



## Massachusetts Covering Kids & Families Initiative

### GRANT OVERVIEW

The overall goal of the Massachusetts *Covering Kids & Families* initiative is to increase the number of children and adults enrolled in health coverage programs through outreach, simplification of enrollment procedures and coordination among existing health coverage programs. The major strategies include expansion of school and early childhood outreach initiatives; dissemination of an electronic tool for screening applications and case management; promoting electronic linkages among health programs; and support of Health Access Networks. There are new initiatives for outreach through unions, university students and youth-serving organizations. The statewide project is supported by three local coalitions in Everett, Springfield and Lower Cape Cod, which also work toward the attainment of these goals.

### GRANT AMOUNT

Children: \$900,000  
Adults: \$200,000

### START DATE

January 1, 2002

### END DATE

December 31, 2005

### TARGET POPULATIONS

Adults  
Immigrant families

### INTERVENTIONS

Child care providers  
Electronic application  
Unions  
Schools

### LEAD ORGANIZATION

Health Care For All

### CONTACT

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### Local Projects in Massachusetts

Lower/Outer Cape Cod  
Everett  
Springfield



## Lower/Outer Cape Cod

### GRANT OVERVIEW

Lower/Outer Cape Cod, Massachusetts: This rural project provides outreach and enrollment services to uninsured and underinsured families through collaboration with a wide range of community organizations and one-on-one outreach and support. The project tracks applications to ensure completion of the process and document barriers or problems. Also, the project works to increase public awareness of health coverage options through public information materials.

### TARGET POPULATIONS

Fishing families  
Seasonal workers

### INTERVENTIONS

Clinical giveaways  
Providers  
Schools

### LOCAL ORGANIZATION

Lower/Outer Cape Cod

### CONTACT

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## Everett

### GRANT OVERVIEW

Everett, Massachusetts: This project conducts outreach and enrollment through a strong presence at community events and sponsorship of a variety of events and workshops. The project uses close linkages with elementary and secondary schools to enroll and retain children and parents in health programs. Also, the project recruits parent and teen volunteers to conduct outreach.

### TARGET POPULATIONS

Adults  
Children

### INTERVENTIONS

Community-based organizations  
Schools

### LOCAL ORGANIZATION

Everett

### CONTACT

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## Springfield

### GRANT OVERVIEW

Springfield, Massachusetts: This urban project works with a network of Community Health Advocates who provide information to people in their social networks on a face-to-face basis, supported by social marketing campaigns and technology based tools. It works with hospitals, community-based health care providers and helplines to institutionalize outreach and enrollment.

### TARGET POPULATIONS

Adults  
Immigrant families

### INTERVENTIONS

Business  
Community-based organizations  
Door-to-door

### LOCAL ORGANIZATION

Springfield

### CONTACT

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