



## **Missouri Covering Kids & Families Initiative**

### **GRANT OVERVIEW**

While Missouri made significant strides in enrollment during the last four years, there is still much to be done: tens of thousands of eligible children remain un-enrolled, misinformation surrounding the application process abounds, retention is a huge issue, coordination with employers and private insurance is virtually non-existent and state budget woes make advocacy by the Statewide Coalition essential. A major, initial task will be to determine the number and location of un-enrolled, eligible children. While the Missouri Department of Social Services estimates 10,000 un-enrolled, eligible children, national organizations, using 2000 census data, estimate 70,000 un-enrolled, eligible children. Several avenues are being explored to determine a more accurate figure so targeted outreach efforts can be developed. As Missouri's economy continues to worsen, layoffs and closings have become a serious problem and resulted in an increase in families eligible for MC+. A major focus of the Statewide Coalition will be to educate Missouri employers, their human resource and benefit staff, and state unemployment offices to inform individuals of MC+ options at hiring and at termination of employment. During tough times families often turn toward their churches. With that in mind, the Coalition will step up educating the faith community to reach out to families in need. The Coalition believes the single best way to identify and reach parents of eligible children is through the school system. Building active relationships with school nurses and administrators through their State associations is imperative. A key strategy for reaching the public will be through the above groups -- employers, human resource staff, faith community, school contacts, etc. Through aggressive education efforts on eligibility and application processes, these entities will feel confident to reach out and assist families. An efficient way to educate these groups will be through seeking presentation opportunities at regional and statewide meetings and through information sharing in existing publications. The three local projects will be pivotal in addressing enrollment, simplification and coordination issues in their areas.

### **GRANT AMOUNT**

Children: \$800,000

### **START DATE**

September 1, 2002

### **END DATE**

October 31, 2006

### **TARGET POPULATIONS**

Adolescents  
African Americans  
Immigrant families  
Latino/Hispanic Americans  
TANF recipients

### **INTERVENTIONS**

Child care providers  
Faith based sites  
Providers  
Schools

### **LEAD ORGANIZATION**

Missouri Primary Care Association

# covering kids & families

## **C O N T A C T**

Lane DePrima Jacobs  
3325 Emerald Lane  
Jefferson City, MO 65109

**p** (573) 636-2236 x232  
**e** [ljacobs@mo-pca.org](mailto:ljacobs@mo-pca.org)  
**w** [www.mo-pca.org](http://www.mo-pca.org)

## **Local Projects in Missouri**

Area Resources for Community & Human Services (ARCHS)  
Local Investment Commission (LINC)  
Washington County C-2000 Partnership



## **Area Resources for Community & Human Services (ARCHS)**

### **GRANT OVERVIEW**

Area Resources for Community & Human Services (ARCHS) - The ARCHS project is a collaboration of more than 200 community based organizations and individuals working together solely to leverage resources and implement a work plan to increase enrollment in MC+. The work of the Coalition is done through marketing, policy/legislative, secret places, business, presumptive eligibility and school outreach work groups.

### **TARGET POPULATIONS**

African Americans  
Elementary-aged children and their parents  
General audience

### **INTERVENTIONS**

Community health center  
Community-based organizations  
Faith based sites  
Hospitals  
Education administration  
Social marketing  
Training/presentation  
Schools  
Procedural Change for Initial Enrollment  
Procedural change for Renewal

### **LOCAL ORGANIZATION**

Area Resources for Community & Human Services (ARCHS)

### **CONTACT**

Miriam Evans

p (314) 534-0022  
e [evansm@stlarchs.org](mailto:evansm@stlarchs.org)



## **Local Investment Commission (LINC)**

### **GRANT OVERVIEW**

Local Investment Commission (LINC) - LINC is a well established and effective multipurpose community collaborative that works closely with schools, childcare providers, faith based organizations, health care organizations and social service agencies to coordinate a variety of methods and strategies to enroll eligible children in Jackson County. Educating and enlisting the support of public and private schools, including a data match between free and reduced school lunch recipients and Medicaid and MC+ recipients, has been a key strategy.

### **TARGET POPULATIONS**

African Americans  
Elementary-aged children and their parents  
General audience

### **INTERVENTIONS**

Education administration  
Social marketing  
Training/presentation  
Schools  
Procedural Change for Initial Enrollment  
Procedural change for Renewal

### **LOCAL ORGANIZATION**

Local Investment Commission (LINC)

### **CONTACT**

Steve Winburn

**p** (816) 889-5050

**e** [swinburn@kclinc.org](mailto:swinburn@kclinc.org)



## Washington County C-2000 Partnership

### GRANT OVERVIEW

Washington County C-2000 Partnership - Project staff and volunteers from local agencies attend school and community events with marketing and educational materials to promote Medicaid and MC+ program, assist applicants in completing forms and simplify the application process by utilizing the phone center. Staff targets 15-17 year olds and middle-income families in this rural area. Additional strategies include tailored information packets (faith, business and schools) and activities to address retention issues.

### TARGET POPULATIONS

African Americans  
Elementary-aged children and their parents  
General audience  
Preschool children and their parents  
Rural families

### INTERVENTIONS

Retail Site  
Procedural change for Renewal  
Procedural Change for Initial Enrollment  
Schools  
Community health center  
Community-based organizations  
Training/presentation  
Temporary employment agency  
Social marketing  
Education administration  
Providers  
Hospitals  
Faith based sites  
Cooperative extension program  
Child care/preschool site  
Chamber of commerce

### LOCAL ORGANIZATION

Washington County C-2000 Partnership

### CONTACT

Debbie Bust

p (573) 438-8555

e [faces@potosi.k12.mo.us](mailto:faces@potosi.k12.mo.us)