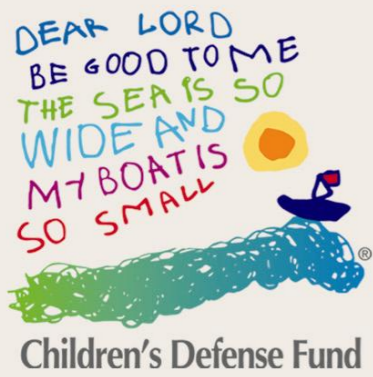


Children's Defense Fund

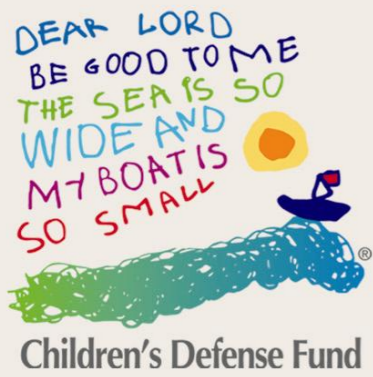
Engaging Local Businesses in Outreach and Enrollment

*Kelli King-Jackson
National Children's Health Summit
November 1, 2011*



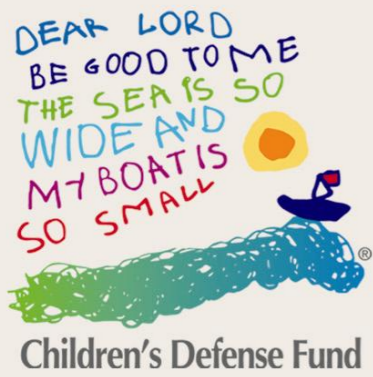
The Need

Texas has the highest number of uninsured children, 1.2 million children. **600,000 are eligible for but not enrolled in CHIP or Children's Medicaid.**



Why Business?

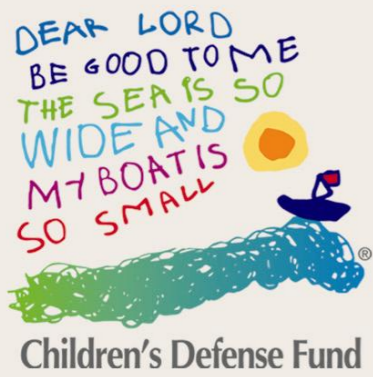
The number of uninsured Texans ultimately makes **health care less affordable for Texas employers** – they face **higher health insurance premiums** than larger businesses because **they cannot self insure.**



Types of Businesses

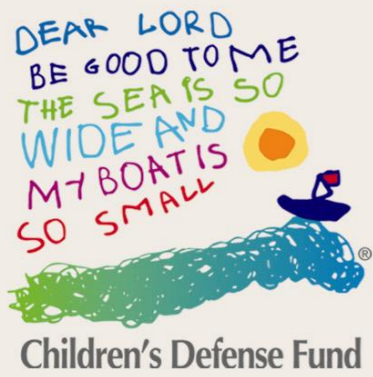
- Rotary
- Chambers of Commerce
- Fast Food chains
- School Districts
- Apartment Associations/Housing Authorities
- **Supermarkets**

All of these partners help us get the word or allow us to host on-site application assistance !



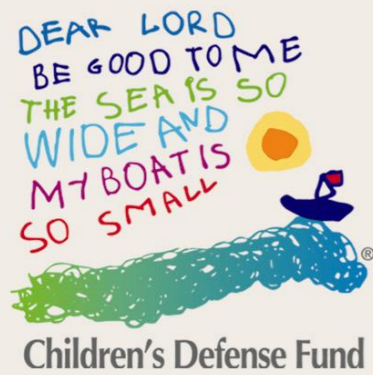
Making the connection

- **Identify** local businesses in the area you are targeting
- Identify the **gatekeeper** and ask them to host an outreach event
- Pick a **convenient** day/time
- Ask the store to provide **table, chairs & access to a copy machine** (if needed).



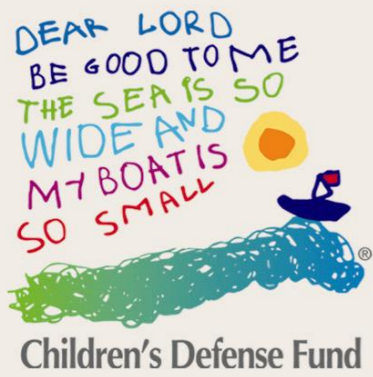
Planning the event

- Familiarize yourself with the **store layout**
- **Train** a group of volunteers on the program's AND application process
- Assign **lead coordinators** for each location to be responsible for set up, application materials, etc.
- Send out **media advisory**
- Have volunteers arrive at least **30 minutes prior to start time**
- Keep a **sign-in** sheet to track your progress



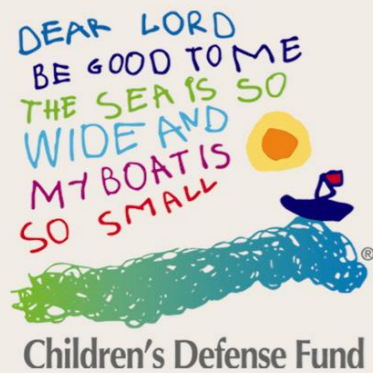
Promoting the event

- Post **flyers** or **posters**
- Include information about your outreach event in **circulars**, grocery bags & at check-out counter
- Provide “in-reach” to **employees** via bulletin boards, email or paycheck stubs.
- Promote via local **community** affairs shows, Facebook, community newspapers, etc.



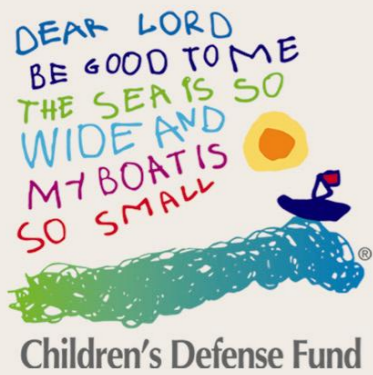
Staffing the event

- **Give-aways** such as gift cards, school supplies, coupons, etc.
- Make **announcements** over the store PA system
- **Supplies** - pens, white out, sign-in sheets, highlighters, fact sheets/brochures, copy machine
- **Work the venue** during lag times



Accomplishments

- **Fiesta**
 - Partnership over **10 years**
 - Target **special events** such as Cover the Uninsured Week, Back to School or Valentine's Day.
 - Distributed or completed applications for **25,000 children.**
- **Junior's Supermarket**
 - Partnership **established in 2010**
 - **Weekly events** throughout the summer
 - Distributed or completed applications for **2,036 children**



Impact

Tragic things happen even to families that were always self-reliant and sufficient. Not knowing where to turn for assistance is a stigma. The 100% Campaign brought awareness and knowledge during a school/community open house. The booth manned by Susana Villagran-Majors informed and educated me of what I needed to know about Medicaid. I, along with many other guardians are very grateful.

Parent, Corpus Christi ISD



Children's Defense Fund

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