



Coverage Outreach Strategies for Schools

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Objectives

Background

- What coverage can students and families get?
- What communities and special populations are school-based health centers uniquely positioned to reach?

Challenges and Strategies

- What are common barriers to getting health coverage?
- What are effective school-based strategies to reach families?

Resources for Outreach

- All In Toolkit
- Millennial Street Cards
- Activities for presentations and workshops



About California School-Based Health Alliance

The California School-Based Health Alliance is the statewide non-profit organization dedicated to improving the health and academic success of children and youth by advancing health services in schools.

Our work is based on two basic concepts:

- Health care should be accessible and *where kids are*, and
- Schools should have the services needed to ensure that poor health is not a barrier to learning

What Coverage Can Students & Families Get?

Covered California

- California's state exchange

Medi-Cal

- expanded to household's making up to 138% Federal Poverty Level

County Programs

- like Healthy SF or HealthPAC (eligibility varies by county)

Kaiser Permanente Child Health Program

- An option for low-income undocumented children

To learn more about health coverage options, sign up for the webinar ["ACA Basics for Understanding New Coverage Options"](#) on Wednesday, Nov. 12, 10-11 am

Outreach & Education Grant

CSHA selected as one of 48 grantees

July 2013 - February 2014

Target: **67,568** people

- So far, **60,041** have been reached

Partners

- | | |
|---|--|
| <ul style="list-style-type: none">• Alameda Family Services• Fresno Barrios Unidos• CASA Del Rio• Castle Family Health Centers• COACH for Kids and Their Families | <ul style="list-style-type: none">• Columbia Neighborhood Center• San Francisco Wellness Initiative• The Spot - Chinatown Youth Center Initiative• UMMA Community Clinic• Unity Care• YMCA East Bay |
|---|--|

Our Partners

- School-Based Health Centers
- School-Linked Health Centers
- Youth Centers
- Mobile Clinics
- Family Resource Centers
- Community Clinics

Who Have We Reached?

- Pre-Invincibles – High School Seniors
- Families
- School staff and health care providers
- Wider community
- Rural communities
- Non-English-speaking – Hispanic, Chinese, Hmong, Burmese, Mien, Vietnamese
- Minorities – African-American, Latino, Asian
- Foster youth
- Disabled
- Unemployed/Seasonally employed
- Never Insured

Goals

Informing consumers about their options

- Middle-income families get subsidies for private plans, DACA youth are eligible for Medi-Cal

Addressing barriers

- Mixed status families, health literacy, language barriers, cultural barriers

Referring consumers to enrollment channels

- County offices, school-based enrollment events, Certified Enrollment Entities, online, phone centers, insurance agents

Motivating eligible consumers

- Education is key!
- Youth-friendly messaging

Spotlight on UMMA Community Clinic

- Located on Fremont High School in LA, serving 2300 students.
- Used student workers to do peer-to-peer outreach and education.
- Medi-Cal insured increased from 38%-54% of patients.
- Uninsured population decreased by 20%.

Reached wider population through marriage counseling offices, gay & lesbian centers, job fairs, expectant mother classes, health fairs, WIC centers, etc.



Spotlight on COACH

3 mobile clinics in Los Angeles County

- Trained all of their staff, from clinicians to their drivers, to be able to do outreach and education
- Found that having two educators to tag team makes outreach much easier!
- Developed an effective analogy about car insurance to relate to their car-loving LA population!



“Obamacare Microchip” Rumors

RFID Chip Now Being Issued In Hanna, Wyoming As Part Of New “Obamacare” Plan

Posted about 3 months ago | 1,011 comments



Here We Can See The Size And Shape Of The Exciting New RFID Chip

UPDATE 11-05-13 “Chippie” Seminars Leave Children Eager To Receive New RFID Implant

The “Obamacare” RFID chips are currently being given a test run on the proud and patriotic citizens of Hanna, Wyoming.

Over the last two weeks a special piece of legislation has been passed making it mandatory for anyone who receives welfare, or any other form of government assistance to be implanted with these new identification chips. Even select government employees and officials have been ordered to receive the new sub-dermal device, which is typically implanted in the fatty tissue of the individual's buttock.

"Creepy Uncle Sam" ad

Challenges

- Misinformation
 - Microchip rumors, political ads, differing information from providers, health plans, and Covered California
- Cultural barriers
 - Many immigrants are unfamiliar with health insurance
 - Comfort with in-person assistance vs online experience
- Variation in consumers' experiences
- Communicating health insurance basics
- A bumpy start

School-Based Strategies



Indirect Outreach

- School emails
- Newsletters
- Robocalls – direct families to in-person assistance
- Letters home in the language of the household
- Intercom announcements
- Posters
- Flyers
- Including information in high school seniors' graduation packets

Direct Education

- Educating school counselors, nurses and teachers to share information with students
- Classroom presentations and assemblies (by health educators and students)
- Tabling and workshops at
 - PTA meetings
 - Parenting classes
 - Early childhood education
 - After-school programs
 - School resource fairs
 - School registration
 - Back-to-school events
 - Open House
 - Meetings for school district staff (especially part-time workers)
- Community events: partnering with libraries, flea markets, community colleges, fairs, churches, local businesses, phone banks, etc.

Lessons Learned

- Effective outreach requires multiple touches
- For many, health insurance is a foreign concept – be prepared to teach the basics (we'll show you how in a moment!)
- Focus on the positive – good word-of-mouth leads to community mobilization
- Embrace a no-wrong-door policy (have strong referral channels)
- Integrate outreach into your daily clinic routines!

ALL IN Toolkit

ALL IN is a state-wide school-based campaign to help get the word out about health coverage options!

- Request materials here:
bit.ly/allin4health
- Download materials from the online toolkit
<http://www.allinforhealth.org/toolkit>

The toolkit features:

- English and Spanish flyers
- Wallet Cards
- Bookmarks
- Online Social Media tools
- Newsletter templates

Affordable health coverage is still available for many children & families!
Covered California Special Enrollment & Medi-Cal

1 2 3 WAYS TO ENROLL →

A project of The Children's Partnership www.allinforhealth.org

all in HEALTH CARE
FOR ALL FAMILIES

Covered California Special Enrollment & Medi-Cal:
Families and individuals can enroll in health coverage through
Covered California Special Enrollment or through Medi-Cal year-round.

- 1 ONLINE:** go to www.coveredca.com
- 2 BY PHONE:** call **1(800) 300-1506**
- 3 IN PERSON:** go to www.coveredca.com/enrollment-assistance/ to find help near you.

Next Covered California Open Enrollment Period: November 15, 2014 - February 15, 2015



DON'T BE A HOBBLIN' GOBLIN

Remember to renew your Covered California health plans from October 1, 2014 to December 15, 2014.

For more information on renewing your health coverage, visit www.coveredca.com.

#AllInForHealth www.allinforhealth.org **all in** HEALTH CARE FOR ALL FAMILIES

ALL IN Spotlight on Juzely Duran

<http://sacramento.cbslocal.com/2014/01/11/rio-americano-high-school-senior-organizes-health-care-registration-event/>

- High School Senior at Rio Americano in Sacramento County
- Her mom could not afford health insurance before the ACA
- Planned a health insurance enrollment event as her senior project
- Nearly 40 families came to learn about health coverage options
- 30 families enrolled in coverage

ALL IN Success Story

Meet Linda

Linda had been uninsured for the past 10 years. She knew she needed to enroll in coverage, but needed assistance. Linda attended the Rio Americano High School ALL IN enrollment event.

“I had visited Covered California's website but still needed help. Luckily, while watching television I saw a PSA on the event and figured I should stop by since it was around the corner from my home. The enrollment counselors made the process simple and brief! Within 20 minutes I was enrolled. I felt the counselors and event staff paid good attention to me and took care of my needs.” – Linda



Youth-Friendly Outreach Strategies!

Messaging

It's true, health insurance is kind of boring!

- Relate it to your audience:

- Car insurance analogy

- Phone insurance analogy

- Ask questions to get them talking:

- Do you know someone who was uninsured and ended up with a big hospital bill?

- Do you know someone who was insured and saved money after an accident or big health expense?

- Share your own anecdotes

- What could you buy with that money instead? (A car? an iPhone? College tuition?)

Millennial Street Cards



HEALTH INSURANCE
 For less than <<
GYM MEMBERSHIPS

More Covered California® coverage than other state health insurance plans doesn't add to the benefits. www.coveredca.com

- Affordable help for people with health insurance
- Free price tool site, including information on other state health insurance options
- Low premiums and copay, even with extra waiting periods

ENROLL TODAY AT COVEREDCA.COM



COVER YOUR BODY. AND YOUR WALLET.

More Covered California® coverage than other state health insurance plans doesn't add to the benefits. www.coveredca.com

- Affordable help for people with health insurance
- Free price tool site, including information on other state health insurance options
- Low premiums and copay, even with extra waiting periods

ENROLL TODAY AT COVEREDCA.COM



X-RAYS
 For less than <<
VIDEO GAMES

More Covered California® coverage than other state health insurance plans doesn't add to the benefits. www.coveredca.com

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- Free price tool site, including information on other state health insurance options
- Low premiums and copay, even with extra waiting periods

ENROLL TODAY AT COVEREDCA.COM

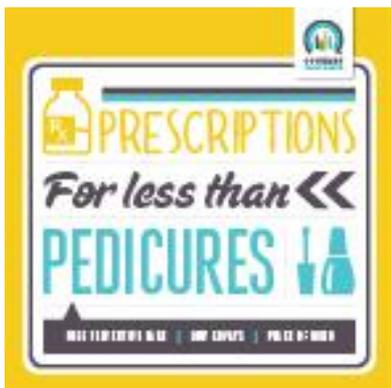


AFFORDABLE HEALTH INSURANCE IS NO ACCIDENT.

More Covered California® coverage than other state health insurance plans doesn't add to the benefits. www.coveredca.com

- Affordable help for people with health insurance
- Free price tool site, including information on other state health insurance options
- Low premiums and copay, even with extra waiting periods

ENROLL TODAY AT COVEREDCA.COM



PRESCRIPTIONS
 For less than <<
PEDICURES

More Covered California® coverage than other state health insurance plans doesn't add to the benefits. www.coveredca.com

- Affordable help for people with health insurance
- Free price tool site, including information on other state health insurance options
- Low premiums and copay, even with extra waiting periods

ENROLL TODAY AT COVEREDCA.COM



HEALTH INSURANCE WITH CASH LEFT OVER.

More Covered California® coverage than other state health insurance plans doesn't add to the benefits. www.coveredca.com

- Affordable help for people with health insurance
- Free price tool site, including information on other state health insurance options
- Low premiums and copay, even with extra waiting periods

ENROLL TODAY AT COVEREDCA.COM



LAB TESTS
 For less than <<
YOGA CLASS

More Covered California® coverage than other state health insurance plans doesn't add to the benefits. www.coveredca.com

- Affordable help for people with health insurance
- Free price tool site, including information on other state health insurance options
- Low premiums and copay, even with extra waiting periods

ENROLL TODAY AT COVEREDCA.COM



FULL HEALTH CARE. FRACTION OF THE COST.

More Covered California® coverage than other state health insurance plans doesn't add to the benefits. www.coveredca.com

- Affordable help for people with health insurance
- Free price tool site, including information on other state health insurance options
- Low premiums and copay, even with extra waiting periods

ENROLL TODAY AT COVEREDCA.COM

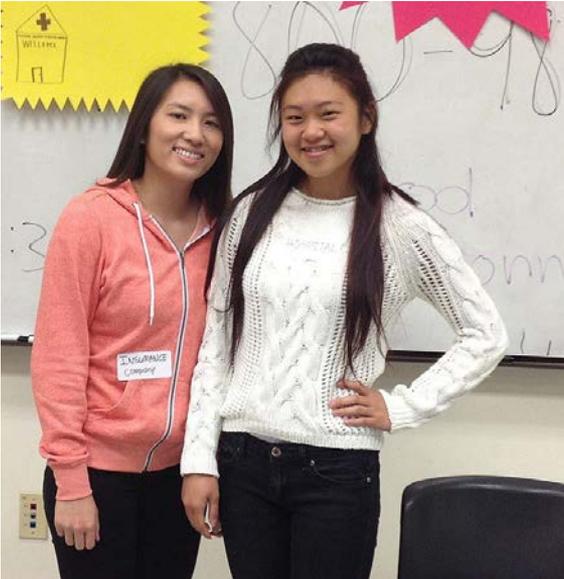
Activity One: Teaching Health Literacy

Write the terms on post-its and print the descriptions on a poster. Have participants work together to pin the terms to the correct definitions.

The monthly amount that must be paid for your health insurance or plan.	The amount you owe for health services before your health insurance plan begins to pay.	The amount you pay for individual services that are covered by your health insurance.
Signed in 2010, this federal law made big changes to health care.	A medical condition that started before a person's health insurance went into effect.	California's public health insurance program. It provides free or low-cost medical services for those with limited income.
A private health insurance marketplace that offers affordable coverage to California residents.	An event in your life that can make you eligible for a Special Enrollment Period to enroll in health coverage.	Starting in 2014 most Americans are required to have health insurance or pay this.

deductible
Medi-Cal
qualifying event
Affordable Care Act
premium
copay
penalty
pre-existing condition
Covered California
Obamacare

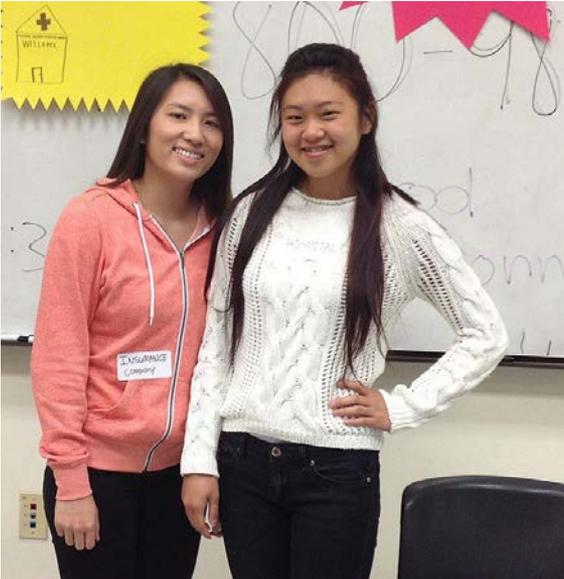
Activity Two: Risk Your Pennies



In this activity, students will:

- Gain an understanding of how health insurance works
- See why health insurance is important using silly scenarios
- Laugh!

Activity Two: Risk Your Pennies

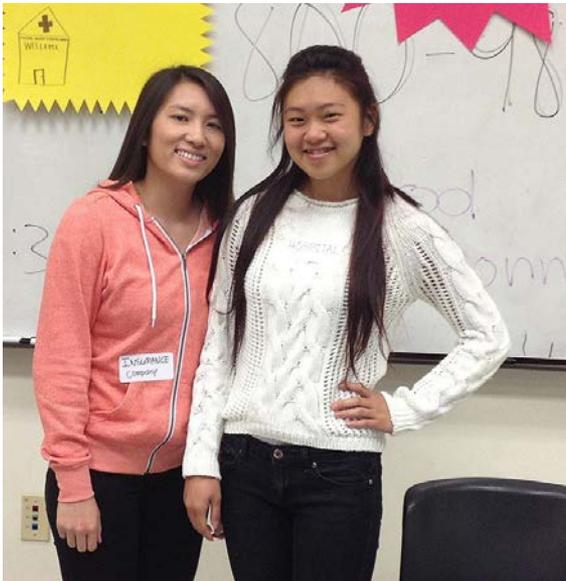


Objective: Keep as many pennies as possible!

- First Contestant is insured with 5 pennies.
- Second Contestant is uninsured with 3 pennies.
- Third Contestant is uninsured with 12 pennies.

Activity Two: Risk Your Pennies

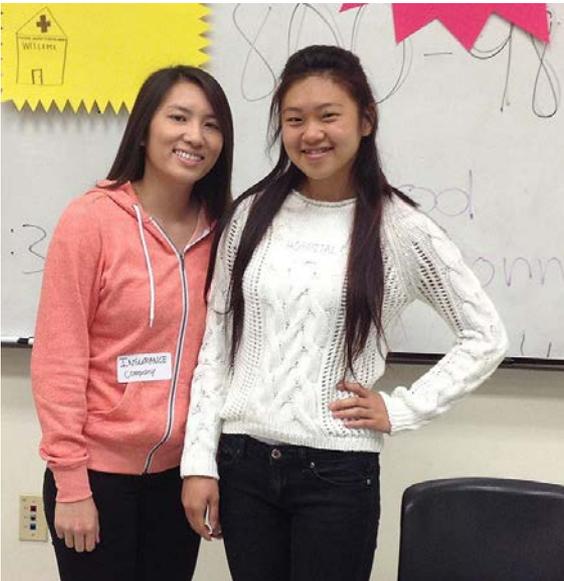
Scenarios



Your dentist says you have a beautiful smile, **but** you have seven cavities.
Insured: 1 penny. Uninsured: Pay 3 pennies

You and your boo-thang go to the Justin Bieber concert. Your boo-thang kisses you after the concert. You get mono.
Insured: 0 pennies. Uninsured: Pay 2 pennies

Activity Two: Risk Your Pennies

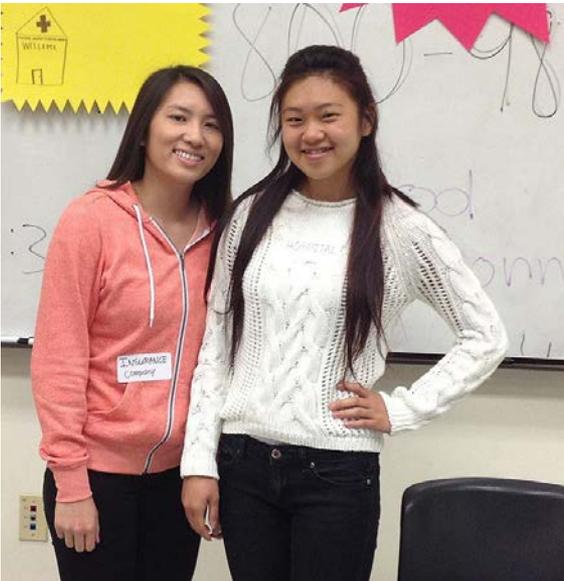


Scenarios

You go snowboarding for the first time with your homies. You try to holla at a snowbunny on the slopes and crash into a tree. You break your arm.
Insured: 0 pennies. Uninsured: Pay 3 pennies

You've always heard that feeding wild animals is a bad idea. Even though you thought that squirrel was cute and snuggly, he bit you. Dang.
Insured: 0 pennies. Uninsured: Pay 2 pennies

Activity Two: Risk Your Pennies



Activity Debrief

- What did people notice about the players without insurance?
- What do you think the purpose of health insurance is?”
- Ultimate conclusion: “In the long run, paying monthly for health insurance is better than having to pay health care costs in full.”

Questions?

