



## North Carolina Covering Kids & Families Initiative

### GRANT OVERVIEW

NC *Covering Kids & Families* pursues three main objectives: to identify and enroll all eligible children in both Medicaid and SCHIP, to simplify and make routine the enrollment/re-enrollment process and to coordinate initiatives to create synergistic relationships across activities. The NC Pediatric Society foundation serves as the lead agency for the statewide coalition and works actively with four local coalitions to develop and evaluate different strategies to achieve the three major objectives.

The statewide coalition will continue its successful efforts in partnering with schools, childcare centers and health care providers. It will double its efforts to reach communities and families who experience difficulties in obtaining health care by developing carefully tailored outreach efforts designed to be culturally and linguistically appropriate. The state has already developed a single application for health check/health choice. Consequently, the coalition will now pay particular attention to ways of simplifying and systemizing enrollment and re-enrollment, developing and disseminating technologies that make caseworkers more productive and facilitate the integration of benefits. The coalition will participate actively in policy analysis to develop viable options to maintain and expand children's health insurance. In particular, the state coalition will explore the feasibility of an "express lane" application process that would integrate child health insurance with other means-tested programs, like WIC, food stamps, and childcare subsidies. The lead agency will work actively with four local coalitions. The local coalitions are broadly representative of the geographic and socioeconomic diversity across the state. The lead organizations at the local level also vary. The intention is that each counterpart makes a distinctive contribution to the overall effort. Building on complementary strengths, local coalitions will share experiences and learn from colleagues. Additionally, the state lead agency is developing some techniques to spread "lessons learned" more broadly, not only among the four partner coalitions but also to other local coalitions throughout the state. NC Covering Kids & Families will develop and promote sustainable and cost-effective procedures to make health insurance available to all eligible children. This should lead to positive public health outcomes for children, families and communities.

### GRANT AMOUNT

Children: \$1,000,000

### START DATE

October 1, 2002

### END DATE

December 31, 2006

### TARGET POPULATIONS

African Americans  
Immigrant families  
Latino/Hispanic Americans  
Migrant workers  
Native Americans

### INTERVENTIONS

Business  
Child care providers  
Hospitals  
Schools

### LEAD ORGANIZATION

NC Pediatric Society Foundation

# covering kids & families

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

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## **Local Projects in North Carolina**

Buncombe County Department of Social Services  
Moorehealth  
New Hanover County Partnership for Children



## **Buncombe County Department of Social Services**

### **GRANT OVERVIEW**

Buncombe County Department of Social Services will conduct outreach and continue to develop an automated data management system that can be adopted statewide.

### **TARGET POPULATIONS**

General audience  
Latino/Hispanic Americans  
Native Americans

### **INTERVENTIONS**

Application assister  
Business  
Community-based organizations  
Direct mailing  
Hospitals  
Outstation worker  
Providers  
Education administration  
Social marketing  
State eligibility office  
Training/presentation  
Schools  
Procedural Change for Initial Enrollment  
Procedural change for Renewal  
Telephone Contact

### **LOCAL ORGANIZATION**

Buncombe County Department of Social Services

### **CONTACT**

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## Moorehealth

### GRANT OVERVIEW

Moorehealth will conduct outreach, target providers and outstation staff to provide assistance with enrollment/re-enrollment.

### TARGET POPULATIONS

General audience  
Latino/Hispanic Americans  
Native Americans

### INTERVENTIONS

Application assister  
Community-based organizations  
Express/expedited eligibility  
Education administration  
Social marketing  
State eligibility office  
Training/presentation  
Schools  
Procedural Change for Initial Enrollment

### LOCAL ORGANIZATION

Moorehealth

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## **New Hanover County Partnership for Children**

### **GRANT OVERVIEW**

New Hanover County Partnership for Children will conduct outreach, targeting particularly Latinos, children with special health needs and teens.

### **TARGET POPULATIONS**

Adolescents  
Families of children w/ special health care needs  
General audience  
Immigrant families  
Latino/Hispanic Americans  
Native Americans

### **INTERVENTIONS**

Telephone Contact  
Procedural Change for Initial Enrollment  
Schools  
Community health center  
Community-based organizations  
Training/presentation  
Temporary employment agency  
Social marketing  
Education administration  
School lunch program  
Providers  
Promotoras  
Outstation worker  
Hospitals  
Door-to-door  
Direct mailing  
Child care/preschool site  
Business  
Application assister

### **LOCAL ORGANIZATION**

New Hanover County Partnership for Children

### **CONTACT**

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