

AR Kids 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:

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