



Virginia Covering Kids & Families Initiative

GRANT OVERVIEW

On January 12, 2002, the Honorable Mark R. Warner was inaugurated as Governor of the Commonwealth of Virginia. Child health insurance was a key issue of his gubernatorial campaign and is a priority for his administration. So the theme adopted by the 38 member Statewide Coalition of the Virginia *Covering Kids & Families* project is It's a New Day for Children's Health Insurance Programs in Virginia. 1) Increasing enrollment, documenting problems, and identifying solutions via three local projects that represent 32% of the eligible uninsured in the state;

2) Providing technical assistance to low-enrollment communities, training 3,000 community workers statewide, and expanding the statewide outreach network to 6,000 contacts that receives ongoing information through SignUpNow; and 3) Advocating for the implementation of administrative, regulatory, and legislative changes at the state level that simplify the process and improve coordination of the programs.

Strategy One: Three CKF Local Coalitions will be involved in Virginia's project, serving 10 independent cities and nine counties. They are located in the southeastern, central and southwestern part of the state. One is urban; two are largely rural. In addition to enrolling children, the local projects will serve as key vehicles for documenting barriers, developing alternative approaches, and testing solutions to improve outreach, simplification, and coordination efforts statewide. Strategy Two: SignUpNow (SUN) will provide intensive outreach training, technical assistance, and support to the CKF projects and community based organizations statewide on conducting effective outreach. This will include community-wide workshops; training for key audiences, such as school nurses and health departments; quarterly newsletters and issue briefs.

Strategy Three: The Statewide Coalition will recommend to policymakers changes at the state level that will simplify the process and improve coordination of the programs by addressing eligibility criteria, application processes, program design and operations, and customer service issues statewide.

Virginia's bifurcated programs and the complexity of the programmatic and systems issues involved require both short and longer-term strategies. Systems change will begin with recommendations to policymakers for administrative, regulatory and legislative action.

GRANT AMOUNT

Children: \$900,000

START DATE

July 1, 2002

END DATE

June 30, 2006

TARGET POPULATIONS

African Americans

Immigrant families

Latino/Hispanic Americans

Rural families

Vulnerable urban populations

INTERVENTIONS

Business

Child care providers

Community-based organizations

Hospitals

Schools

LEAD ORGANIZATION

Virginia Health Care Foundation

covering kids & families

C O N T A C T

Judith Cash
1001 East Broad Street
Suite 445
Richmond, VA 23219

p (804) 828-5804
e Judith@vhcf.org
w www.vhcf.org

Local Projects in Virginia

Consortium for Infant and Child Health (CINCH)
Radford University FAMIS Outreach Project
United Way-Thomas Jefferson



Consortium for Infant and Child Health (CINCH)

GRANT OVERVIEW

Consortium for Infant and Child Health (CINCH) plans to enroll over 2,000 children over four years through partnership with the *Covering Kids & Families* Work Group and the CINCH Coalition. The local project will work primarily with schools and the faith community to identify uninsured, eligible children, using one-on-one enrollment and training community members.

TARGET POPULATIONS

Adolescents
African Americans
Elementary-aged children and their parents

INTERVENTIONS

Business
Direct mailing
Education administration
Social marketing
Temporary employment agency
Training/presentation
Schools
Government

LOCAL ORGANIZATION

Consortium for Infant and Child Health (CINCH)

CONTACT

Amy Paulson

p (757) 668-6458

e paulsoac@chkd.com



Radford University FAMIS Outreach Project

GRANT OVERVIEW

Radford University FAMIS Outreach Project plans to enroll 1,200 children over three years through working with the schools and community partners. The project will focus on one-on-one assistance to families in year two, adding community training and education in years three and four.

TARGET POPULATIONS

Elementary-aged children and their parents
General audience
Rural families
University students

INTERVENTIONS

Business
Education administration
Social marketing
Training/presentation
Schools

LOCAL ORGANIZATION

Radford University FAMIS Outreach Project

CONTACT

Rhonda Seltz

p (540) 831-7693

e rgseltz@radford.edu



United Way-Thomas Jefferson

GRANT OVERVIEW

United Way-Thomas Jefferson will enroll 1,800 children over four years using a multifaceted approach in partnership with the local coalition, including collaborating with local hospitals, schools, churches, physicians' offices and information and referral hotline to identify uninsured, eligible children; provide one-on-one assistance to families; and train and coordinate community partners.

TARGET POPULATIONS

Elementary-aged children and their parents
General audience
Rural families

INTERVENTIONS

Application assister
Business
Direct mailing
Education administration
Social marketing
Temporary employment agency
Training/presentation
Schools
Government
United Way

LOCAL ORGANIZATION

United Way-Thomas Jefferson

CONTACT

Jon Nafziger

p (434) 972-1713

e jnafziger@unitedway.org