



## Program Highlights

	Accomplishments	Future Strategies	Impact on <i>hawk-i</i> and Medicaid
Outreach  Schools	<ul style="list-style-type: none"> <li>• <b>Back-To-School Health and Safety Fair</b> during the tax-free weekend, featured <i>hawk-i</i> enrollment as main goal. Extensive media coverage publicized event and the issues of uninsured children.</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate Back-to-School outreach events with local projects and additional targeted sites throughout state.</li> <li>• Conduct a media campaign in targeted markets in conjunction with the Back-to-School campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Two-tiered outreach approach will blanket state with <i>hawk-i</i> information as part of the tax-free weekend.</li> <li>• Increase statewide participation among outreach coordinators in organizing local Back-to-School campaigns.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>School Health Advisory Council Instruction Manual</b> distributed to every school district in Iowa. Insurance coverage for children is included in the manual. Several councils started meeting.</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute correspondence to school administrators addressing the role of schools in outreach for children's health insurance.</li> </ul>	<ul style="list-style-type: none"> <li>• The number of school districts and the level at which schools are involved in identifying and enrolling uninsured children for health care coverage programs will increase.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Annual workshops for school nurses</b> regarding school-based outreach on <i>hawk-i</i> and Medicaid. Developed a school nurse <i>hawk-i</i> handbook with local and state resource information, outreach tools and materials for hosting school and public events.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a model curriculum for insurance education at the secondary education level.</li> </ul>	<ul style="list-style-type: none"> <li>• The coordination between school-based outreach and <i>hawk-i</i> outreach will continue to be strengthened by linking school personnel with school nurses and local outreach coordinators in the same community.</li> </ul>
Physicians	<ul style="list-style-type: none"> <li>• <b>"<i>hawk-i</i> Doctor Kit,"</b> designed to promote <i>hawk-i</i> outreach in medical settings. Developed in conjunction with the U of I medical students.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a plan for affecting curriculum changes in medical education's orientation for health care coverage for children.</li> <li>• Develop a consumer education packet for health care professionals to use during interactions with families.</li> </ul>	<ul style="list-style-type: none"> <li>• The probability of families enrolling in public health insurance will increase because of the recommendations from and relationship with their health care provider.</li> </ul>
Child Care	<ul style="list-style-type: none"> <li>• <b>Mass mailing</b> about <i>hawk-i</i> to all 7,000 licensed and registered childcare centers and in-home providers.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct trainings for child care professionals working with providers regarding their role in promoting health care coverage.</li> </ul>	<ul style="list-style-type: none"> <li>• Professionals in the child care community will increase participation in children's health insurance outreach.</li> </ul>

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<b>Simplification</b>			
Identify Barriers	<ul style="list-style-type: none"> <li>• <b>Reports of Findings and Recommendations</b>, prior to the 2000-2002 General Assemblies.</li> </ul>	<ul style="list-style-type: none"> <li>• The Task Force will continue to identify and analyze barriers to enrollment and renewal and make comprehensive policy and program recommendations for removing barriers.</li> </ul>	<ul style="list-style-type: none"> <li>• The task force coordinated with the <i>hawk-i</i> Board to influence program change after the 20% earned income disregard was implemented.</li> </ul> <p>The task force recommended that letters be sent to families who had been previously denied. As a result, over 150 families were eligible and enrolled.</p> <ul style="list-style-type: none"> <li>• Task force played an influential role in eliminating monthly reporting for Medicaid.</li> </ul>
Community Health Centers	<ul style="list-style-type: none"> <li>• <b>Outstationed income maintenance worker</b> placed at a community/migrant health center offered extended evening hours two times a week to accommodate working families.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct a demonstration project of simplification strategies at a federally funded Community/Migrant Health Center and build on best practices from earlier interventions.</li> <li>• Develop a plan for addressing the needs of immigrant populations with a focus on Spanish speaking families.</li> </ul>	<ul style="list-style-type: none"> <li>• Data indicates the percentage of uninsured children decreased at a higher rate when the outstationed worker had extended hours versus the average rate of uninsured children for health centers without extended hours.</li> </ul>
<b>Coordination</b>			
Web Page	<ul style="list-style-type: none"> <li>• <b>Covering Kids web page</b> provides information on medical coverage options for Iowa children, community-based outreach ideas, materials for <i>hawk-i</i> outreach, hotlinks to national and local resources and minutes from the state coalition and task force meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Covering Kids will continue to develop and make the web page available.</li> </ul>	<ul style="list-style-type: none"> <li>• Web page documents are designed in a compatible format to easily download for outreach workers and child advocates.</li> </ul>

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<i>hawk-i</i> Board	<ul style="list-style-type: none"> <li>• <b>Standing agenda item at monthly <i>hawk-i</i> Board meetings.</b></li> <li>• <b>Coordinated social marketing work of Greer, Margolis, Mitchell, and Burns and Associates with the <i>hawk-i</i> Board. This resulted in a statewide public education campaign for television and radio advertisements in English and Spanish. During the media campaign application requests increased by 300%.</b></li> <li>• <b><i>hawk-i</i> Board meeting summaries distributed statewide to public health nurses, Title V/MCH agencies, school nurses, childcare consultants, community action agencies and other interested parties involved in local outreach coalitions.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Continue formal link with the <i>hawk-i</i> Board and establish links with other relevant groups.</li> <li>• Coordinate resources for development of a statewide public education campaign to address the resistance to public health insurance programs. Additionally, increase media coordination with local outreach during a statewide campaign.</li> <li>• Continue to distribute <i>hawk-i</i> Board meeting summaries statewide.</li> </ul>	<ul style="list-style-type: none"> <li>• On-going communication with the <i>hawk-i</i> Board provides feedback on <i>hawk-i</i> outreach and enrollment efforts.</li> <li>• Statewide advertising was effective in significantly increasing the number of requests for applications.</li> <li>• Summaries have proven to be an effective strategy in keeping public health advocates informed of <i>hawk-i</i> and Medicaid issues on a timely basis.</li> </ul>

For more information, contact:

Jane Borst  
Covering Kids Program Director  
(515) 281-4911  
[jborst@idph.state.ia.us](mailto:jborst@idph.state.ia.us)

Sonni Vierling  
Covering Kids Program Coordinator  
(515) 281-4516  
[svierlin@idph.state.ia.us](mailto:svierlin@idph.state.ia.us)

Or visit the website at [www.idph.state.ia.us/coveringkids](http://www.idph.state.ia.us/coveringkids)