



# Connecting Kids to Coverage

**Cathy Caldwell, Director  
Children's Health Insurance Program  
Alabama Department of Public Health  
November 1, 2011**

# Presentation Overview

- **Alabama's CHIP (ALL Kids)**
- **Outreach strategies and partnerships**
- **Results**

# ALL Kids Children's Health Insurance Program



- Administered by the Alabama Department of Public Health
- Benefits delivered through the Blue Cross Blue Shield network

# Outreach Partnerships

Primary Care and Rural Health

Social Workers

Family Health  
Services

Vital Records

Immunizations

Nurses

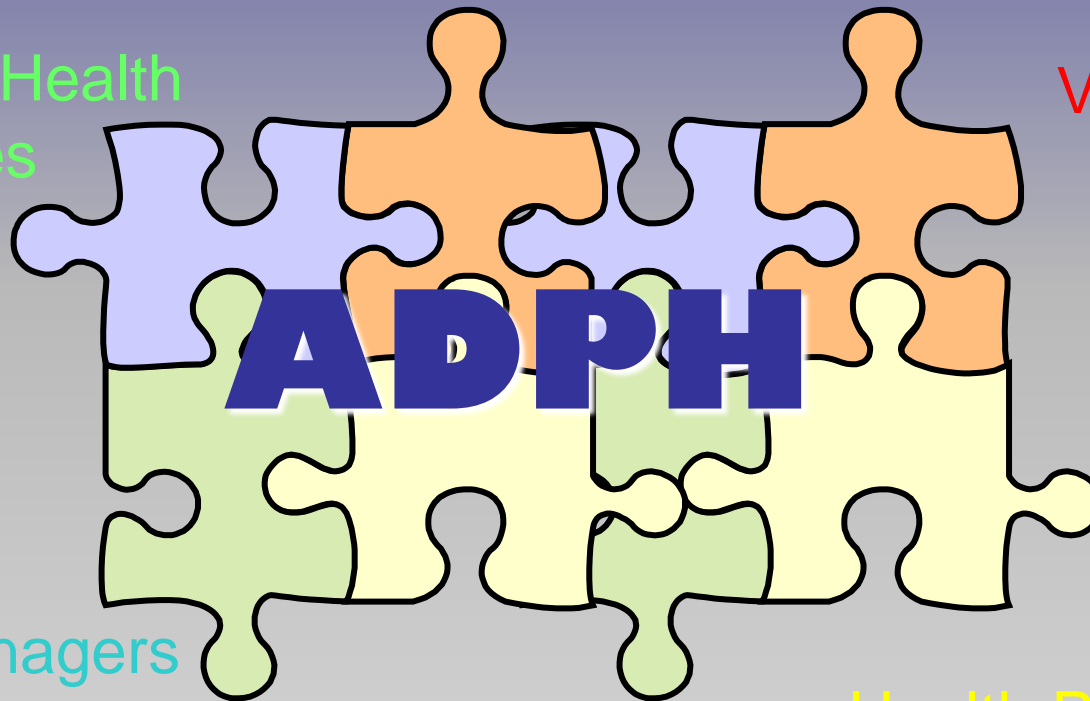
**ADPH**

Clerical staff

Case Managers

Health Promotion and  
Chronic Disease

Healthy Child Care Alabama



# More Partnerships

Alabama  
Medicaid Agency

Department of Education  
and School Nurses

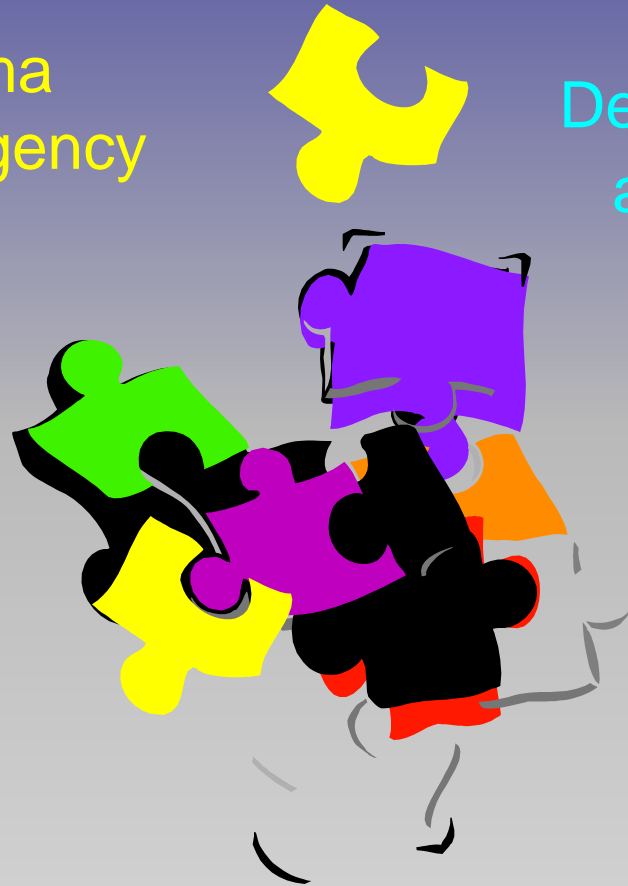
Hospitals

ADECA-Rapid  
Response  
Teams

Healthcare  
Providers

Community Based  
Organizations

Advocacy  
Groups



# ALL Kids Materials

## Free and Easy to Order



### Materials Order Form

Use this form to order free ALL Kids materials  
Please print clearly

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_  
 Business/Org: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 County: \_\_\_\_\_

Where did you get this form? \_\_\_\_\_

### 3 EASY ways to order



334-206-6433



1-888-373-5437



ALL Kids  
P.O. 303017  
Montgomery, AL 36130

ALL Kids Materials	Item Description All items may be ordered in any quantity	Quantity	Quantity
		English	Spanish
Application packets	Application and program information in a postage paid, self-addressed, postage paid return envelope.		
Income Guidelines	Income guidelines for ALL Kids and SOBRA, in English and in Spanish.		
Outreach Brochure	Family friendly brochure with program information including benefits, eligibility, and costs.		
Priority #1 brochure	Foam finger shaped brochure with program information including benefits, eligibility, and costs		
Outreach Poster	11X14 poster with family friendly bulleted information.		
School Survey Flyer	Used by school staff. English/Spanish		
Uninsured Athlete Card	Information card for use by coaches and athletic trainers.		Not available
Uninsured Athlete Poster	An 11X14 poster for coaches and athletic trainers.		Not available
Healthy Start Booklet	Health information for parents and caregivers of young children. Includes ALL Kids and WIC information. (Also available in Korean, Vietnamese, and Chinese. Please indicate these quantities in the notes section below.)		
Rolodex Cards	ALL Kids contact information, phone numbers of partner agencies on reverse side.		Not available
Business Card	ALL Kids business card		Not available
Benefit Booklet	Full program benefits descriptions		Not available
Brochure holders	Holds 75 brochures. Acrylic, self standing for counter / table display.		Not available

Materials and shipping are FREE. Some materials may arrive separately.

Thank you for distributing this information. Please use this area to make suggestions, comments or to ask questions.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Rev 4-2011

ENCLOSED IS A JOINT APPLICATION FOR

Alabama's program for uninsured children and teens under 19

If you have questions or need help filling out the application, please call us toll free  
**1-888-373-KIDS (5437)**  
Se habla español.

**Medical Programs**  
Healthcare coverage programs that help pay medical bills  
SOBRA Medicaid is for children under the age of 19 and for pregnant women.  
AHP is a Medicaid program for low income families with children under the age of 19.  
Plan First is a program that provides birth control services for females 16 to 19 years of age. There is a place on the application to check if you want these services.

**Alabama Child Caring Program**  
A healthcare coverage program for uninsured children who are not eligible for Medicaid or ALL Kids.

### To apply for these programs:

- Fill out the blue application  
Completely fill out pages 1-4.  
Be sure to read and sign page 7.  
For HLP, also fill out pages 5 and 6.
- Fill out the Pediatric Health History on the back of this page.
- Before closing the self-addressed envelope, be sure to put the following inside:  
Completed and signed blue application  
Completed Pediatric Health History  
For Medicaid - proof of income such as check stubs or a statement from an employer; proof of pregnancy is required for pregnant women.  
or go to  
**adph.org**

**adph.org** **ALL Kids**

Alabama's program for children and teens under 19

**adph.org**  
1.888.373.KIDS (5437)  
se habla español

Approved by the Alabama Department of Public Health

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

BUSINESS REPLY MAIL  
FIRST CLASS PERMIT NO. 225 MONTGOMERY, AL

POSTAGE WILL BE PAID BY ADDRESSEE

ALL Kids Program  
PO Box 304839  
Montgomery AL 36177-7280

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

BUSINESS REPLY MAIL  
FIRST CLASS PERMIT NO. 225 MONTGOMERY, AL

En Español

ALL Kids Program  
PO Box 304839  
Montgomery AL 36177-7280

# Applying is Easy

with the joint application

Apply on line at  
[www.adph.org](http://www.adph.org)

or


Mail or fax the  
paper application

+++ Insure Alabama +++

This is the on-line application for free and low cost health care coverage programs for Alabama's families.

**This Application Is For:**

- [SOBRA Medicaid](#)
- [ALL Kids](#)
- [MLIF](#)
- [Plan First](#)
- [Alabama Child Caring Program](#)
- [Frequently Asked Questions](#)




[Apply Now](#) [Update Application](#)

If you started an application within the last 30 days and have not completed it, Update Application. You will need your web application number and password.

If you have any questions, please call our toll-free number 1-800-373-KIDS (5437) Monday through Friday to speak to a Customer Service representative. Se habla español. You may also leave a message at anytime or [email us](#).

**Medicaid**  
for Low Income Families



**SOBRA Medicaid**

**ALL Kids Insurance**

These programs cover low income families with children, pregnant women, children under age 19, and females ages 19-55 for family planning/birth control service only.

Your income and family information will be the deciding factors as to which of the programs you may qualify for.

You may also apply on-line:  
[www.insurealabama.org](http://www.insurealabama.org)

Si necesita una solicitud en español, llame gratis a ALL Kids al teléfono **1-800-373-KIDS (5437)** o a la oficina de Medicaid en Alabama al teléfono **1-800-362-1904**.

Form 002 (Rev. 08/01) 1/2004/02/04

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST CLASS PERMIT NO. 100 MONTGOMERY, AL

**ALL Kids**  
Alabama's Child Caring Program

ALL Kids Program  
PO Box 304839  
Montgomery AL 36177-7280

1-800-373-KIDS

# Regional Coordinators

**Regional Coordinators**  
**Children's Health Insurance Program**

**Angie Jarvis**  
www.angiejarvis.org  
308-303-4121

**Joy Williams**  
www.joywilliams.org  
308-408-8522

**Tracy Schell**  
www.tracyschell.org  
308-404-4520

**Angela Dowd**  
www.angela-dowd.org  
334-351-7004

**Olivia Alvarado**  
www.oliviaalvarado.org  
334-258-2445

**Ashley Payer**  
www.ashleypayer.org  
301-408-4120

**Michelle Marlow**  
Specialty Payment  
Outreach Case Manager  
www.michellemarlow.org  
308-432-4916

**Olivia Boyd**  
Outreach & Regional Support Director  
www.oliviaboynetwork.org  
334-206-6568

**Missy Frazier**  
www.missyfrazier.org  
281-481-2381

**Scottie Bradley**  
Central Region Manager  
www.scottiebradley.org  
285-487-2704

**Paula Clark**  
www.paulaclarke.org  
285-245-4857

**Liz Todd**  
www.liztodd.org  
204-271-4270

**Yvette Carter**  
www.yvettecarter.org  
334-478-4000

**Jamie Martin**  
Southern Regional Manager  
www.jamie-martin.org  
281-880-2441

Regional Coordinator office.

**ALL Kids**  
Children's Health Insurance Program  
Go to [adph.org](http://adph.org) for complete contact information.

Participate in  
Community Events

Build Community  
Collaboration

Provide Systems  
Coordination





**ST. MARGARET'S 62<sup>ND</sup> ANNUAL BLESSING  
OF THE FLEET  
SOUTH MOBILE COUNTY**

**MAY 1, 2011**

Ashley Peyer, Regional Coordinator

# Annual Community Event

- Nationally known, centers around fishing industry
- Various events-arts and crafts, gumbo cook-off, land parade, blessing of the fisherman and boats, parade of boats
- Primary population: general, and Vietnamese, Laotian, and Cambodian


# Event Outcome

- Provided ALL Kids exhibit
- Distributed material to participants
- Received valuable feedback and praise regarding program
- Educated attendees regarding program and application process
- 5,000+ were in attendance



# Tennessee Valley Basketball Tournament

**TENNESSEE VALLEY**  
*Basketball Association*



**Our Future Is So Bright  
We Gotta Wear Sunglasses!**

**2010-2011  
SEASON**

IS YOUR  
ATHLETE INSURED?

**BENEFITS of ALL Kids:**

- 12 Months Continuous Coverage
- Regular Check-ups
- Mental Health & Substance Abuse Services
- Hospital Services
- Sick Child Doctor Visits
- Dental & Vision Care
- Prescriptions

**PRIORITY**

GETTING KIDS  
INSURED!

**ALLKids**  
1.888.373.KIDS (5437)  
se habla español

APPLY ONLINE  
**adph.org**

Administered by the Alabama Department of Public Health

# Event Outcomes

- 3<sup>rd</sup> -6<sup>th</sup> grade boys and girls upper and lower divisions
- Location: 7 gyms in the course of 4-days in the Muscle Shoals area
- Reaching 1,500 parents and children
- ALL Kids exhibited and educated attendees
- Placed full page Ad in Tennessee Valley Association 2011 magazine

# Vacation Bible School Kits

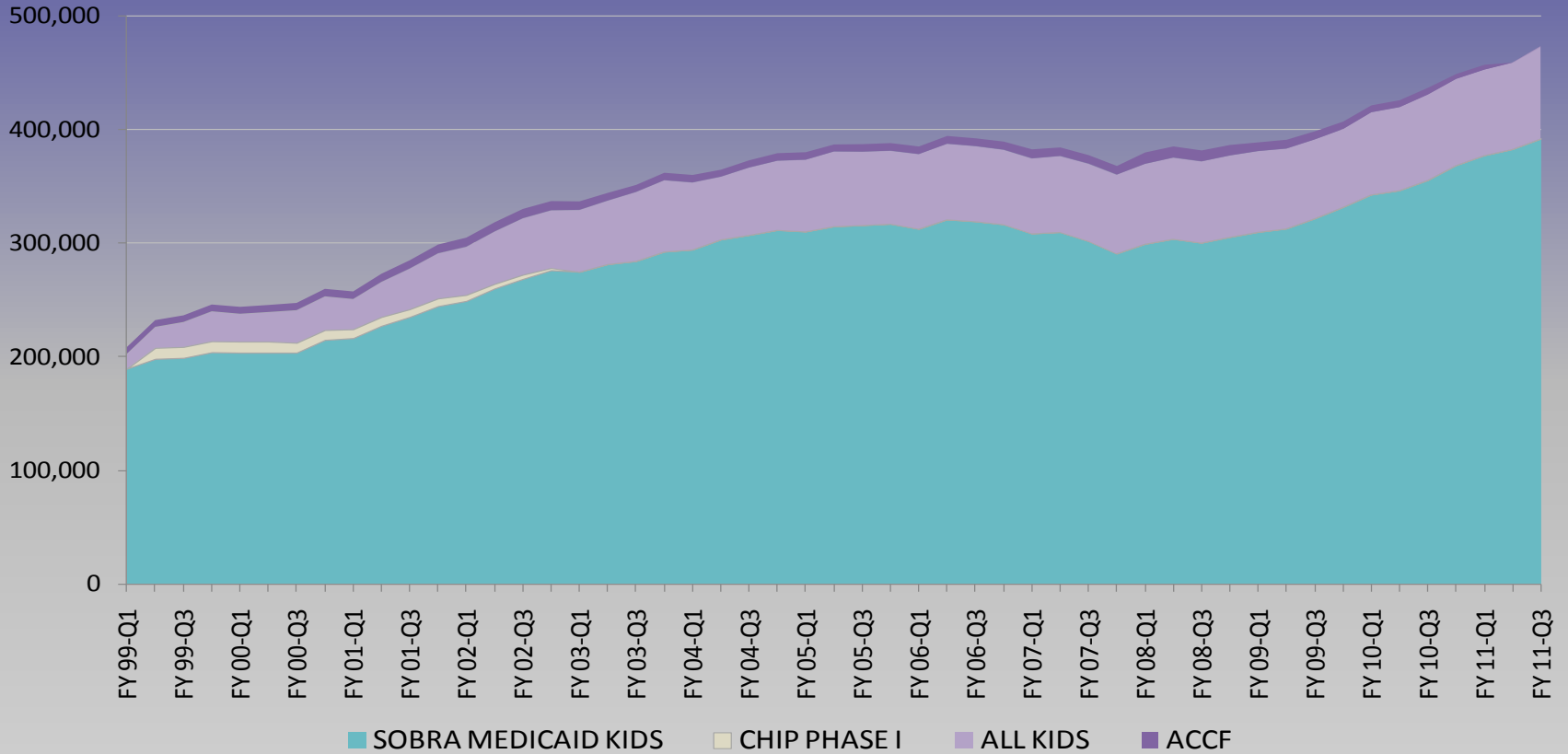
- Statewide Pilot Project
- Over 100 kits to be distributed
- Provide and coordinated outreach with faith based partners via VBS programs
- Ongoing through the Summer months

# Community Outreach Event Quintard Mall

- Provided exhibit at the Health and Wellness Expo on Saturday, March 6<sup>th</sup> reaching 1,000 people
- Attended and exhibited Family Fun Friday Nights Jan. 7<sup>th</sup>, 14<sup>th</sup> and 21<sup>st</sup> reaching 600 people
- Material and Educational Awareness Items Distributed at the events were: band-aid dispensers, toothbrushes, pencils and pens
- Will be exhibiting at Terrific Kids every Tuesday in June and July
- Purchased Backlight Panel Ads to be displayed during Terrific Kids Tuesdays

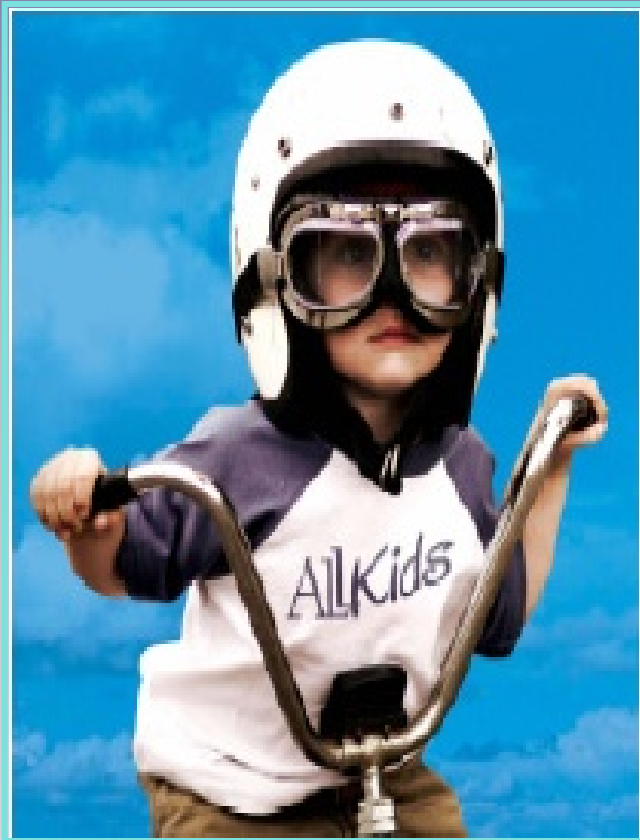
Paula Clark, Regional Coordinator

# Enrollment





# Results of Access to Care Study:



**Access to health care has improved for all children in ALL Kids**

- **More children have a regular health care provider**
- **Fewer children are going without needed medical care**
- **Care can be accessed in a more timely manner**

# More Results:



**Compared to enrollees without special health care needs, enrollees with special health care needs experienced significantly more improved access to health care after enrolling in ALL Kids**

# Contact Information

**Cathy Caldwell**

**334 206 5568**

**[cathy.caldwell@adph.state.al.us](mailto:cathy.caldwell@adph.state.al.us)**