

COVERING KIDS AND FAMILIES



For most of America's children, "back to school" means an end to summer vacations and the beginning of a new school year, complete with new shoes and clothes, pristine notebooks ready for the year's studies, and regular medical check-ups and physical exams.

But for more than 8 million children without access to those checkups, it means another year with no medical care. These children are uninsured. Because they lack health care coverage, they don't get the care they need. But hospitals are doing something about it.

On July 31, Covering Kids and Families, sponsored by the Robert Wood Johnson Foundation, begins its fourth year of "Back to School 2003." Back to School is a national outreach program that takes advantage of the fall season's focus on children to shine the spotlight on how eligible children and adults can enroll in Medicaid and SCHIP. And America's hospitals play a major role by collaborating with other community-based organizations to get the job done.

In 2003, Back to School is especially critical. The nation's governors and state legislatures are trying to close enormous budget gaps by cutting Medicaid programs. This comes at a time when the weakened economy means people are losing jobs and families are losing health insurance coverage. And that means children don't get the preventative and diagnostic care they need to ensure their success in the classroom, on the playing field and in life.

This year, Covering Kids has expanded to Covering Kids and Families. It comes on the heels of another successful outreach and awareness initiative – Cover the Uninsured Week, which took place March 10-16, in every state and the District of Columbia.

Hospitals around the country partner with community organizations and other health care providers every day to find ways of getting needed coverage and health care to those in their communities. Take a look at these efforts, some of which took place during last year's Back-to-School push, some during Cover the Uninsured Week, and some of which are year-long, continuous efforts.

We hope you're taking part in these efforts in your community. If not, there's still time. Take suggestions from these programs or visit the Covering Kids and Families Web site at www.coveringkidsandfamilies.org for more ideas. Help our nation's uninsured children get the best start possible to this new school year!

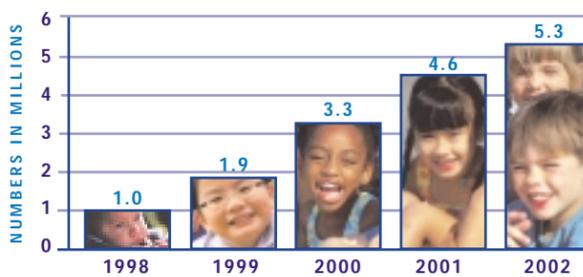
We look forward to learning about your success story!

Dennis R. Barry,
Chairman, AHA Board of Trustees

Dick Davidson
President, AHA

OVER ITS NEARLY 40-YEAR HISTORY, MEDICAID has become the nation's health care safety net, providing access to health services for people who cannot afford private insurance. Today, Medicaid and the State Children's Health Insurance Program (SCHIP) provide health care coverage for almost 57 million low-income Americans.

Number of Children Enrolled in SCHIP is Growing



Source: Centers for Medicare & Medicaid Services, FY 2002 Preliminary Enrollment Data Summary

But more than 41 million remain without public or private health coverage – and more than 8 million of these uninsured Americans are children. Efforts across the country, though, are underway to reduce the numbers, so these children and adults get appropriate health care services.

On July 31, the American Hospital Association and thousands of hospitals and civic organizations across the country will take part in the national launch of Covering Kids and Families "Back-to-School 2003," a nationwide outreach effort sponsored by the Robert Wood Johnson Foundation to identify and enroll eligible children and families in SCHIP and Medicaid. Last year, more than 1,200 outreach and enrollment activities were held in all 50 states and the District of Columbia, generating more than 200,000 calls to national and local SCHIP and Medicaid hotlines.

These outreach and enrollment events are critical, especially today. States are grappling with their worst budget crises since World War II. For fiscal year 2003, projected state expenditures exceeded revenues by an average of 5.2 percent. National manufacturing and stock market declines, the economic impact of terrorism, and a recession have contributed to a sharp decline in tax revenues. As tax revenues have fallen, balanced budget mandates in every state but Vermont have forced states to cut spending. And Medicaid is a prime target, as states attempt to limit programs and enrollment. In fact, the Center on Budget and Policy Priorities estimates that as many as 1.7 million people could lose Medicaid or SCHIP eligibility due to budget cuts.

Today, the Medicaid program alone provides coverage for 51 million people, half of whom are children. SCHIP covered 5.3 million children in 2002, up from 4.6 million in 2001. And in 2002 more than 349,000 adults enrolled in SCHIP demonstration projects. Each year, enrollment numbers have increased, due in part to hospitals' roles in education and outreach activities. As a critical member of the community, hospitals and their staffs are uniquely positioned to identify and

assist in enrolling eligible men, women and children in Medicaid and SCHIP because the consequences of no insurance affect not only the uninsured child and adult, but the hospital as well.

In fact, according to the Kaiser Commission on the Uninsured, many parents have never tried to enroll their children in Medicaid because they do not think they qualify.

Put simply, the lack of health insurance leads to poorer health. When compared to the insured population, uninsured people are more likely to experience avoidable hospital admissions for chronic conditions such as asthma, diabetes and hypertension. Uninsured children are seven times more likely to go without needed medical care than children with health insurance. And one in five parents of uninsured children delayed or skipped needed medical care for their child over the last year because they did not know how to pay for it. In fact, according to the Kaiser Commission on the Uninsured, many parents have never tried to enroll their children in Medicaid because they do not think they qualify.

While hospitals serve as the safety net for these uninsured children and adults, they also provide a critical point of contact. Through clinics and emergency departments, outreach at health fairs and other events, and daily contacts with patients in the community, hospitals are key to helping parents understand and navigate the Medicaid enrollment process.

In the meantime, the hospital community can help. Inside are a few examples of the thousands of outreach events across the country in which hospitals participated with other community and government groups – activities that helped move men, women and children from the ranks of the uninsured to the ranks of those who have regular access to preventive health care services.

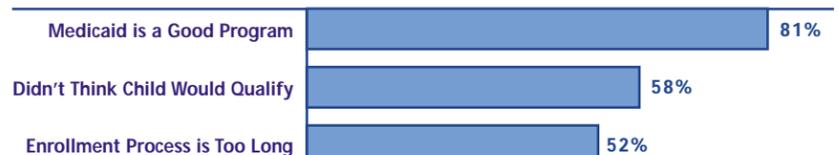


A Profile of Families with Uninsured but Eligible Children

CHARACTERISTICS



VIEWS ON MEDICAID



Source: National Survey on Barriers to Medicaid Enrollment, Kaiser Commission on Medicaid and the Uninsured, 1999.

HOSPITALS MAKE

HealthArizona

SPONSOR: El Rio Health Center

LOCATION: Tucson, Arizona

PARTNERS: Children's Action Alliance, Carondelet Community Trust Foundation, Tucson Volunteer Center, Sunnyside School District, Arizona Association of Community Health Centers, Arizona's Health Care Cost Containment System, Arizona Department of Economic Security, Community Health Centers Collaborative Ventures, Inc., St. Luke's Health Initiatives, Deloitte Consulting



An Internet-based, paperless application process for public health insurance, HealthArizona helps identify Arizona children and adults who lack health insurance and enroll them in public programs such as Medicaid and SCHIP. This online application stems from efforts from a large consortium of state and local government agencies, organizations and corporations. Through its enrollment and outreach programs, HealthArizona trains health care workers to collect information as well as host a variety of activities throughout the year to identify Arizona residents who are eligible for public health insurance.

As part of the program, volunteers and staff at El Rio Health Center in Tucson assist patients with the online application, which determines their eligibility and helps find the right public health insurance program to fit their needs. Since HealthArizona's inception, El Rio Health Center has nearly doubled the applications it submitted for public health insurance and significantly reduced the number of applications returned for errors and missing information. About 1,250 patient applications are processed each month, with an approval rate of 70 percent and a response time of two days – down from an average of four months prior to the introduction of HealthArizona.

Based on its success with HealthArizona, El Rio Health Center received a medal of achievement, part of the 2003 Computerworld Honors Collection, sponsored by Computerworld Magazine.

In addition to outreach activities, like HealthArizona at El Rio, the community-wide coalition participates in a C.A.R.E. Fair sponsored by the Pima County Health Department at the start of each school year, providing physicals, immunizations, and dental and optical screenings for more than 4,500 families during the two-day fair. And El Rio hosts even more activities — a school-based health clinic provides medical care to about 10 children a day, while hospital staff and volunteers assist with other activities, such as enrollment assistance at community fiestas, health fairs and immunization clinics.



For more information on HealthArizona, contact Linda Mendoza at El Rio Health Center, (520) 670-3918 or LindaLM@elrio.org.

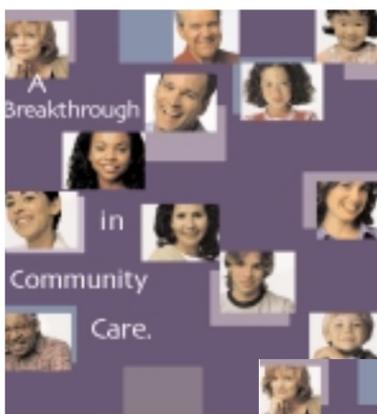
Toledo-Lucas County CareNet

SPONSORS: ProMedica Health System, Mercy Health Partners, Medical College of Ohio, St. Luke's Hospital, Hospital Council of Northwest Ohio, City of Toledo, Lucas County, Academy of Medicine, City of Oregon, Neighborhood Health Association, Toledo-Lucas County Health Department

LOCATION: Lucas County, Ohio

Launched January 15, Toledo-Lucas County CareNet works with the local Covering Kids and Families coalition to identify and enroll eligible children and families in Medicaid, providing critical health care coverage for area low-income residents. In many instances, parents of children who are eligible for Medicaid often are not eligible themselves – enter the Toledo-Lucas County CareNet. CareNet provides coordinated primary care and hospital services on a sliding fee scale as well as a volunteer specialty care network for eligible Lucas County residents with incomes of up to 200 percent of the federal poverty level. Since January, CareNet workers at 16 clinics have identified and assisted 75 residents who are eligible for Medicaid. In June, CareNet surpassed 1,000 members. One of the newest members is an in-home day care provider who did not qualify for either federal or state assistance, but through CareNet, is receiving health care coverage, as well as the medication and medical services needed to control her diabetes. In addition to its daily outreach activities, CareNet also took part in Cover the Uninsured Week, and sponsored enrollment activities and events around the area, including a health fair.

"CareNet is definitely making Toledo and Lucas County a healthier, better place to live," said Toledo Mayor Jack Ford. "This program demonstrates the positive power of effective collaboration. Many people are seeing doctors for the first time in three or four years – visits they didn't make before because they did not have health insurance and simply neglected getting care."



For more information on CareNet, contact Jan Ruma, executive director, Toledo-Lucas County CareNet, at the Hospital Council of Northwest Ohio, at (419) 842-0800, or jruma@hcno.org.



Inova Partnership for Healthier Kids



SPONSOR: Inova Health System

LOCATION: Alexandria, Arlington and Fairfax County, Virginia

PARTNERS: Fairfax County Government, Fairfax County Public Schools, Loudon County Government and the City of Alexandria

As a result of a 1993 Community Health Task Force, the Inova Partnership for Healthier Kids (PHK) emerged as an innovative public-private partnership to increase access to preventive and primary health care services for children. Access to Care, its flagship program, helps uninsured children find coordinated primary care for their preventative and routine health care needs. Eligible children are identified through innovative outreach programs offered in more than 170 public schools representing over 85,000 students. In an area with a high immigrant population, ethnically diverse, linguistically appropriate caseworkers contact families, conduct a needs assessment, and refer children to local primary care providers at the Inova Pediatric Center or one of the local safety net health care programs for uninsured residents, as well as help those eligible enroll in Medicaid or Virginia SCHIP. Also, PHK worked with schools to target outreach efforts to students without health insurance, connecting more than 12,000 children to health care services. Over 3,200 of these children have enrolled successfully in Medicaid or Virginia SCHIP.

In addition to these identification and enrollment activities, PHK and partner organizations have provided free back-to-school and sports physicals since August 2001 for children without insurance. 2003 will be no exception. With five events scheduled in July and August, the partnership between Inova, one of the area's largest health care systems, and Fairfax County Public Schools, the nation's third largest school district, will provide free physicals, immunizations and comprehensive application assistance for more than 700 kids.

"Access to health insurance is a growing concern in our community," said Elita Christiansen, Inova's assistant vice president, community health division. "We're pleased to partner with so many groups in signing kids up to Medicaid and SCHIP."

For more information, contact Shelby Gonzales, director of Inova Partnership for Healthier Kids, at (703) 321-1977 or Shelby.Gonzales@inova.com.





NJ FamilyCare

SPONSOR: Health Research and Educational Trust of New Jersey, New Jersey Hospital Association

LOCATION: Princeton, New Jersey

PARTNERS: New Jersey Department of Human Services and more than 40 state and community-based organizations

NJ FamilyCare, formerly known as "NJ KidCare," has enrolled more than 95,000 children and 180,000 adults in the state-sponsored health care coverage program for low-income adults and families. Working with a statewide coalition of more than 60 organizations, which include hospitals, clinics, health systems and federally qualified health centers, NJ FamilyCare advocates reach out to eligible families to help enroll them in this statewide health care coverage program.

The Health Research and Educational Trust of New Jersey and NJ FamilyCare provide hospital executives with information on the program and encourage them to send all front line workers who come in direct contact with uninsured children to training for NJ FamilyCare outreach activities. During the first information session, held in December 2002, more than 100 health care executives attended to learn about NJ FamilyCare and its benefits to their communities. One coalition member, St. Mary's Hospital in Passaic, works with the Passaic County Board of Social Services and provides application assistance training for hospital employees. St. Mary's provides enrollment materials translated into Spanish, has hired bilingual clerks and health educators, and hosts numerous community outreach activities. These include training community volunteers as health promoters, establishing a bilingual hotline/voicemail for NJ FamilyCare assistance, and promoting the program with posters and fliers near hospital elevators and in waiting rooms. In addition, St. Mary's collaborated with the superintendent of schools to get NJ FamilyCare on the agenda at school open houses and PTA meetings. In March 2002, St. Mary's Hospital received a Best Practices Award from the New Jersey Department of Health and Human Resources for its success in registering families in NJ FamilyCare.

For more information on NJ FamilyCare, please contact Firoozeh Vall, Ph.D., assistant vice president of research for the Health Research and Educational Trust of New Jersey, at (609) 275-4146 or fvalli@njha.com.



MaineCare

SPONSORS: York County Community Action Corporation

LOCATION: York County, Maine

PARTNERS: Southern Maine Medical Center, Biddeford; and Counseling Services, Inc., Biddeford; Goodall Hospital, Sanford; Saco Valley Health Center, Parsonfield; York Hospital, York; and Wells Regional Medical Center and Community Health Connection, Wells



Cover the Uninsured Week (CTUW), held March 10-16, 2003, featured health fair and outreach events in communities across the country - including York County, Maine. Health care organizations in this southern Maine county continued enrolling eligible citizens in MaineCare during health fairs held at individual facilities during the week. Each partner organization offered health services and screenings for high blood pressure, blood sugar, cholesterol and cardiac risk, as well as chair massages, tai chi demonstrations, and health tips and gifts.

Southern Maine Medical Center (SMMC) in Biddeford worked with local media to promote and raise community awareness of the weeklong series of events, and on the day of the health fair, provided enrollment staff from 7:00 a.m. until 6:00 p.m. for events held at their facility. SMMC staff worked with Maine's Department of Human Services to assist eligible participants with the enrollment process and documentation.

In addition to SMMC's health fair, other York County CTUW events were held at Counseling Services, Inc., in Biddeford, Goodall Hospital in Sanford, Saco Valley Health Center in Parsonfield, York Hospital in York and Wells Regional Medical Center in Wells. These events complemented other MaineCare enrollment events held throughout the year around the area, including events held at bingo halls, department stores and the local race track.

For more information, contact Debbie Roberts, assistant director for women, infants and children program, at (207) 283-2402 or debbie.roberts@maine.gov.

ARKids First

SPONSOR: Crittenden Memorial Hospital

LOCATION: West Memphis, Arkansas

PARTNERS: Arkansas Advocates for Children and Families

During Back-to-School 2002, Crittenden Memorial Hospital in West Memphis, Ark. worked with Arkansas Advocates for Children and Families to host back-to-school activities aimed at identifying and enrolling eligible children in ARKids First, Arkansas' health insurance program for uninsured, low-income children and families.

Crittenden Memorial, one of six outreach facilities for the statewide program, worked with local school nurses to provide ARKids information to eligible families. As part of its activities, local school children were able to enter a drawing to win a backpack from the local Wal-Mart. Entry forms requiring the parent's signature, sent home with the children, included information about ARKids and provided an opportunity to request more information on the program. As a result of this outreach, staff identified 250 families in need of health care and helped them tap into the resources of ARKids First.

And of course, one lucky child won a new backpack.



For more information, contact Anita Saig, ARKids Outreach, at (870) 735-5527 or anita.saig@impactcenter.info.

covering kids[™]
& families



OUTREACH EVENTS AT A GLANCE

Beverly Hospital's 2002 Covering Kids Campaign

Beverly, Massachusetts

- August 2002, partnered with Beverly Bootstraps, a community-outreach service assisting local residents in need, to host activities at their facility and enroll uninsured children in the Massachusetts State Health Insurance Plan (SHIP) and MassHealth managed care.
- During back to school shopping days at the local mall, provided enrollment forms and assistance, as well as a Spanish language interpreter.
- Reached 350 families with SHIP information and enrolled 49 children in the program.
- Provided information on public health insurance programs to 40 new teachers in the Beverly school system.
- Contact: Joanne E. Kimball, community liaison/patient financial services, at (978) 922-3000, ext. 2124, or jkimball@nhs-healthlink.org.



CHOICE

Olympia, Washington

- Non-profit consortium of rural and urban partners dedicated to improving the health of people living in Grays Harbor, Lewis, Mason, Pacific and Thurston counties.
- Cultivates partnerships with providers, school districts and health districts in the five-county service area.
- Provides One-on-One Access Coordinators, who meet with people in their communities, answer questions about the program, provide health plan choice information and offer advice on how to select a primary care physician.
- In 2002, targeted outreach to Native American population and rural communities, and assisted in CHOICE enrollment.
- Stationed bi-lingual outreach workers in hospitals, churches and other gathering spots to better reach the growing Latino population.
- Contact: Annette Brown, CHOICE program manager, at (360) 493-4550 or browna@choicenet.org.

Manchester Memorial Hospital

Manchester, Connecticut

- Serves as home for the East of the River HUSKY Outreach Program, part of Connecticut's Medicaid/SCHIP program.
- Provides HUSKY enrollment training sessions for health care workers, while posting HUSKY information for patients in public hospital areas.
- Participated in Cover the Uninsured Week, sponsoring HUSKY outreach booths at local retailers.
- Assists patients, including mothers with newborns, with application and enrollment in HUSKY.
- Contact: Sandy Prisk, HUSKY enrollment program assistant, at (860) 646-1222, ext. 2539, or sprisk@mmhosp.chime.org.



Alabama

During Cover the Uninsured Week 2003, Alabama health care providers took part in or hosted enrollment activities with Covering Alabama Kids and Families. Here are just a few examples of the dozens of events that took place. For more information on these activities, contact Rex Culp, Covering Alabama Kids and Families, at (205) 348-6172, or RexCulp@ches.ua.edu.

- Northeast Alabama Regional Medical Center, Anniston: Provided hospital's mobile unit for health screenings, while hospital representatives offered health insurance and prescription information assistance for attendees.
- St. Vincent's Hospital, Birmingham: Partnered with MedAssist, Inc. and sponsored a prayer breakfast to raise awareness of the growing number of uninsured Americans.
- L.V. Stapler Memorial Hospital, Greenville: Provided daily assistance during the week to help families complete applications for enrollment in the children's health insurance program.
- Helen Keller Hospital, Sheffield: Provided information on ALLKids, including enrollment packets and statistics on the uninsured, as well as assistance with enrollment.
- University of Alabama's Russell Student Health Center, Tuscaloosa: In cooperation with Maude Whatley Health Services and Covering Alabama Kids and Families, sponsored an informational booth in the Ferguson Student Center during the week.



American Hospital Association
Liberty Place, Suite 700
325 Seventh Street, NW
Washington, DC 20004-2802
(202) 638-1100
www.aha.org



ONLINE RESOURCES for Medicaid and State Children's Health Insurance Program

Questions about what to do and how to do it? Trying to determine the best way to reach out to minority populations? These Web sites can help you develop outreach and enrollment events for Covering Kids and Families.

Agency for Healthcare Research and Quality

- www.ahrq.gov/chip
- Provides SCHIP information on topics such as target population, outreach and enrollment, benefit design and service delivery, cost-sharing, and monitoring and evaluation.

American Academy of Pediatrics

- www.aap.org
- Focuses on SCHIP resources for the health, safety and well being of infants, children, adolescents and young adults.

American Public Health Association (APHA)

- www.apha.org/ppp/schip
- Includes "SCHIP And Its Meaning to Public Health," APHA's Guidelines to integrate SCHIP with other public health programs; and examples of SCHIP advocacy efforts from APHA state affiliates.

Association of Maternal & Child Health Programs (AMCHP)

- www.amchp.org
- Identifies the issues relevant to managed care, Medicaid, SCHIP and other health service delivery networks and also monitors the impact of welfare reform on Medicaid, SCHIP and MCH programs.

Centers for Medicare & Medicaid Services

- www.cms.hhs.gov/schip
- Provides materials on SCHIP including state plans, enrollment, outreach, and regulations and allotment notices. State Medicaid toll-free phone numbers can be found at www.cms.hhs.gov/medicaid.

Center on Budget and Policy Priorities: Start Healthy, Stay Healthy

- www.cbpp.org/shsh/index.html
- National outreach campaign, supported by community-based organizations, health services providers, advocacy groups, program administrators and others, which identifies eligible children and families for free or low-cost health insurance programs.

Community Voices: Health Care for the Underserved

- www.communityvoices.org
- HealthCare for the Underserved, a multi-year initiative funded by the W.K. Kellogg Foundation, seeks to improve access to quality health services. Grassroots activities give uninsured and underinsured a voice to help make health access and quality part of the national debate.

Covering Kids and Families

- www.coveringkidsandfamilies.org
- Comprehensive information on Medicaid, SCHIP, state programs, and tips for conducting outreach and enrollment events. Communications Campaign section is loaded with tools to help plan Back-to-School events, including an online planning center and links to materials available free-of-charge.

Cross Cultural Health Care Program (CCHCP)

- www.xculture.org
- CCHCP examines the broad cultural issues that affect the health of individuals and families in ethnic minority communities nationwide. Find translated materials, training programs, resources and other materials to assist in outreach activities to minority populations.

Families USA

- www.familiesusa.org
- A national non-profit, non-partisan organization dedicated to achieving high-quality, affordable health and long-term care for all Americans. Provides information on Medicaid and SCHIP, federal health issues, and specific state issues.

Health Resources and Services Administration (HRSA)

- www.hrsa.gov
- The Maternal and Child Health Bureau, a division of HRSA, works specifically to help women and children gain access to better, more comprehensive care.

Insure Kids Now

- www.insurekidsnow.gov
- Insure Kids Now!, a federal campaign to link the nation's uninsured children to free and low-cost health insurance, provides state-specific eligibility information and examples of successful outreach efforts for states, community-based organizations and other interested parties. Hotline: (877) 543-7669.

Kaiser Family Foundation

- www.kff.org
- Researches and provides information on today's major health care policy issues. The Web site includes information about Medicaid and SCHIP across the nation, and comparative state and national statistics.

National Association of State Medicaid Directors (NASMD)

- www.nasmd.org
- Serves as a focal point of communication between the states and the federal government and to provide an information network among the states on issues pertinent to the Medicaid program. Also, provides up-to-date materials regarding each state's Medicaid and SCHIP programs.

National Conference of State Legislatures

- www.ncsl.org/programs/health/chiphome.htm
- Comprehensive state policy Web site provides information and reports on Medicaid and SCHIP, and access to more than 500,000 state documents encompassing legislative policy reports, legislation, statutes, and national state surveys.

National Governors' Association (NGA) Center for Best Practices

- www.nga.org
- NGA, a bipartisan national organization of the nation's governors, and its Center for Best Practices provide reports on health insurance coverage and costs trends; state "best practices" models to increase health insurance coverage and contain costs; and other information.

US Department of Health & Human Services (HHS)

- www.os.dhhs.gov
- Provides extensive information for both children and families on health care coverage that is available. Also, the site provides information specific to each state program as well as guidelines on eligibility and other facts.