



# **Connecting Kids to Coverage Outreach and Enrollment Strategies in Latino Communities**

January 29th, 2015 2:00 PM

# Agenda

- Overview and Introductions
- **The Landscape:** Health Care and Coverage Disparities, Enrollment Challenges and Barriers in Latino Communities
- **Policy Overview:** Eligibility for Non-Citizens for Medicaid and CHIP
- **Grantee Spotlight:** Successful Outreach and Enrollment Strategies from Salud Para La Gente, Watsonville, CA
- **Working with Latino Faith Communities:** PICO National Network
- Connecting Kids to Coverage Campaign Resources



# Covering the Latino Community: A Look at the Landscape to Maximize Enrollment

- **Steven Lopez**

Manager of Health  
Policy Project



# Presentation Overview

- Coverage landscape
- State status
- Enrollment challenges
- Removing barriers



# Latino Insurance Coverage

## National Landscape

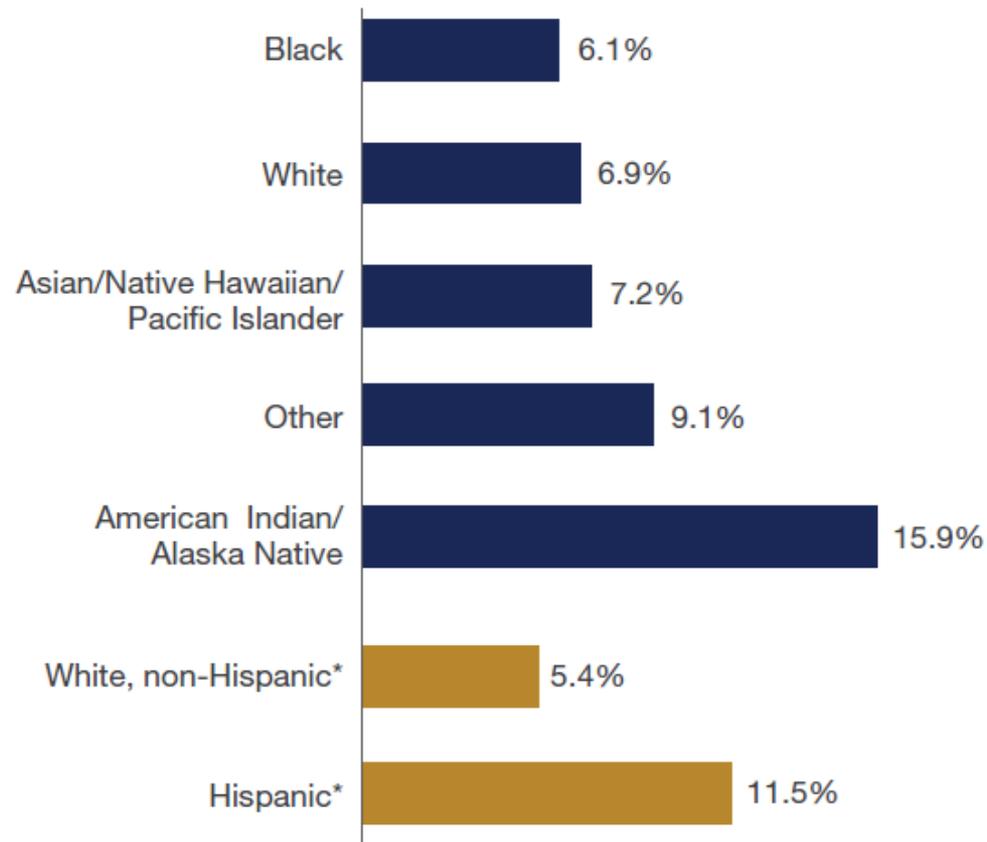
- 1 in 4 Latinos uninsured
- Rates improving but still disproportionately uninsured
- Majority of uninsured live in just three states (CA, TX, FL)

# Latino Children's Coverage

## National Landscape

- In 2013, 11.5% of Latino kids were uninsured
- Two-thirds of uninsured Latino kids are eligible for Medicaid and CHIP but not enrolled
- This rate is trending downward even as the overall population of Latino kids grows

Figure 3: Hispanic Children Have the Second Highest Rate of Uninsurance



\* For simplicity, racial and ethnic data is displayed on one figure, but data is taken from two separate groups. Hispanic refers to a person's ethnicity and these individuals may be of any race. See the methodology section for more information.

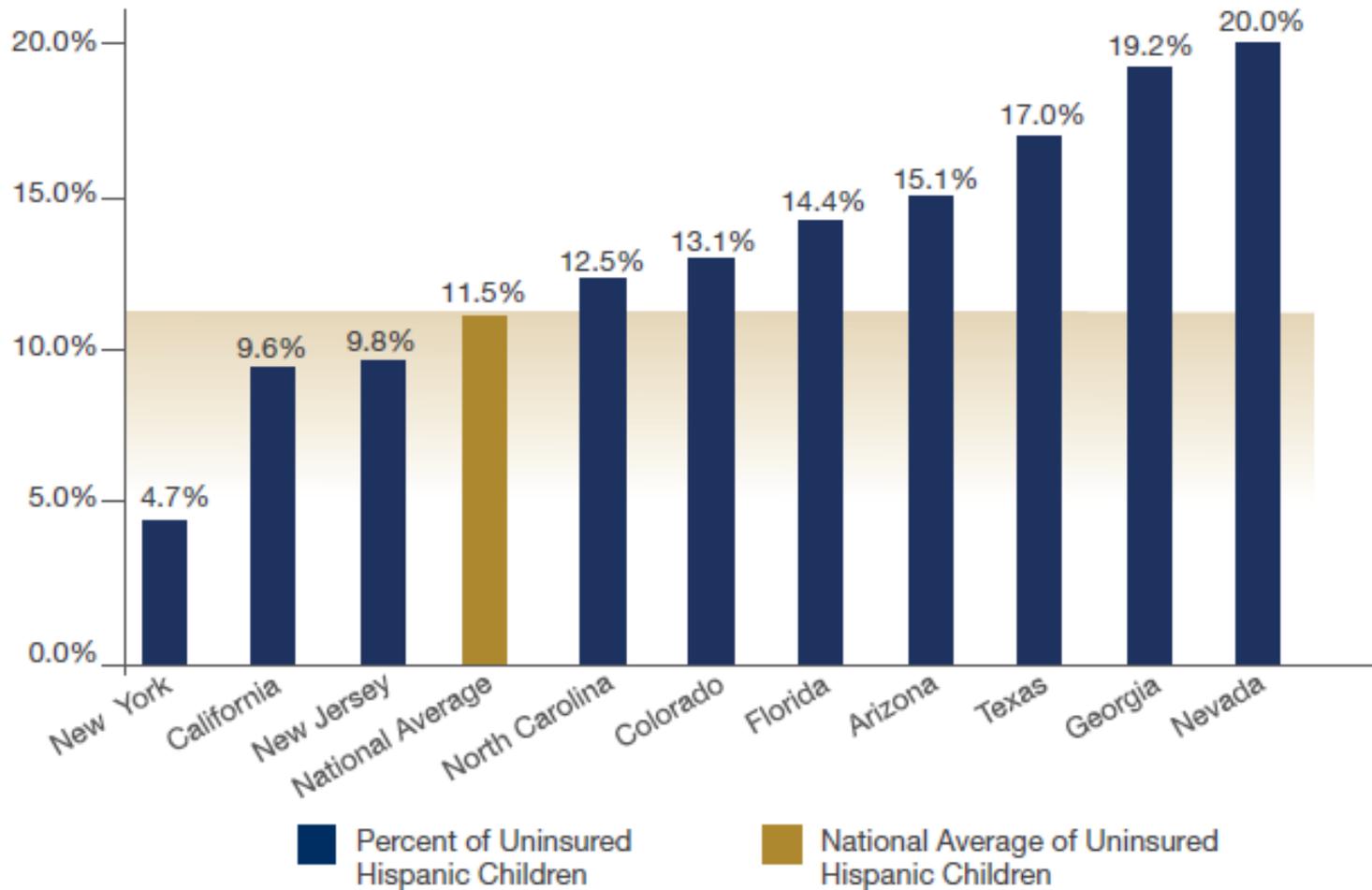
Source: [Hispanic Children's Coverage: Steady Progress, But Disparities Remain](#), Georgetown University Health Policy Institute Center for Children and Families, National Council of La Raza, November 2014

# Where Are The Uninsured Latino Kids?

Figure 5: Two-thirds of Uninsured Hispanic Children Live in 5 States

State	2013 Number and Rate of Uninsured Hispanic Children		As a Share of Total Uninsured Hispanic Children
	Number	Rate	
Texas	585,498	17.0%	28.8%
California	454,740	9.6%	22.3%
Florida	167,917	14.4%	8.2%
Arizona	105,377	15.1%	5.2%
Georgia	64,489	19.2%	3.2%
Five State Total	1,378,021		67.7%
National Total	2,035,787		

Figure 6: Of 10 States with Highest Number of Uninsured Hispanic Children, Three States Have Uninsured Rates Lower Than National Average



# Enrollment Challenges

- Awareness gap
- Eligibility rules
- Immigration concerns
- Limited English Proficient



# Removing Barriers

- Most uninsured Latino kids are eligible for Medicaid and CHIP but not enrolled!
- Ensure linguistically and culturally appropriate outreach and enrollment
- Clarify eligibility rules
- Address immigration concerns
- Provide in-person assistance
- Keep programs strong!

# Contact

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202-776-1809

# Policy Overview: Eligibility for Non-Citizens for Medicaid and CHIP

- **Sarah Lichtman Spector**

Technical Director, Division of  
Eligibility, Enrollment and  
Outreach, Children and Adults  
Health Programs Group



# Eligibility Options for Non-Citizens

Program	Summary of Eligibility Rules
Medicaid/CHIP	<ul style="list-style-type: none"><li>• Qualified non-citizens</li><li>• Must apply the 5-year waiting period to certain non-citizens</li><li>• State option to cover lawfully residing children and/or pregnant women (removes the 5-year waiting period)</li></ul>
Marketplace/QHP	<ul style="list-style-type: none"><li>• Must be <u>lawfully present</u> to purchase insurance in a Qualified Health Plan, or to be eligible for an Advance Payment for Premium Tax Credit (APTC) or Cost-Sharing Reduction (CSR)</li><li>• Under 100% FPL of household income, may be eligible for APTC and CSRs, if lawfully present and ineligible for Medicaid due to immigration status</li></ul>

# Eligibility for Non-Citizens in Medicaid and CHIP

## Under Personal Responsibility and Work Opportunity Reconciliation Act (PRWORA):

- The following groups may be eligible for Medicaid and CHIP:
  - Qualified non-citizens who entered before 8/96
  - Qualified immigrants who reach end of 5-year waiting period (i.e., LPRs/green card holders)
  - Qualified immigrants exempt from 5-year waiting period (e.g., refugees, asylees, Cuban/Haitian entrants, trafficking victims, veteran families)
- There is no federal funding to cover undocumented immigrants, except for payment for limited emergency services

# Who is a “Qualified Non-Citizen”?

- Specific list includes:
  - Lawful permanent residents (LPRs or green card holders)
  - Asylees and refugees
  - Cuban/Haitian entrants
  - Parolees for more than one year
  - Battered non-citizens, spouses and children
  - Victims of trafficking
  - Veterans and active military, and their spouses and children
- Note: Many of these groups are exempt from the 5-year waiting period

# Option to Cover Lawfully Residing Children and Pregnant Women

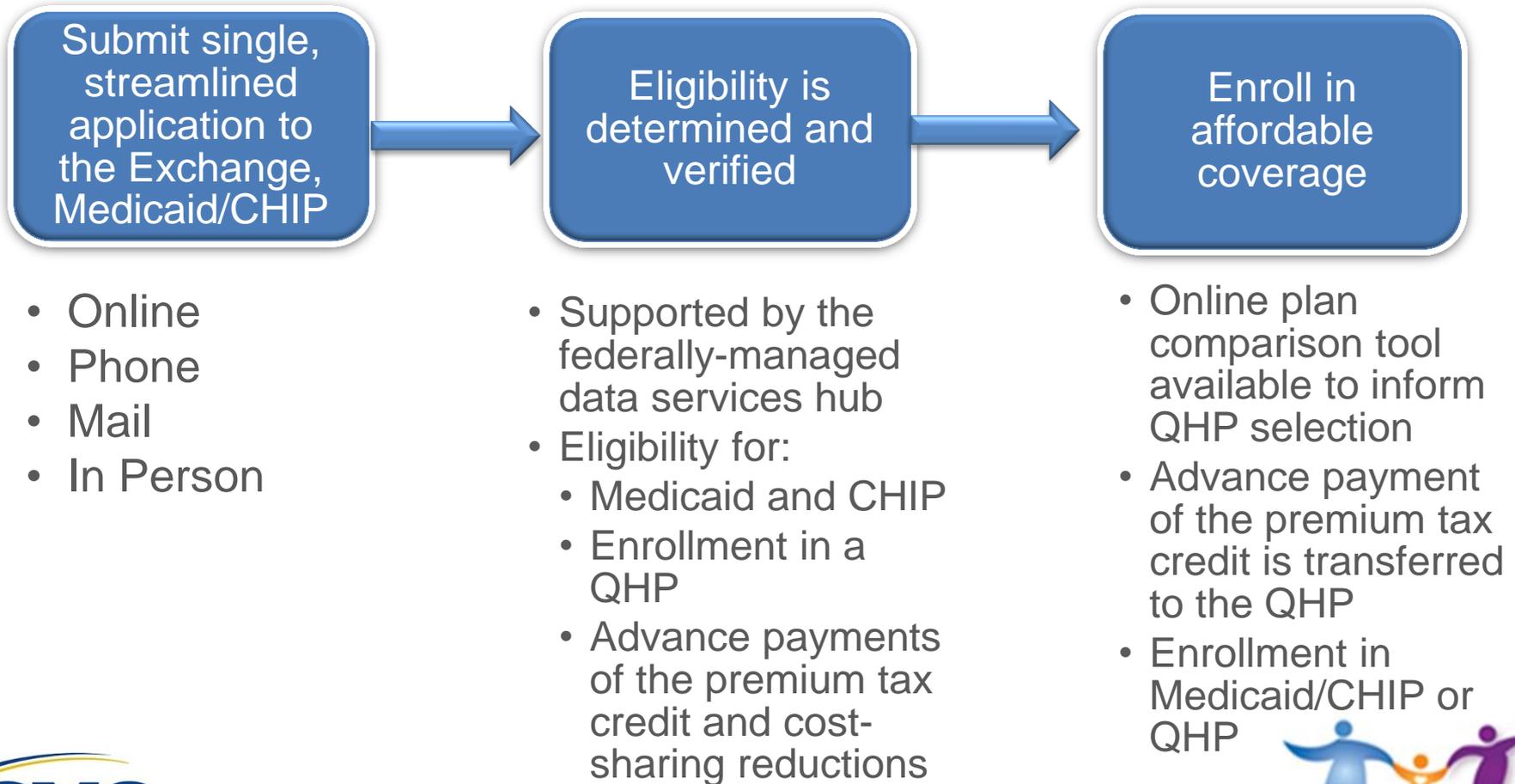
- CHIPRA made available a state option to cover children and/or pregnant women who are:
  - Lawfully present, and otherwise eligible
  - Without a 5-year waiting period
  - Regardless of date of entry into the U.S.
- 29 states, DC and CNMI



# “Lawfully Present” Includes:

- Qualified non-citizen, regardless of a waiting period
- Humanitarian statuses or circumstances (Temporary Protected Status, Special Juvenile Status, asylum applicants, Convention Against Torture)
- Valid non-immigrant visa holder
- Legal status conferred by other laws (temporary resident status, LIFE Act, Family Unity individuals)
- Lawfully present in American Samoa and the Northern Mariana Islands

# Seamless, Streamlined System of Eligibility and Enrollment



# Minimizing Burden in Application Process



The state may only require an individual to provide the information necessary to make an eligibility determination



Applications may ask a non-applicant for certain information necessary to determine eligibility for an applicant (i.e., income, tax filing status, relationship)

# Application Process Cont.

- Request for SSN of a non-applicant is permitted if:
  - It is voluntary
  - It is used only to determine eligibility for applicant/beneficiary or for purpose directly connected to Medicaid program
  - Clear notice is provided to individual
- States should not ask for citizenship/immigration information from a non-applicant

# Public Charge

- Applying for Medicaid or CHIP does not make someone a “public charge”
  - It will not affect someone’s chances of becoming an LPR or U.S. citizen
  - The one exception is for individuals receiving long-term care in an institution at government expense
    - These people may face barriers getting a green card



# Accessibility and Federal Funds for Language Services

Information must be accessible to individuals who are limited English proficient and individuals with disabilities

- Entities receiving federal funds have a responsibility to provide these services and not to discriminate based on national origin for individuals who are limited English proficient under Title VI of Civil Rights Act of 1964
- Based on disability under section 504 of the Rehabilitation Act of 1973

Federal funds are available for oral interpretation and written translation to be provided to Medicaid and CHIP applicants and beneficiaries

# Resources

- Information on non-citizen eligibility, application, and verification for Marketplace, Medicaid and CHIP eligibility

<https://www.healthcare.gov/immigrants/>

- Information on Medicaid and CHIP eligibility for non-citizens

<http://www.medicaid.gov/medicaid-chip-program-information/by-topics/outreach-and-enrollment/lawfully-residing.html>



# Questions & Answers

# Enrollment Strategies for Latino Children and Families

- **Julia Still**

Outreach Department  
Manager, Salud Para La  
Gente, Watsonville, CA



# The National Alliance for Hispanic Health (the Alliance)

- **Vision:** Strong healthy communities whose contributions are recognized by a society that fosters the health, well-being, and prosperity of all its members
- **Mission:** Best health for all
- **We are unique:**
  - Since 1973 represent all Hispanic groups
  - Dedicated to community-based solutions
  - No funds from tobacco or alcohol companies
- **Reputation:** Nation's foremost information source and advocate for Hispanic health



# Nuestros Niños (Our Children) Program

Seeks to reduce health coverage disparities among Hispanics by increasing enrollment and retention of those eligible for Medicaid, CHIP, and insurance affordability programs under the ACA



# Get Involved with the Alliance

- Print and web resources

<http://www.hispanichealth.org/resources.html>

- Advocacy campaigns

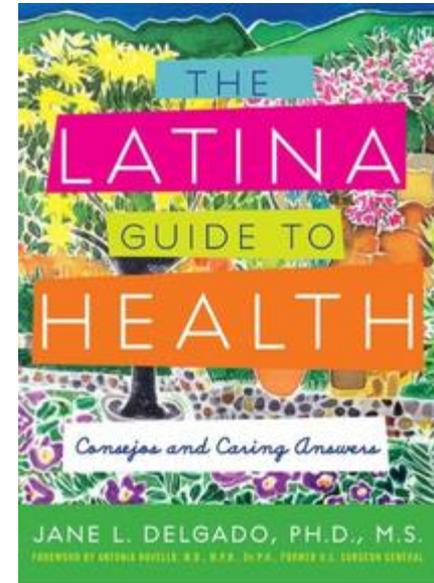
<http://www.hispanichealth.org/news-and-advocacy.html>

- Membership

<http://www.hispanichealth.org/members.html>

- Programs

<http://www.hispanichealth.org/signature-programs.html>



*Buena Salud® Club*  
1-866-783-2645

**A New Year to exercise and eat smart!**

Make sure to include more exercise and healthy eating habits as part of your New Year's resolutions

For many, our daily routine is sometimes physically exhausting leaving us with little energy for exercise. That's why it's important to find a variety of activities that can be done on a consistent basis to strengthen our muscles and bones. Remember that any amount of physical activity, like dancing, walking, running, or playing sports, will give you some healthy benefits!

It's also important to eat a balanced diet and to get enough nutrients to keep your body and bones strong. Try eating more whole grains like brown rice, whole-wheat pasta, and bread; add more vegetables and fruits, such as kale, bananas, tomatoes, peppers, and beans; and avoid foods high in sugar, salt, and fat. Tips to make these changes on a budget are listed on the back of this card.

Before starting an exercise program or making drastic changes in your diet, talk to your healthcare provider. For more information, call us toll-free at 1-866-783-2645

National Alliance for Hispanic Health



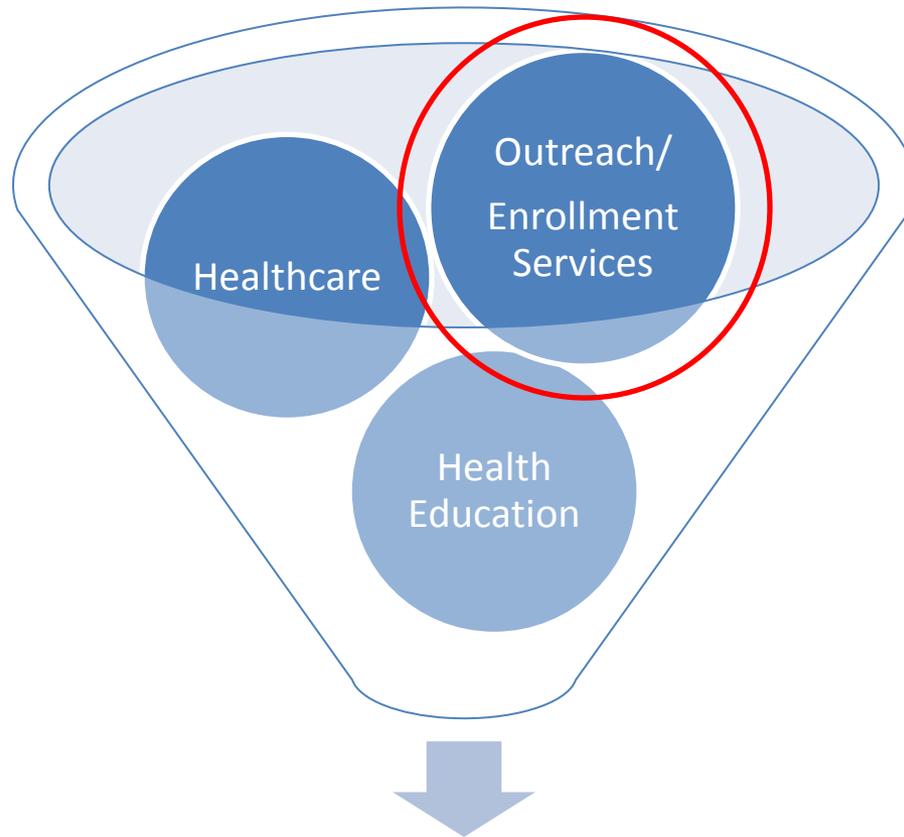
# Salud Para La Gente

**Our Vision:** To ensure quality health care to all in need.

**Our Mission:** To provide high-quality, comprehensive and cost-effective health care responsive to the needs of the communities we serve.



# Patient Centered Care



Healthy Community

# Medicaid Outreach and Enrollment

- **Certified Enrollment Entity**
  - Trained Certified Enrollment Counselors/Certified Application Assistors
  - Trained Certified Enrollment Educators
- **Outreach and education in Santa Cruz and Monterey counties**
  - Workshops at community events and venues
  - Collaboration with counties, community agencies, and school district
- **Enrollment**
  - In-person enrollment assistance by appointment or walk-in



# Key Strategy: Health Insurance Workshops



# Health Insurance Workshops

SPLG hosts and facilitates free workshop for community

Partner with local agencies

Encourage families to attend

45 minute participatory presentation with Q&A

Attendees receive information folder to take home

Discuss health insurance options

Review checklist of documents to bring to enrollment

Attendees receive appointment to enroll

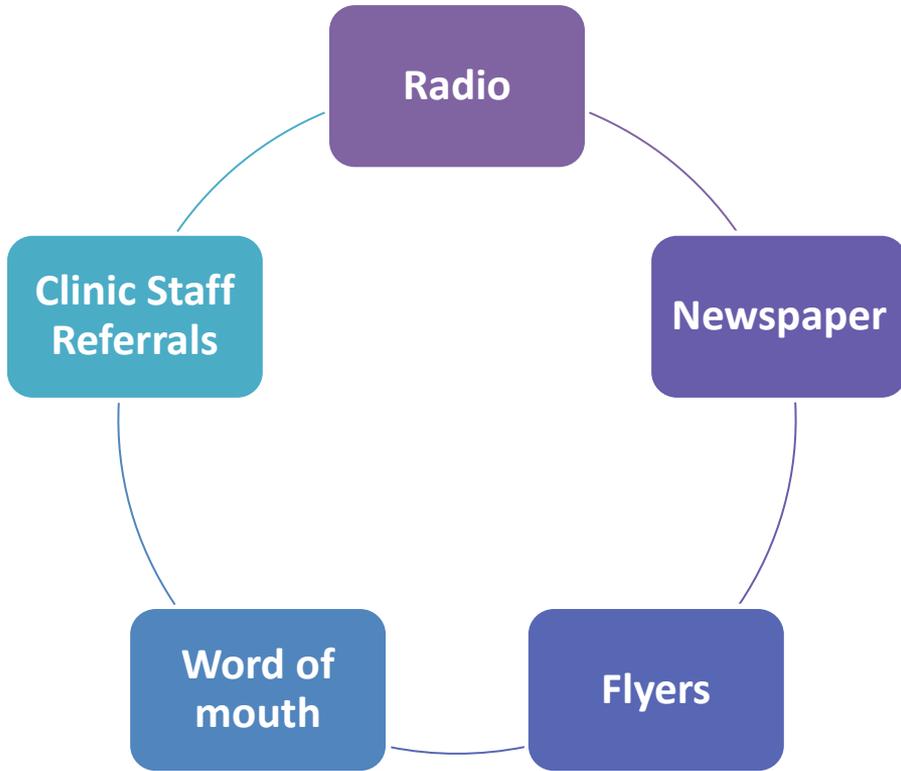
Appointment cards

Convenient time/location

No lines or wait time



# Workshop Promotion



# Academia de Salud

¿Tiene preguntas sobre el seguro médico?  
¿Medi-Cal o Covered California?  
¿Quiere saber sobre otros recursos en la comunidad?

Los invitamos a una plática sobre los servicios médicos en la comunidad y cómo obtener un seguro médico.

Martes 9 de diciembre

5:30 – 7:30 pm

Primer Iglesia Metodista Unida de Watsonville

229 Stanford St. Watsonville 95076

Para más información marque al  
831-763-3431 y 831-724-4434  
Habrá botana y cuidado de niños.



WATSONVILLE  
COMMUNITY HOSPITAL



## Salud Para La Gente

Le invita al siguiente taller sobre cómo obtener un seguro de salud accesible.

### Venga y escuche:

¿Qué es Covered California o Medi-Cal?

¿Quién califica?

¿Cómo me inscribo?

¿Cuánto cuesta?

¡Estaremos dando citas para inscribirse en los talleres!

### Fechas de los Talleres:

7 y 21 de Noviembre del 2014 – 5 y 19 de Diciembre del 2014

9 y 23 de Enero del 2015 – 6 y 13 de Febrero del 2015

Hora: 6:00-7:30 PM

Dónde: Watsonville Community Hospital  
45 Nielson St Watsonville 95076  
Salón de Conferencia 1-3

Para más información llame el Departamento de Servicios Comunitarios  
al: (831) 763-3431

¡No se quede sin su cita para inscribirse!



# 2014-2015 Workshops

## 25 workshops since September 2014

- Average 40 attendees per workshop

## Community partners

- School district
- WIC
- City Parks and Recreation
- Community Hospital
- Second Harvest Food Bank
- Planned Parenthood
- Community health clinics
- Law and legal aid centers
- Churches

## Enrollments (November-December)

- Medi-Cal: 275
- Medi-Cal Renewals: 190
- Covered California: 120



# Next Step Tips

## Appointment reminder

- Phone call
- Answer last minute questions

## Enrollment checklist

- Assists enroller
- Uniformity and organization

## Retention and Utilization

- “What Now?” handout
- Enrollment card

## Tracking

- Enrollment Log
- Client Benefits Tracking Form

# Contact Information

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*Vice President for Programs*

National Alliance for Hispanic Health

p: 202-797-4348

e: [mclewis@hispanichealth.org](mailto:mclewis@hispanichealth.org)



# Working with Latino Faith Communities

- **Hannah Gravette**  
Lead Organizer



# PICO National Network

- Non-partisan, multi-issue, multi-faith organization
- Focus on leadership development within impacted communities
- Institution-based, values-based model of community organizing
  - 44 local affiliates, 8 statewide networks, 150 cities and towns, 17 states, over 1 million families
  - Track record of innovative policy change for low-income communities in health, education, housing
  - CHIP was our first national fight



**PICO** National Network  
*Unlocking the Power of People™*



# Our Theory of Change

- Solutions come from engaging people closest to the problem
- Systems work best when they are accountable to the community
- Sustainable change rests on strong relational networks
- Powerlessness is making us sick



# What PICO Looks like on the Ground

Network of church teams in communities of color

Ongoing leadership training and issue engagement

Clergy engaged around a public theology focused on values-based policies and priorities

# Our Coverage Work

- First Marketplace open enrollment period, engaged **93,737** likely **uninsured people** through more than **214 events**
- Active Medicaid expansion campaigns in OH, MO, FL, PA
- National Days of Action



# Congregation-Based Outreach and Enrollment

- Target large Latino (Catholic and Evangelical) congregations
- Clergy support and buy-in
- Sensitivity around broader ACA concerns
- Use existing networks already in place
- Bring enrollment capacity to the congregation - referrals do not work as well
- Holistic approach, bring in other resources

# Find PICO in Your Community

**PICO National Network**  
*Unlocking the Power of People™*

Facebook Twitter Email [Donate](#)

[About PICO](#) [Take Action](#) [Issues & Results](#) [News & Media](#)

[Find PICO in Your Community »](#)

**Federation Locations**

- Alabama
- California
- Colorado
- Florida
- Indiana
- Kansas
- Louisiana
- Massachusetts
- Michigan
- Missouri
- Minnesota
- Nevada
- New Jersey
- New Mexico
- New York
- Ohio
- Pennsylvania

[www.piconetwork.org/find](http://www.piconetwork.org/find)



InsureKidsNow.gov



# Connecting Kids to Coverage Campaign Resources

## Con el seguro de salud, estarán listos para cualquier cosa que traiga el año escolar.

Los niños que tienen cobertura de seguro de salud están mejor preparados para tener éxito en la escuela y en la vida. Medicaid y CHIP ofrecen seguro de salud a bajo costo o gratis para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. Los niños en una familia de cuatro que ganan hasta \$47,700 al año o más pueden calificar.

Visite el sitio [Web.InsureKidsNow.gov](http://Web.InsureKidsNow.gov) o llame al 1-877-KIDS-NOW para más información.

Visite [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov) para más información sobre la cobertura de salud a bajo costo para su familia.



# Flyers, Posters and Palmcards

## SOY JOVEN, PERO NO NACÍ AYER

Reconozco una cosa buena cuando la veo, como la cobertura de salud a través de Medicaid y CHIP. Y yo estoy aquí para hablar sobre esto. Es a bajo costo o gratis para los niños y adolescentes de hasta 19 años de edad. Nosotros podemos obtener chequeos regulares, vacunas, visitas al doctor y al dentista, atención hospitalaria, servicios de salud mental, recetas y más. Y los niños en una familia de cuatro que ganan hasta \$47,700 al año o más pueden calificar.

Se puede inscribir cualquier día del año, pero ¿por qué posponerlo cuando puede proteger hoy a su familia (y a sus finanzas)?

Para obtener más información acerca de la cobertura de salud a un costo bajo para su familia, visite [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov) o llame al 1-877-543-7669.



## Health coverage for teens who just want to have fun

Now your teens can have fun and get the health care they need. Medicaid and CHIP offer free or low-cost health insurance for children and teens up to age 19. That means check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more are covered. Children and teens in a family of four earning up to \$47,700 a year or more may qualify.

Go to [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW to learn more.

Visit [HealthCare.gov](http://HealthCare.gov) to learn more about affordable health coverage for your family.



# Customization Options

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos.

**Please Note:** You may request these changes on all customizable materials.

**Your program name(s)**

**Your state's annual income eligibility limit for a family/household of four**

**Your website and/or phone number**

**Up to two logos**

**An extra hand for parents with their hands full**

Now you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,700 a year or more may qualify.

Go to [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW to learn more.

Visit [HealthCare.gov](http://HealthCare.gov) to learn more about affordable health coverage for your family.

LOGO 1      LOGO 2

Health Insurance Marketplace

OMB Product No. 19021

- Available in English and Spanish
- Some available in Chinese, Korean, Vietnamese, Hmong and more.

**Customization Guide:**  
[insurekidsnow.gov/professionals/outreach/strategies/customization\\_guide .pdf](http://insurekidsnow.gov/professionals/outreach/strategies/customization_guide.pdf)

# TV and Radio Public Service Announcements (PSAs)

- :30 TV PSAs in English and Spanish
- :60 radio PSAs in English and Spanish
- Tips for using PSAs
- Pitch letters in English and Spanish



URL: [insurekidsnow.gov/professionals/outreach/strategies/tv\\_and\\_radio\\_psas.html](https://insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html)



# Live Read Radio Scripts

- Live read PSA scripts are available for local radio on-air personalities to inform their listeners about Medicaid and CHIP enrollment
  - :15 radio PSA script in English and Spanish
  - :30 radio PSA script in English and Spanish
  - :60 radio PSA script in English and Spanish

URL: [insurekidsnow.gov/professionals/outreach/strategies/tv\\_and\\_radio\\_psas.html](https://insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html)



# Template Print Articles

- Ready-made articles (available in English and Spanish) that can be shared with local newspapers and media outlets
- Template articles are also available and can be customized for local newsletters, bulletins, or other communications



# Additional Campaign Resources



- All webinars available online

<http://www.insurekidsnow.gov/professionals/webinars/index.html>

- Outreach Video Library

[http://www.insurekidsnow.gov/nationalcampaign/campaign\\_outreach\\_video\\_library.html](http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html)



# Keep in Touch with the CKC Campaign!

- Contact us to get involved with the National Campaign at [InsureKidsNow@fleishman.com](mailto:InsureKidsNow@fleishman.com) or 1-855-313-KIDS (5437).
- Sign up for eNewsletters here: [public.govdelivery.com/accounts/USCMS/subscriber/new](http://public.govdelivery.com/accounts/USCMS/subscriber/new)
- Follow the Campaign:
  - Facebook: [facebook.com/InsureKidsNow](https://facebook.com/InsureKidsNow)
  - Twitter: [@IKNGov](https://twitter.com/IKNGov)





**Questions & Answers**



**Thanks!**