

Covering Kids & Families

For most families, the back-to-school season is a time for exploring new opportunities, tackling fresh challenges and building on accomplishments. But for families without health insurance, it's a season of anxiety and uncertainty. Lack of health care coverage for children imperils their dreams and limits their potential, and that harms us all.

For the last nine years, the American Hospital Association and its member hospitals have teamed up with the Robert Wood Johnson Foundation and other national health care organizations to offer assistance and hope to eligible families in need of health care coverage for their children. Every year, thousands of back-to-school events take place nationwide through a network of more than 200 national organizations all working toward one goal – health care coverage for every child. We are making progress. The State Children's Health Insurance Program (SCHIP) ensures that an estimated 6 million children have access to basic health care. But that still leaves more than 9 million children without access to care. That's too many dreams wasted, and too much potential squandered. And that is why fully reauthorizing SCHIP is so important. We must continue to work together to make health coverage for children as universal as elementary and secondary education, and the Covering Kids and Families initiative is an excellent way to keep moving forward. We are pleased to present this special insert, which contains innovative event ideas and success stories from hospitals and health systems nationwide, as well as resources to help you start making a difference for children and families in your community. For even more ideas, visit www.CoverTheUninsured.org. We hope this year's insert will be a useful resource to you and your team. On behalf of the AHA Board of Trustees, thank you for your continued leadership and commitment to ensuring that every child has a healthy start and a bright future. Sincerely,

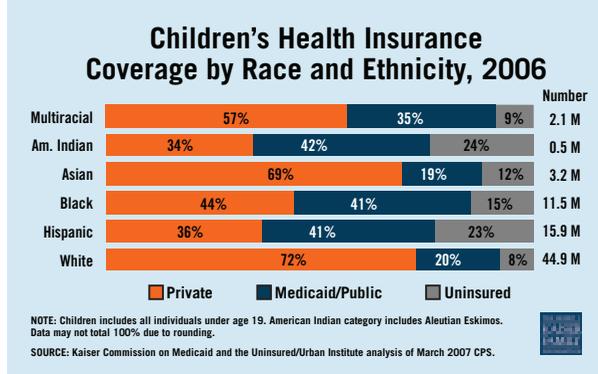
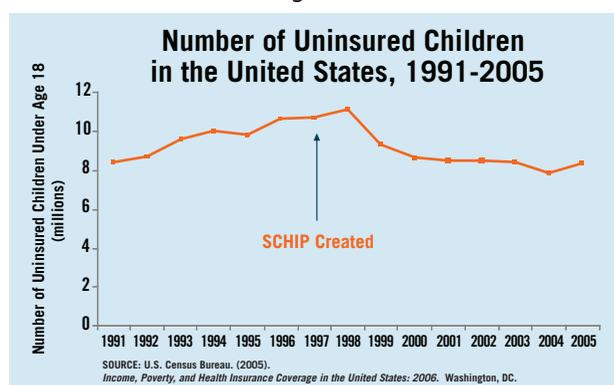
Richard Umbdenstock, President and CEO
American Hospital Association

William Petasnick, 2008 Chairman
AHA Board of Trustees

The 10th anniversary of the authorization of the State Children's Health Insurance Program (SCHIP) passed without full reauthorization. The program, vital to millions of U.S. children, was only temporarily reauthorized through March 2009. Although broad bipartisan support exists for SCHIP, Congress and the Bush administration were unable to agree on the future of the program: The administration wanted to scale back the program, while Congress wanted to expand it to reach more low-income children.

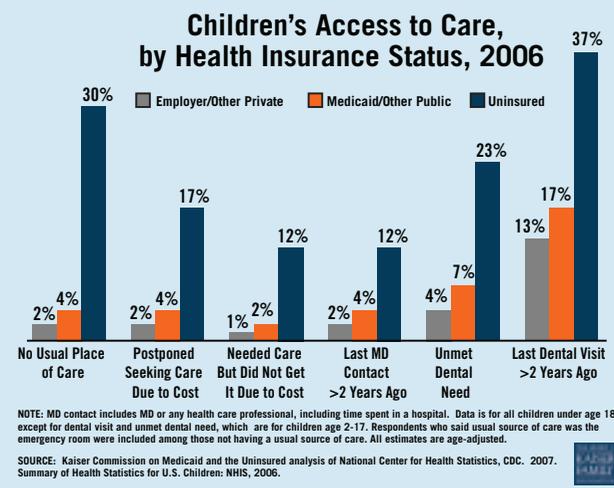
Almost immediately upon taking office, the new president, along with Congress, will have to tackle the question of reauthorizing this critical program.

When SCHIP began more than 10 years ago, the number of uninsured children hovered close to 12 million. Today, well over 6 million children get their health insurance



through SCHIP, and the number of children going without health care coverage has dropped to 9 million. Over the last 20 years, the number of uninsured has increased by one million annually, and without Medicaid and SCHIP those numbers would have been even higher. The AHA continues to advocate for full reauthorization of the program with funding coming from sources other than cuts to Medicare and Medicaid payments to hospitals.

Today, nearly one in nine U.S. children lacks health insurance. These children come from every racial and ethnic background: 23% are Hispanic; 15% are black; 12% are Asian; and 8% are white. Income is a key factor in health coverage. The majority of uninsured children come from working families, with nearly 70% coming from families with incomes no higher than twice the federal poverty level, about \$42,000 for a family of four.

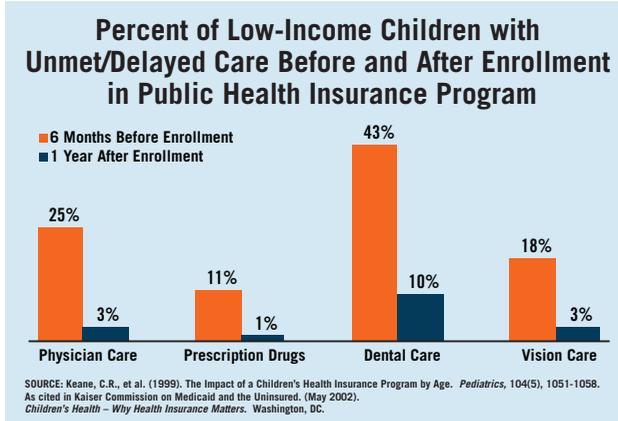


Studies show that uninsured children perform more poorly in school than their insured classmates, and can suffer severe health consequences. They are more than twice as likely to go without care for recurring ear infections, which, if untreated, can lead to permanent hearing loss. They are 25% more likely than insured children to miss school and are four times more likely to end up in the emergency department with conditions that could have been avoided. In addition, children without insurance are between three and five times more likely than insured children to have unmet medical needs. Being without health coverage limits a child's ability to grow, thrive and engage in society in a productive way.

The good news: Nearly 75% of the nation's 9 million uninsured children are eligible for either Medicaid or SCHIP – programs that can get them the preventive care they need and get them on the road to success in the classroom, and in life. Studies have found that three-quarters of previously uninsured children no longer had unmet health needs or delayed care after gaining public coverage through SCHIP or Medicaid. Insurance coverage makes a difference in the health of our children, and our communities.

Since SCHIP's inception, the AHA has worked with hospitals, state hospital associations and other national partners to raise awareness of the problem of the uninsured and provide assistance for children and families to enroll in Medicaid and SCHIP. And many hospitals and health systems have led efforts in their communities to marshal resources to provide medical services and promote enrollment in Medicaid and SCHIP.

How can you help? Take a look inside at some of the programs hospitals have sponsored or taken part in to see what you can do to help our nation's children and families.



Hospitals HELPING

ILLINOIS

PROJECT: 1000 Healthy Kids & Families Campaign
SPONSOR: Resurrection Health Care
LOCATION: Greater Chicago area
PARTNERS: Main partners include the Office of the Governor, Chicago Sun-Times, Chicago Public School System, and Chicago Police Department, among others

Last year, Resurrection Health Care leaders sat down to determine how to drive real change in the communities served by the system's hospitals. They wanted to become a force for change in Illinois and sought to create a coverage initiative that would have a substantial impact on the health of the state's children. The result was the *1000 Healthy Kids & Families Campaign*, which sought to register at least 1,000 eligible children in the state's All Kids insurance program.

Resurrection reached out to partners across the metro Chicago area to create an awareness campaign, culminating in a registration drive on June 21. When identifying partners, Resurrection approached organizations like the Chicago Public Schools system, but also approached non-traditional partners such as the Chicago Sun-Times, the local Catholic parishes and other faith congregations. Resurrection also coordinated three community roundtable forums, moderated by Phil Ponce of *Chicago Tonight*, a local PBS public affairs program. Several Resurrection representatives also met with Chicago City Council members, who ultimately supported the initiative with the adoption of a city resolution.

The drive, which culminated with registration fairs at 41 sites across the Chicago area, was a resounding success, enrolling more than 1,200 children. Gov. Rod Blagojevich presented Resurrection and the Chicago Sun-Times with the Governor's PATH (People Are Today's Heroes) Award for their efforts.

Resurrection's Social Mission Department continues to explore opportunities to work with the Chicago Public Schools to assist with All Kids enrollment as part of its back-to-school programs. In addition, the department is examining the process and consistency of how families and children are enrolled in the All Kids program across Resurrection. Efforts are also underway to establish a better sense of the number of uninsured children residing in the community who are eligible, but not enrolled in the All Kids program.

For more information, please contact Brian Crawford, senior director, system public relations, at (773) 792-6322 or bcrawford@reshealthcare.org.



MASSACHUSETTS

PROJECT: UMass Memorial Ronald McDonald Care Mobile "On the Road to Health and Wellness for Vulnerable Populations"
SPONSOR: UMass Memorial Health Care
LOCATION: Worcester
PARTNER: Ronald McDonald House Charities

For more than seven years, the UMass Memorial Ronald McDonald Care Mobile has been one of the flagship programs of UMass Memorial Health Care's effort to reduce health disparities. Chosen as the international launch site by the Ronald McDonald House Charities, UMass Memorial Health Care had the experience, infrastructure, and capacity to implement this comprehensive, community-based model of care that includes medical, preventive dental care, outreach services and insurance enrollment to those who need it most: impoverished, undocumented, uninsured and underinsured children and adults who are predominantly from ethnic and linguistic minorities.

The Care Mobile, which began operations in the fall of 2000, is the first mobile unit combining medical, dental and outreach services in New England, providing more than 30,000 patient visits since its inception. The Care Mobile is a 40-foot-long medical and dental office on wheels. It has two examination rooms, wheelchair accessibility, and a dental operator.

The Care Mobile aims to eliminate disparities by addressing those barriers that impede access to care. Specifically, the program serves as a neighborhood-based, user-friendly point of entry into the health care system, where a coordinated effort connects patients to a permanent medical home for ongoing care. The culturally diverse staff also connects patients to other resources such as food pantries, housing/shelters and referrals to social support services. Services are provided regardless of the patient's insurance status while targeting low-income neighborhoods and schools that have a high percentage of students eligible for the reduced/free lunch program.

In 2007 alone, the Care Mobile provided 10,826 patient visits and close to 19,000 procedures. In 2008, the school-based dental program is targeting 14 elementary schools. Given that the lack of fluoridation in the City of Worcester water supply has contributed to a high rate of tooth decay among children, the Care Mobile Program and its partners are playing a critical role in addressing an unmet community health need.

Where the rubber meets the road, the Care Mobile is the Community Sweeper that connects the underserved to health care.

For more information, please contact Monica Escobar Lowell, vice president, community relations, at (508) 334-7640 or lowellm@umhmc.org.

OHIO

PROJECT: Cooperative Community CHIPS Registration
SPONSOR: St. Rita's Medical Center
LOCATION: Allen County
PARTNERS: Allen County Health Department, Allen County Health Partners, Lima City Schools

St. Rita's Medical Center's Neighborhood Nurses go door-to-door, on foot or on bike, making sure the residents of the area's most at-risk neighborhoods get access to the care they need. Since its inception, the program has helped residents monitor their chronic health conditions, get regular health check-ups, get their prescriptions filled, and immunize their children against disease. As a result, twice as many children are getting immunized, fewer people are relying on the emergency department for their primary health care and residents are learning how to make good decisions about their health and the health of their families. The program was awarded Ohio's first Governor's Award of Excellence for its positive impact on the community.

When the state created the CHIPS program in 1998, the Neighborhood Nurses incorporated enrollment into their ongoing health promotion efforts – sharing literature about the program, helping eligible families fill out paperwork, and doing whatever was necessary to fill in other gaps, such as a lack of affordable transportation, to help residents access services and get the care they need. They also partnered with the school system to raise awareness of the program, hosting school-based events such as registration days and health fairs, and providing information to parents through fliers and school newsletters.

In addition, a designated financial counselor contacts all families with uninsured children who seek services at St. Rita's Medical Center and St. Rita's MedCare Clinic for low-income residents, as well as the hospital's Urgent Care Centers and Ambulatory Care Centers. Neighborhood Nurses work with the financial counselors to do follow-up when possible.

For more information, please contact Linda Chartrand, director, media relations and external communication, at (419) 226-9802 or lchartrand@health-partners.org.





CHILDREN

PENNSYLVANIA

PROJECT: Insuring Delaware County's Children Today
SPONSOR(S): Crozer-Keystone Health System, Mercy Fitzgerald Hospital and Riddle Memorial Hospital

LOCATION: Delaware County

PARTNERS: This county-wide coalition is comprised of many competitors – health systems and health care providers, insurance companies, government agencies, and businesses – who are able to work together under the banner of the Delaware County Chamber of Commerce to focus on this important county health issue. The coalition partners closely with the Pennsylvania Department of Insurance (DOI) and the Pennsylvania Children's Health Insurance Program (CHIP) to enroll children either in low-cost or free health insurance.

Led by co-chairs Jeffrey Vermeulen, president of the Delaware County Chamber of Commerce, and Gerald Miller, a senior executive at the Crozer-Keystone Health System, the Insuring Delaware County's Children Today coalition pools the talents and resources of its members to develop and execute communication, outreach and education strategies. The collaboration has proven successful with increases in enrollment, with many months exceeding 25% over previous years. The coalition can point to the enrollment increase of 2,700 children (about 100 children per month) in the past 2.5 years in CHIP. Additional children were enrolled into Medical Assistance due to family income.



The coalition has found it helpful to work closely with the DOI and CHIP for guidance, resources and outreach materials. It also works

closely with local, state and federal legislators to secure communication and education outreach opportunities and support, and to advocate for simplification of the enrollment process and expansion of income eligibility requirements for state-funded insurance.

Some recent projects include: in-depth programs with selected schools to work with family outreach and enrollment; developing public service announcements on local, municipal, county and school district television channels; developing and distributing informational placemats in area diners and restaurants during the summer months; training county employees to assist with enrollment in the family court system; working with agencies that provide tax preparation aid to assist with enrollment for families of uninsured children; offering outreach in county libraries; and sponsoring ongoing community health education programs offered by hospital and doctor group coalition members.

For more information, please contact Susan Bradley, administrative director, managed care, Crozer-Keystone Health System, at (610) 338-8200 or Sue.Bradley@crozer.org.

WASHINGTON

PROJECT: King County Children's Health Initiative

SPONSOR: King County

LOCATION: King County

PARTNERS: Group Health Cooperative, Washington Dental Service, Children's Hospital and Regional Medical Center, Community Health Plan, Evergreen Healthcare, First Choice Health, Harborview Medical Center, King County Health Action Plan – Public Health – Seattle & King County, Molina Healthcare of Washington, Northwest Hospital & Medical Center, OneHealthPort, Providence Health & Services, Retailigent, Robert Wood Johnson Foundation, Swedish Medical Center, United Way of King County, University of Washington Medical Center, Valley Medical Center, Virginia Mason Medical Center, WK Kellogg Foundation, Washington State Hospital Association

Washington state's 2007 "Children's Health Care Act" expanded coverage to all children in families earning less than 250% of the federal poverty level in July 2007 and to families earning less than 300% in January 2009. With the new coverage, it became more important than ever for local efforts to sign families up and make sure that expanding health coverage leads to improvements in children's health.

In May 2007, the King County Council passed a motion to adopt the Children's Health Initiative (CHI), a local approach to improving the health of low-income children. The program is a true public-private partnership that goes beyond enrollment to ensure each enrolled child has a medical and dental home. The county's \$3 million investment has drawn equal size contributions from Group Health Cooperative and the Washington Dental Service, and additional contributions from 17 local and national organizations totaling \$3 million.

To reach as many children as possible, CHI employs a variety of techniques, relying heavily on staff who reflect the diversity of the population. It trains volunteer "promotoras" in the local Latino community and contracts with community health workers in the East-African, Asian and Russian-speaking communities to help spread a grassroots message about the importance of insurance and preventive services. These staff members also help families access health care services. Teams of health educators, application workers and community health workers are able to reach more geographic areas and isolated communities than previously possible.

King County now leads the state in helping children not only to get covered by insurance but actually get through the doors to a medical and a dental home and get the services they need. Through June 2008, CHI enrolled or renewed coverage for over 2,700 children. Since many Medicaid enrollees never see a doctor or dentist, CHI focuses on ensuring that the children enrolled schedule visits, especially for preventive care. As a result, more than 83% of the newly enrolled children



have seen a doctor. Over 4,000 community agency staff and 7,000 parents have received training or education on the need for preventive services and how to access them.

For more information, please contact Susan Johnson at (206) 263-8684 or Susan.Johnson@kingcounty.gov.





Covering KIDS & Families

RESOURCES

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

- **Agency for Healthcare Research and Quality**
www.ahrp.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 Family Physicians (AAFP)**
www.aafp.org/online/en/home/policy/state/issues/schip.html
Provides an overview of SCHIP, as well as links to state and federal resources and advocacy organizations.
- **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
Includes a backgrounder on SCHIP 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 maternal and child health 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: Healthcare 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.
- **Cover the Uninsured**
www.CoverTheUninsured.org
An annual campaign sponsored by the Robert Wood Johnson Foundation aimed at increasing the overall number of individuals with health coverage. The site provides information on the uninsured and suggestions for sponsoring coverage events in your community.
- **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. The site has 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. The site provides information on Medicaid and SCHIP, federal health issues and specific state issues.
- **GovBenefits.Gov**
www.govbenefits.gov/govbenefits/index.jhtml
GovBenefits.gov is a partnership of federal agencies with a shared vision – to provide improved, personalized access to government assistance programs. The site's online screening tool helps identify government benefit programs for which citizens may be eligible, along with information on how to apply.
- **Health Resources and Services Administration (HRSA)**
www.mchb.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 Health Policy**
www.nashp.org
Serves as a guide to the SCHIP program; searchable by state.
- **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 provides 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.
- **State Coverage Initiatives**
www.statecoverage.net/matrix/waivers.htm
Provides a comprehensive list of Medicaid and SCHIP waivers by state.
- **U.S. Department of Health & Human Services (HHS)**
www.os.dhhs.gov
Provides extensive information for both children and families on available health care coverage. Also, the site provides information specific to each state program as well as guidelines on eligibility and other facts.

