



# Back-to-School Outreach Strategies

July 9, 2013 | 3:00 to 4:15 p.m. EST

# Agenda

- Back-to-School Outreach
  - Why Back-to-School?
  - What you can do
- Partner Spotlight, INOVA Hospital
- Bringing it all together



# Be Part of the Conversation

- Do you have tried and true, high-impact, high-energy Back-to-School ideas?

Send us your top three!



# Why Back-to-School?

- Great time for outreach to parents of eligible children
- Schools are trusted sources of information for parents
- Targets parents when they are thinking about immunizations, sports physicals, etc.
- Healthy children and teens are better students



# What Makes Outreach Successful?

- Target activities in schools and neighborhoods where children are likely to be eligible
- Connect with parents or caregivers
- Enlist trained application assistors





**Outreach Ideas that Make the Grade**

# Time for an Instant Poll

- What's in your Back-to-School plan?
  - Work with local school districts
  - Work with a local retail chain
  - Host a press event
  - Partner with community events that are already taking place
  - Nothing planned yet—help me get started!



# Opportunities for School Based Activities

- School registration and orientation
- Back-to-School nights
- PTA/organizational meetings
- Parent-teacher conferences
- Athletic season openers and training camps
- School newsletters and social media pages





# Opportunities for Community Activities

- Backpack giveaways/school supply drives
- Back-to-School fairs with elected officials
- Retail partnerships for Back-to-School shopping
- Back-to-School health fairs or immunization drives
- Partnerships with health care providers and clinics



# Reaching Out to Media

- Share event with community calendars
- Do you have spokespeople you can enlist?
  - Families already on Medicaid or CHIP
  - A passionate teacher, school administrator or other health coverage champion



# Be Part of the Conversation

- Tell us your best way of incorporating Medicaid and CHIP enrollment into your Back-to-School activities





## Partnership for Healthier Kids

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Visit us at: [www.inova.org/phk](http://www.inova.org/phk)



# Inova Partnership for Healthier Kids

- Nationally and locally recognized school-based model
- Conducts outreach and enrollment assistance to connect uninsured children to health care services.



# Free School Physical Events

Collaborate with the school system, health departments and faith community to provide free school-entry physicals and immunizations to children entering school for the first time

- Pre-registers families and screens children for Medicaid and CHIP
- Provides application and enrollment assistance



*Results: Generates 400+ referrals*



# Free & Reduced Price Lunch Mailing

Sent to families in Free & Reduced Price Lunch confirmation mailing (English & Spanish)



## DOES YOUR CHILD HAVE HEALTH INSURANCE?

Healthy Kids Make Great Students!

### FAMIS Covers:

Doctors visits  
Well-child Checkups  
Shots & Prescriptions  
Dental & Vision Care  
Hospital Stays & ER Care  
Mental Health Care  
Tests & X-rays  
And more...

- If your children are uninsured, FAMIS may be able to help
- Applying for FAMIS is quick and easy
- No enrollment fees or premiums

A family of four can make as much as \$46,100 a year and STILL qualify!

Partnership for Healthier Kids can help you apply!

Call us at: 703-698-2550

Remember, if you enrolled in FAMIS last year, it may be time to renew. FAMIS must be renewed every 12 months



Results: Generates 700+ referrals

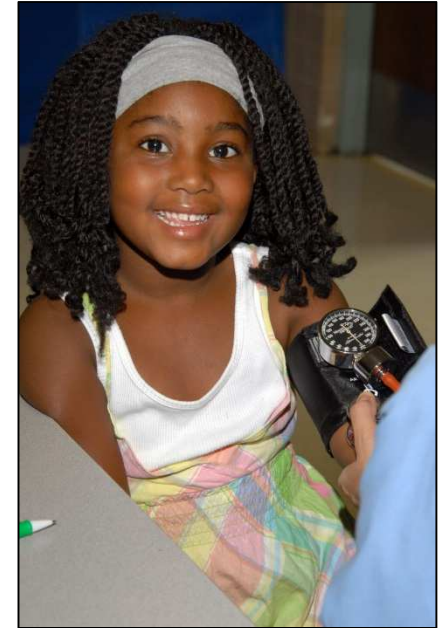


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InsureKidsNow.gov

# Back-to-School Outreach

- Attend school and community events
  - Kindergarten and HeadStart registration
  - Back-to-School nights
- Present at school staff meetings
  - School nurses, social workers, registrars and counselors
- Send outreach mailing to school principals







## Questions & Answers

# Bringing It All Together

- Where do families in your community already go, and who do they trust?
- What are the organizations that already engage parents?
- How do your schools communicate with parents leading up to the school year?



# Campaign Support

- Weekly tips emailed throughout the summer
- Twitter (@IKNGov) and Facebook for more tips
- [InsureKidsNow.gov/professionals/back\\_to\\_school.html](https://InsureKidsNow.gov/professionals/back_to_school.html) has additional outreach tips on how to:
  - Conduct social and earned media outreach
  - Elevate partnerships
  - Work with schools
  - Plan events



# Back-to-School Materials

## Con el seguro de salud, estarán listos para cualquier cosa que traiga el año escolar.

Los niños que tienen cobertura de seguro de salud están mejor preparados para tener éxito en la escuela y en la vida. Medicaid y CHIP ofrecen seguro de salud a bajo costo o gratis para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. Los niños en una familia de cuatro que ganan hasta \$47,100 al año o más pueden calificar.

Visite el sitio Web [InsureKidsNow.gov](http://InsureKidsNow.gov) o llame al 1-877-KIDS-NOW para más información.

Para más información sobre las nuevas opciones de seguros de salud, a un costo accesible para toda la familia, a través del Mercado de Seguros Médicos, visite [cuidadosalud.gov](http://cuidadosalud.gov).

Mercado de Seguros Médicos



CHIP Product No. 11888-0

## With health insurance, they'll be ready for whatever the school year brings.

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,100 a year or more may qualify.

Go to [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW to learn more.

For more information about new, affordable health insurance options for the whole family through the Health Insurance Marketplace, visit [HealthCare.gov](http://HealthCare.gov).

Health Insurance Marketplace



CHIP Product No. 11888-0



[InsureKidsNow.gov](http://InsureKidsNow.gov)

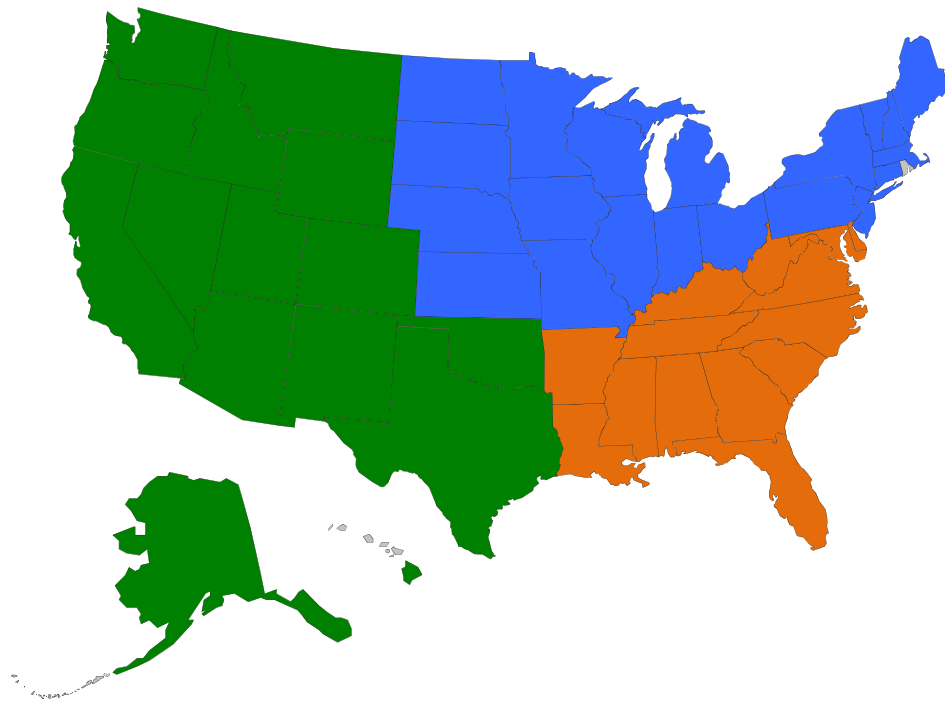
# Additional Campaign Tools

- Visit [InsureKidsNow.gov](http://InsureKidsNow.gov) for:
  - Social media sample posts for community partners and school districts
  - Drop-in article or email template for community partners to share with parents
  - Press advisory and release templates for your events
  - TV and radio PSA's



# Connecting Kids to Coverage Regions

- Field Director: Christine Glunz
- Northeast/Central: Kate Kreps
- Southeast: Riley Greene
- West: Sarah Wilkinson





# Questions & Answers

# Contact

- Visit: [www.insurekidsnow.gov](http://www.insurekidsnow.gov)
- Subscribe: **Connecting Kids to Coverage  
National Campaign Notes**
- Call: **1-855-313-KIDS**
- Email: [InsureKidsNow@fleishman.com](mailto:InsureKidsNow@fleishman.com)

