



Pennsylvania Covering Kids & Families Initiative

GRANT OVERVIEW

Under *Covering Kids & Families*, Pennsylvania Partnerships for Children, the Statewide CKF Coalition and four local projects will focus efforts on outreach strategies aimed at reaching children who live in hard to reach families; families disconnected by geography, language barriers and immigration status, distrust of government programs and a reluctance to be seen as "needy" as well as retention of enrolled families and coordination of programs and benefits. Activities include expanding the Coalition to more appropriately reflect the targeted populations; making clearer connections for disengaged families within pre-existing community-based infrastructures; building upon our excellent working relationships with state government around protocols and procedures for enrollment and renewal, as well as coordination and expansion of benefits; exploring the coordination of enrollment in health coverage through other means-tested programs, beginning with school lunch; assessing the connection between utilization and renewal and developing activities that build upon that knowledge; exploring self-declaration of income and presumptive eligibility; staying attuned to the declining economy and partnering with labor and business to help enroll dislocated and low-wage workers; and developing connections to newly developed adult coverage programs. The local projects will continue to use community health workers and an Enrollment Fund as their key strategies to reach isolated rural families, immigrants, families whose primary language is not English and families attached to other income-based programs such as school lunch and federally qualified health centers. Lessons learned at the local level will fuel the State Coalition's efforts.

GRANT AMOUNT

Children: \$1,000,000

Adults: \$200,000

START DATE

January 1, 2002

END DATE

December 31, 2005

TARGET POPULATIONS

Adults

Immigrant families

Latino/Hispanic Americans

Rural families

INTERVENTIONS

Hospitals

Schools

LEAD ORGANIZATION

Pennsylvania Partnerships for Children

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Local Projects in Pennsylvania

Consumer Health Coalition
Cornerstone Care
Healthy York/Wellspan
Philadelphia Citizens for Children and Youth



Consumer Health Coalition

GRANT OVERVIEW

The primary strategy builds upon the "inreach" concept in the 100% Pledge campaign focused initially on connections to free and reduced lunch applications. Interventions include creating one form that can be used by parents to apply for school lunch and for health coverage; creating protocols for handling and processing the applications within one County Assistance office; collaborating with PPC, the State Coalition, the state agencies and the school districts to assess the effectiveness of the effort. In year one there has been a field-tested combined application process for school lunch and health coverage, yielding an increase in insured children and a model for replication. In year two, the same pilot testing strategy will be applied to combining an application for subsidized child care with health coverage.

TARGET POPULATIONS

Adults
Children

INTERVENTIONS

Community-based organizations

LOCAL ORGANIZATION

Consumer Health Coalition

CONTACT

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Cornerstone Care

GRANT OVERVIEW

Cornerstone will focus on two strategies: using schools to reach families through a trusted partner and creating an enhanced enrollment project. Cornerstone will use schools through a variety of mechanisms such as mailings to children in individual school districts, reaching out to athletic coaches to inform them about available health coverage, presentations to school personnel and reaching families attending athletic events such as wrestling matches and football games. Cornerstone Care has sought and received permission from Health Care Financing Administration (HCFA) to substitute the common application for health coverage for the usual application for sliding fees and will use this as a simplification strategy. Interventions include screening for eligibility and asking parents to complete the common application; providing follow up support to complete the form. When the family completes the application process, their fees will be waived.

TARGET POPULATIONS

Rural families

INTERVENTIONS

Community-based organizations
Schools

LOCAL ORGANIZATION

Cornerstone Care

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Healthy York/Wellspring

GRANT OVERVIEW

The primary strategy is to utilize community health workers (CHWs), one fluent in Spanish, to work in concert with partner agencies and schools that serve the Latino community. The Latino Task Force of the ACPCH and HYCC's Medical Access Task Force will provide guidance. CHWs will directly assist families with language barriers through the enrollment and renewal processes. Interventions include tracking families, providing personal assistance, reminding them of the renewal requirements and supporting the submission of appropriate forms and verification; sharing feedback from families on the cultural competence of materials and services; utilizing the local coalitions to monitor the impact of any process changes; and, working to dispel myths about the application and renewal processes that exist in the Latino immigrant and migrant communities.

TARGET POPULATIONS

Adults
Immigrant families
Latino/Hispanic Americans

INTERVENTIONS

Business associations
Faith based sites
Hospitals
Schools

LOCAL ORGANIZATION

Healthy York/Wellspring

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Philadelphia Citizens for Children and Youth

GRANT OVERVIEW

The primary strategy is a targeted enrollment fund to focus on Latino, migrant families and to develop a renewal model focused on children who previously enrolled through Fund agencies. To reach families marginally engaged in the health system, PCCY will investigate a strategy to enroll children through 23 FQHC sites in Philadelphia. An issue brief addressing past strategies, the challenges and recommendations for future outreach will be developed in year one. The issue brief will then guide future efforts.

TARGET POPULATIONS

General audience

INTERVENTIONS

Enrollment fund

LOCAL ORGANIZATION

Philadelphia Citizens for Children and Youth

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