



## Washington Covering Kids & Families Initiative

### GRANT OVERVIEW

The Washington Health Foundation (WHF), together with its coalition of 32 statewide partners, are working to establish system change strategies that simplify enrollment in government-sponsored health insurance programs including Medicaid, CHIP and Basic Health. Key strategies include: 1) Facilitating the linkage of free and reduced school meals applications with Medicaid applications; 2) Monitoring Customer Service Offices, the state welfare offices responsible for assisting and expediting enrollment into medical assistance programs; 3) Testing and implementing strategies to improve renewal rates for children and adults; 4) Helping develop and implement award-winning statewide communications plan that includes an enrollment assistance hotline and standard messaging; and 5) Developing an integrated application for Basic Health and Medicaid. The efficacy of each strategy is being tested at the local project sites. Also, at each local project site, outreach and enrollment strategies are a priority.

### GRANT AMOUNT

Children: \$900,000

Adults: \$150,000

### START DATE

January 1, 2002

### END DATE

December 31, 2005

### TARGET POPULATIONS

Adults

General audience

Latino/Hispanic Americans

Migrant workers

Native Americans

Rural families

### INTERVENTIONS

Provider/Clinic Sites

Local public health offices

Training/presentation

Schools

### LEAD ORGANIZATION

Washington Health Foundation

### CONTACT

Penny Reid

300 Elliot Avenue West

Suite 300

Seattle, WA 98119-4118

**p** (206) 577-1837

**e** [penny@whf.org](mailto:penny@whf.org)

**w** [www.whf.org](http://www.whf.org)

# covering kids & families

## Local Projects in Washington

CHOICE  
Health Improvement Partnership  
Southwest WA Health District  
Yakima



## **CHOICE**

### **GRANT OVERVIEW**

Central Western Washington - CHOICE Regional Health Network is cultivating partnerships with providers, school districts and health districts in its five county service area. Project staff will target outreach to the Native American communities including enrollment efforts and maintaining an accurate directory of health services for children and families. Recently, CHOICE has initiated small tests of renewal strategies.

### **TARGET POPULATIONS**

Native Americans  
Rural families

### **INTERVENTIONS**

Provider/Clinic Sites  
Local health department

### **LOCAL ORGANIZATION**

CHOICE

### **CONTACT**

Annette Brown

**p** (360) 493-4550

**e** [brown@crhn.org](mailto:brown@crhn.org)



## Health Improvement Partnership

### GRANT OVERVIEW

Northeast Tri-Counties - Health Improvement Partnership is working with local health organizations and the Colville Tribe to reach the uninsured. Focus is on simplifying renewals and coordinating coverage options and implementing strategies that focus on enrollment and retention of eligible adults.

### TARGET POPULATIONS

Adults  
Native Americans  
Rural families

### INTERVENTIONS

Application assister  
Outstation worker

### LOCAL ORGANIZATION

Health Improvement Partnership

### CONTACT

Lisa Hinton

**p** (509) 444-3088 x242

**e** [lisay@hipspokane.org](mailto:lisay@hipspokane.org)



## Southwest WA Health District

### GRANT OVERVIEW

Southwestern Washington - In Clark and Skamania Counties, the Clark County Health District is spearheading work with community clinics and child care centers to find and enroll eligible children. Recognizing that the barrier for most is lack of awareness, what service is available and that, often, working families qualify, efforts are focused on communications, both media and word-of-mouth strategies.

### TARGET POPULATIONS

### INTERVENTIONS

### LOCAL ORGANIZATION

Southwest WA Health District

### CONTACT

Maureen Taylor

**p** (360) 397-8215 x3108

**e** [mtaylor@swwhd.wa.gov](mailto:mtaylor@swwhd.wa.gov)



## Yakima

### GRANT OVERVIEW

Yakima - Yakima Neighborhood Health Services, Washington Association of Community and Migrant Health Centers and the Yakima Healthy Options Coalition are looking for the 100,000 uninsured children in the county who qualify for Medicaid. Emphasizing culturally sensitive and linguistically appropriate outreach strategies, the partners are building a strong network of trained outreach workers.

### TARGET POPULATIONS

General audience  
Rural families

### INTERVENTIONS

Application assister

### LOCAL ORGANIZATION

Yakima

### CONTACT

Annette Ramos

p (509) 574-4228

e [annette@ynhs.org](mailto:annette@ynhs.org)