



Texas Covering Kids & Families Initiative

GRANT OVERVIEW

It has been estimated by the Health & Human Services Commission that 4.4 million Texans are uninsured, including slightly over one million children. This is due to a variety of factors including high levels of poverty, large immigrant populations and barriers to enrollment into publicly funded insurance programs, Medicaid and TexCare. The continued partnership with The Robert Wood Johnson Foundation will be critical in the statewide and local coalitions' efforts to address the challenges in enrolling and retaining eligible children and adults in the state's health care coverage programs. The *Covering Kids & Families* Initiative will implement statewide and local strategies designed to expand outreach activities, simplify enrollment and coordinate existing health care coverage programs with particular emphasis on hard-to-reach populations such as children in mixed-immigration families and migrant farmworker families. The two new local sites in Harris County and the Lower Rio Grande Valley were selected by the statewide coalition due to the high number of income-eligible but uninsured children in those areas (156,182 & 83,000 respectively). It is estimated that the statewide and local strategies implemented in this project will result in the enrollment and maintenance of coverage of 200,000 children. Project strategies include implementing an intensive campaign on public charge in partnership with the state, INS and others; expanding partnerships with small businesses, the faith community, legal aid groups, schools and the media to conduct outreach campaigns; increase the number of Outstationed Eligibility Workers; coordinate with the state to implement Medicaid and TexCare simplification reforms and study the impact of these reforms; and the recruitment and training of promotoras to work closely with migrant families to enroll them into existing health coverage programs.

GRANT AMOUNT

Children: \$1,000,000

START DATE

March 1, 2002

END DATE

February 28, 2006

TARGET POPULATIONS

African Americans
Immigrant families
Migrant workers
Rural families
TANF recipients
Vulnerable urban populations

INTERVENTIONS

Business
Community-based organizations
Faith based sites
Providers
Schools

LEAD ORGANIZATION

Texas Association of Community Health Centers, Inc.

covering kids & families

C O N T A C T

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Local Projects in Texas

Children's Defense Fund (CDF) of Texas--Houston Office
Migrant Health Promotion



Children's Defense Fund (CDF) of Texas--Houston Office

GRANT OVERVIEW

The Children's Defense Fund (CDF) of Texas--Houston Office works collaboratively with the Gulf Coast CHIP Coalition to execute the goals of *Covering Kids & Families* (CKF). The project strategies include partnering with hair salons to promote employee and customer applications; expanding church collaborations to implement regular "Sign-up Sunday" events; conducting health care orientations to help families maintain coverage; and establishing a regional Medicaid & CHIP Implementation Task Force. CDF was also chosen as one of two national sites for a major CKF Back to School media campaign.

TARGET POPULATIONS

African Americans
Asian Americans
Elementary-aged children and their parents
Families of newborns
Immigrant families
Latino/Hispanic Americans
University students
Health Care Providers

INTERVENTIONS

Application assister
Community health center
Community-based organizations
Faith based sites
Education administration
Social marketing
Training/presentation
Schools
Procedural Change for Initial Enrollment
Retail Site

LOCAL ORGANIZATION

Children's Defense Fund (CDF) of Texas--Houston Office

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Migrant Health Promotion

GRANT OVERVIEW

Migrant Health Promotion is a unique, non-profit health education and advocacy agency and works collaboratively with the Children's Health Coalition of the Rio Grande Valley to promote the *Covering Kids & Families* Initiative. The local project strategies include partnering with the local Texas Rural Legal Aid office to disseminate accurate public charge information; partnering with the state's Region One Education Service Center to conduct "cluster trainings" for migrant education and outreach staff employed by schools; recruiting and training four promotoras from local farmworker communities to conduct outreach activities; and continuing to develop and disseminate critical outreach materials targeting migrant and immigrant communities.

TARGET POPULATIONS

Elementary-aged children and their parents
Latino/Hispanic Americans
Migrant workers
Rural families

INTERVENTIONS

Application assister
Community health center
Community-based organizations
Door-to-door
Promotoras
Education administration
Training/presentation
Schools
Procedural Change for Initial Enrollment
Home Visits
Public Charge

LOCAL ORGANIZATION

Migrant Health Promotion

CONTACT

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