



Maine Covering Kids & Families Initiative

GRANT OVERVIEW

Maine's *Covering Kids & Families* Campaign conducts statewide outreach and policy work to facilitate enrollment of eligible residents into the MaineCare program. Key elements of the Campaign include an effective collaboration with the Maine Department of Human Services; a broad statewide coalition of health care, social service and education providers, faith-based, labor and civic organizations, businesses and government agencies; provision training in MaineCare benefits, eligibility criteria and the application process for provider, school, union and agency staff who then assist with enrollment of eligible consumers; mass media and grassroots outreach activities; and a toll-free HelpLine.

GRANT AMOUNT

Children: \$700,000

Adults: \$200,000

START DATE

January 1, 2002

END DATE

December 31, 2005

TARGET POPULATIONS

Adults

Native Americans

Rural families

INTERVENTIONS

Business

Child care providers

Community-based organizations

Faith based sites

Help line

Hospitals

Media campaigns

Municipalities

LEAD ORGANIZATION

Maine Primary Care Association

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Local Projects in Maine

Greater Bangor Coalition of CKF

Washington County Coalition of CKF

York County Coalition of CKF



Greater Bangor Coalition of CKF

GRANT OVERVIEW

The Greater Bangor Coalition of *Covering Kids & Families* targets eligible families with children residing in Maine's third largest city and surrounding towns. The Coalition is based at the Penquis Community Action Program, an organization with a long history of serving the region's low-income residents with innovative programs that foster health, education and self-sufficiency. Penquis staff have engaged leaders from area school departments, businesses, congregations, health care and social service facilities and businesses to take part in a variety of effective outreach efforts including an annual late-summer health fair that is tied to the nationwide Back-to-School Campaign

TARGET POPULATIONS

INTERVENTIONS

Faith based sites
Schools

LOCAL ORGANIZATION

Greater Bangor Coalition of CKF

CONTACT

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Washington County Coalition of CKF

GRANT OVERVIEW

The Washington County Coalition of the *Covering Kids & Families* Campaign conducts outreach to eligible families with children throughout Washington County, a sparsely settled region at the far-eastern end of the Maine coast. Based at the Regional Medical Center at Lubec, coalition staff work with area health centers, tribal health facilities, hospitals, schools, social service providers and seasonal businesses to reach eligible families and help with obtaining and renewing MaineCare coverage.

TARGET POPULATIONS

Rural families

INTERVENTIONS

Community-based organizations
Faith based sites
Hospitals
Municipalities

LOCAL ORGANIZATION

Washington County Coalition of CKF

CONTACT

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York County Coalition of CKF

GRANT OVERVIEW

The York County Coalition of *Covering Kids & Families* works throughout the southernmost part of Maine to inform and help enroll eligible adults into MaineCare. This coalition was organized in the fall of 2002 just as coverage was being extended to noncategoric adults - those persons age 21-64 who are not pregnant and who have no dependent children or disabling condition. The York County Community Action Corporation is home to the coalition, which employs innovative outreach strategies to find and inform adults, including outreach through auto racing events, bingo halls and seasonal businesses and retail outlets.

TARGET POPULATIONS

Adults

INTERVENTIONS

Community-based organizations

Hospitals

Schools

LOCAL ORGANIZATION

York County Coalition of CKF

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