



Montana Covering Kids & Families Liaison Initiative

GRANT OVERVIEW

Healthy Mothers, Healthy Babies: The Montana Coalition (HMHB-MT) will participate in all *Covering Kids & Families* communications activities, including Back to School, corporate and organizational partnership opportunities. HMHB had a very successful Back to School effort in Montana in 2003 distributing over 25,000 pieces of CKF materials at numerous Back to School activities. HMHB-MT utilizes the 1-800 Family Health line, HMHB-MT website and email to connect our community coalitions across the state. HMHB-MT has attended *Covering Kids & Families* National and/or Regional meetings. Key stakeholders engaged in child health coverage have been invited to attend. Our pro-bono media advisor attended the Communications Camp. HMHB-MT convened a statewide meeting on July 10, 2003, bringing together key stakeholders in the area of child health coverage. A review of Medicaid and CHIP in Montana was presented by the Montana Department of Public Health and Human Services. A strategy was developed to conduct outreach during the Back to School effort. This was the strategy used that concluded in a very successful campaign.

GRANT AMOUNT

Children: \$50,000

START DATE

May 1, 2005

END DATE

April 30, 2006

LEAD ORGANIZATION

Healthy Mothers, Healthy Babies: The Montana Coalition

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