



Kentucky Covering Kids & Families Initiative

GRANT OVERVIEW

The statewide initiative focuses on coordinated statewide outreach, policy development, application assistance and facilitation of interviews for eligibility determination. Coordination of statewide outreach is addressed by funding an outreach coordinator and a support staff member who work directly with the state agency that administers KCHIP, Kentucky's SCHIP. A part-time Community Outreach Director works with local community based organizations to provide information, training and assistance in Medicaid and KCHIP outreach. Policy development is addressed through close working relationships with state agency staff and officials in both the SCHIP agency and the eligibility determination branch. These functions are performed by the community outreach director and statewide project director with assistance from the local project directors and staff. Application assistance and facilitation of interviews is addressed by many members and staff of the groups represented on the statewide Covering Kentucky Kids coalition. Two local projects are funded, one in Louisville, sponsored by a coalition of business and health care providers called Partners for a Healthy Louisville, and one in southeastern Kentucky, sponsored by a broad-based coalition called Harlan Countians for a Healthy Community. Both projects focus on application assistance and retention and maintain close relationships with a wide variety of community based outreach partners.

GRANT AMOUNT

Children: \$950,000

START DATE

January 1, 2002

END DATE

December 31, 2005

TARGET POPULATIONS

Adolescents
African Americans
Immigrant families
Latino/Hispanic Americans
Rural families
Vulnerable urban populations

INTERVENTIONS

Business
Child care providers
Faith based sites
Providers
Schools
Country Extension

LEAD ORGANIZATION

University of Kentucky

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covering kids & families

Local Projects in Kentucky

Harlan Countians
Partners for Healthy Louisville



Harlan Countians

GRANT OVERVIEW

The southeastern Kentucky project covers parts of five rural low-income counties and partners with schools, health departments, businesses and other groups to assist families seeking coverage.

TARGET POPULATIONS

Elementary-aged children and their parents
General audience
Rural families

INTERVENTIONS

Faith based sites
Providers
Education administration
Social marketing
Social services offices
Training/presentation
Schools
Retail Site

LOCAL ORGANIZATION

Harlan Countians

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Partners for Healthy Louisville

GRANT OVERVIEW

The Louisville project has a very broad base of outreach partners in public and private sectors with which it works to assist families with the application process and promote retention of kids enrolled in Medicaid and KCHIP programs.

TARGET POPULATIONS

African Americans
Elementary-aged children and their parents
General audience
Teens
Youth leaving foster care

INTERVENTIONS

Business
Providers
Education administration
Social marketing
Social services offices
Training/presentation
Schools
Telephone Contact

LOCAL ORGANIZATION

Partners for Healthy Louisville

CONTACT

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