTIONS

Business
Child care providers
Faith based sites
Hospitals
Providers
Schools

LEAD ORGANIZATION

Georgia Department of Community Health

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Local Projects in Georgia

Athens Covering Kids & Families
Cobb, Dekalb, Gwinett, and Fulton Counties
Columbus Regional Healthcare System
Medical College of Georgia
Southeast Health Unit (SHU)



Athens Covering Kids & Families

GRANT OVERVIEW

Under the direction of the Clarke County Department of Family and Children Services as well as the Healthy Community Coalition, the Athens CKF local project will identify 100% of uninsured children in Clarke County schools. They will use repetitive reinforcement of program information to find families of uninsured children and ensure that they enroll in health care coverage programs.

TARGET POPULATIONS

African Americans
Elementary-aged children and their parents
Families of newborns
Immigrant families
Preschool children and their parents

INTERVENTIONS

Business
Child care/preschool site
Electronic application
Department of labor
Registry (immunization, newborn, etc.)
Education administration
Social marketing
Training/presentation
Schools
Procedural Change for Initial Enrollment
Procedural change for Renewal

LOCAL ORGANIZATION

Athens Covering Kids & Families

CONTACT

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Cobb, Dekalb, Gwinett, and Fulton Counties

GRANT OVERVIEW

With an estimated population of 28,000 uninsured and potentially eligible children, the metro area of Cobb, Dekalb, Gwinett, and Fulton counties is the target of this local CKF project site. Using existing experience of running a statewide toll free access for information and referrals to Medicaid providers as well as experience in running a prenatal health education and incentive program, Healthy Mothers/Healthy Babies will lead this urban outreach effort.

TARGET POPULATIONS

African Americans
Elementary-aged children and their parents
Families of newborns
Preschool children and their parents

INTERVENTIONS

Business
Child care/preschool site
Department of labor
Registry (immunization, newborn, etc.)
Education administration
Social marketing
Training/presentation
Schools
Procedural Change for Initial Enrollment
Procedural change for Renewal

LOCAL ORGANIZATION

Cobb, Dekalb, Gwinett, and Fulton Counties

CONTACT

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Columbus Regional Healthcare System

GRANT OVERVIEW

With an estimated population of 14,930 uninsured children, the community healthcare network and 16 counties surrounding Columbus, Georgia has been selected as a local CKF project site. This project, operating under the Columbus Regional Healthcare System, will use experience gained in previous PeachCare for Kids outreach efforts to coordinate existing programs, develop a system of convenient premium payment offices, and reduce the percentage of uninsured children using hospital based services.

TARGET POPULATIONS

African Americans
Elementary-aged children and their parents
Families of newborns
Preschool children and their parents
Rural families

INTERVENTIONS

Business
Child care/preschool site
Faith based sites
Department of labor
Registry (immunization, newborn, etc.)
Education administration
Social marketing
Training/presentation
Schools
Procedural Change for Initial Enrollment
Procedural change for Renewal

LOCAL ORGANIZATION

Columbus Regional Healthcare System

CONTACT

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Medical College of Georgia

GRANT OVERVIEW

With an estimated population of 17,000 uninsured children, the 14 counties surrounding Augusta have been targeted for a local CKF project area. Under the direction of the Medical College of Georgia, the local CKF coalition will use strategies such as using medical students to provide information and assist families in enrolling in both Medicaid and PeachCare for Kids. An on-call system of availability to health care providers and hospitals to immediately link families to health care coverage using electronic application is also being established.

TARGET POPULATIONS

African Americans
Elementary-aged children and their parents
Families of newborns
Preschool children and their parents
Rural families

INTERVENTIONS

Business
Child care/preschool site
Department of labor
Hospitals
Providers
Registry (immunization, newborn, etc.)
Education administration
Social marketing
Training/presentation
Schools
Procedural Change for Initial Enrollment
Procedural change for Renewal

LOCAL ORGANIZATION

Medical College of Georgia

CONTACT

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Southeast Health Unit (SHU)

GRANT OVERVIEW

The Southeast Health Unit (SHU), a 16 county health district in rural southeast Georgia, will work to remove barriers and develop strategies to link uninsured children with local health departments in order to achieve enrollment in available programs. Using existing resources and programs, the SHU project will use coordination to serve the uninsured population and provide access to applications and enrollment in Medicaid and PeachCare for Kids.

TARGET POPULATIONS

African Americans
Elementary-aged children and their parents
Families of newborns
Preschool children and their parents
Rural families

INTERVENTIONS

Child care/preschool site
Hospitals
Registry (immunization, newborn, etc.)
School lunch program
Education administration
Social marketing
Training/presentation
Youth programs
Schools
Procedural Change for Initial Enrollment
Procedural change for Renewal

LOCAL ORGANIZATION

Southeast Health Unit (SHU)

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