

**Please note:** This strategy guide was created in 2010. Some contact information and links may be outdated, but the general ideas referenced can be incorporated in sports-related Medicaid and CHIP outreach and enrollment activities. (October 2017)



**Get Covered.**



**Get in the Game.**



# The Game Plan:

## How School and Community Youth Sports Programs Can Help Get Eligible Children Enrolled in Medicaid and CHIP





# Get Covered. Get in the Game.

Dear Friend:

Thanks for your interest in **Get Covered, Get in the Game**. Involving children and teens in sports programs isn't just a great way to encourage physical activity—it also fosters self-esteem and can be a great start to lifelong good health.

Nothing should stand in the way of youth sports participation—especially the lack of affordable health insurance. But without health insurance, it's hard for aspiring athletes to get the physical exams they need to play. And for many families without health insurance, fear of medical bills from potential sports injuries leaves them reluctant to let their children participate.

The good news is that while we're taking steps to make health coverage available to all Americans, many children don't have to wait. **Eligible children and teens can get no cost or low cost health coverage now through Medicaid and the Children's Health Insurance Program (CHIP).**

These health coverage programs may be called by different names—Child Health Plus, Health Check, etc.—but together they are providing comprehensive health benefits to nearly 42 million children and teens.

**Get Covered, Get in the Game** is just one component of our ongoing efforts here at the U.S. Department of Health and Human Services to ensure that all children get the health coverage they need. It is part of our Connecting Kids to Coverage Challenge, which calls upon leaders in government, schools and communities across the country to reach out and enroll all children eligible for Medicaid and CHIP.

We've been making great progress increasing health coverage for uninsured children, but there still are millions more who are eligible but are not yet enrolled. People like you—coaches, physical education teachers, school nurses and other health staff, guidance counselors, youth activity directors and anyone who works with kids—can play a big role in helping them get coverage and stay covered for as long as they qualify. **The Game Plan** provides a wealth of information, activity ideas and materials to help make your efforts as effective as possible.

I'm sure you'll agree that we must do everything we can to make sure our children are healthy. Health coverage will help them get in the game, whether their passion is soccer or basketball or jumping rope on the playground. They'll get exercise and have fun—and they'll stay protected on and off the field long after the sports season is over.

Thank you in advance for your efforts.

Sincerely,

Cindy Mann  
Director,  
Center for Medicaid, CHIP and Survey & Certification

# Get Covered.



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## The Game Plan

### About this Guide

#### Get Covered, Get in the Game

provides strategies and outreach materials that can help schools and communities link youth athletes—and all eligible children and teens—to Medicaid and CHIP.

#### Get Covered, Get in the Game

participants in 7 states— Colorado, Florida, Maryland, New York, Ohio, Oregon and Wisconsin—helped demonstrate how outreach activities designed around youth sports programs can work. This guide shares what they learned and encourages others to pick up the ball and run with it!

Youth athletic coaches are in an excellent position to help get eligible students enrolled in Medicaid and CHIP:



- School athletes need health insurance to get the physical exams they need to play, but also to ensure they're covered in case of injury.
- Health plans sometimes offered to school athletes are very limited and often don't include preventive care. Medicaid and CHIP provide comprehensive health coverage that helps children stay healthy and get medical attention in case of illness or injury.
- Coaches and athletes are often school role models who can promote the importance of health insurance and the availability of Medicaid and CHIP throughout the school community.
- Coaches can team up with others, including school nurses, and other school health staff, social workers, teachers and the PTA, for school- and district-wide outreach and enrollment activities. Together, they can elevate awareness of Medicaid and CHIP and create opportunities for eligible students to enroll.

## Here's what coaches have to say about **Get Covered, Get in the Game.**

"Health insurance is crucial for every student athlete and for the peace of mind [it brings] their families. Florida KidCare makes this a possibility when otherwise there wouldn't be a way. Thanks Florida KidCare."

**Tim Couet, Executive Director  
Pasco Police Athletic League  
Pasco, FL**

"For our kids at Princeton High School, the **Get Covered, Get in the Game** campaign was invaluable. We had families who, like parents throughout the U.S., were not aware their children were eligible for health coverage. Access to affordable health care has benefits that show up on the playing field and in the classroom. I would say to coaches: see if you have players who are eligible and connect them with this program. And kids deserve every opportunity to excel at being healthy."

**Tom O'Neill  
Princeton High School  
Hamilton County, OH**

"As a teacher and football coach, I see firsthand the impact of a child's health on his or her ability to learn and play sports. I hope every coach across the state will join me in spreading the word about Healthy Kids!"

**Gary Sletmoe  
Head Football Coach and  
English Teacher  
Cleveland High School  
Portland, OR**

## What's in the Game Plan?

This guide contains everything you need to engage school and community youth sports programs in connecting eligible children to Medicaid and CHIP. These ideas should help, whether your goal is to provide basic information and referrals or to conduct a full-fledged outreach and enrollment campaign.

Throughout the guide, "All Star Strategies" highlight the early experience of **Get Covered, Get in the Game** participants and others. You may want to replicate efforts you think will work in your school or community, or adapt them to fit your own special circumstances.



## Applying for Medicaid and CHIP

Families can learn about children's health coverage programs in their State and how to apply by calling:  
**1-877-KIDS-NOW (1-877-543-7669)**

Visit [“Programs in your State” on InsureKidsNow.gov](#) for on-line information and applications, if available. Programs typically cover a range of benefits, including:

- Doctor Visits
- Hospital Care
- Prescription Drugs
- Hearing Care
- Emergency Care
- Vaccinations
- Vision
- Dental

## It's How You Play the Game: Ideas for Your “Get Covered, Get in the Game” Initiative

### The Starting Line: How to Begin

Before jumping into action, find out about activities that may already be in progress. You'll want to check in with your State, community organizations or school district to learn what they may already be doing to connect children to Medicaid and CHIP. Some ideas:

- Contact your State's Medicaid and CHIP programs.
- Reach out to youth athletic coaches associations in your State.
- Engage school district leadership.
- Touch base with local youth sports leagues.
- Connect with children's health promotion or advocacy groups in your State, County, City or community.
- Consult the [resource list at the end of this guide](#) for contact information.



Join campaigns that are already underway. If efforts to engage youth sports programs in health coverage outreach activities don't exist, bring potential partners together to develop a plan to:

- Customize and disseminate **Get Covered, Get in the Game** materials, [including flyers and fact sheets](#).
- Train leaders—coaches, physical education teachers, school nurses and other health staff, guidance counselors and youth activity directors—about Medicaid and CHIP and how to get children enrolled.
- Create opportunities for children and teens to apply for health coverage.

- Incorporate outreach and enrollment efforts into ongoing, routine school and community sports programs.
- Track and document your enrollment progress to build on success.

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The “Connections to Coverage” campaign, spearheaded by the New York State Department of Health, used direct mail to engage a wide range of partners. The campaign sent a [letter](#) to 335 school and community organizations to inform coaches, superintendents, principals, and others about the availability of **Get Covered, Get in the Game** materials and offered to provide presentations and trainings. As a result, 13,000 posters and fact sheets were disseminated through schools and partner organizations, and State outreach staff responded to 45 requests for presentations about Medicaid and Child Health Plus (New York’s CHIP program).

**For more information, contact:** K. Pamela Lavillotti in the New York State Department of Health, Office of Health Insurance Programs at (518) 474-5449; email [kpl01@health.state.ny.us](mailto:kpl01@health.state.ny.us).

## Cover Your Bases:

### Reach Out to School and Community Leaders

Make the case for linking a children’s health coverage outreach campaign with youth sports activities. You can start with education or health agencies, the local school district, an individual school, or a State or local youth sports program.



Target school districts where students are most likely to qualify for Medicaid or CHIP. Your State Department of Education can help identify:

- Schools in which large percentages of students get free or reduced-price school meals.
- Title I schools, which serve elementary school children in low-income communities.

Emphasize that students need health coverage whether they’re athletes or not, and it’s best to design school activities that encompass the needs of all students. Children and teens may be dancers, actors, “athletes,” artists, chess players, debaters, scientists, school news reporters, foreign language speakers, poets, student government leaders and lots more. They all need health insurance to stay healthy and excel!

Offer to train coaches and other school staff on the basics of the State’s Medicaid and CHIP programs and what it takes to help get students signed up. Explore opportunities to incorporate training about children’s health insurance coverage into requirements for coaches’ certification, orientation for new staff or continuing education.

Strike the right balance between goals and expectations, especially when it comes to increasing school staff workload. Suggest simple ways staff can get involved and make it easy for them to help connect eligible students to health coverage.



## Sports by the Season



### Fall

- Cross Country
- Football
- Soccer

### Winter

- Basketball
- Hockey
- Wrestling

### Spring/Summer

- Baseball
- Lacrosse
- Tennis
- Track & Field
- Volleyball

### Year-Round

- Cheerleading
- Gymnastics
- Swimming
- Field Hockey

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In Colorado, state staff who spearheaded the **Get Covered, Get in the Game** initiative partnered with Children’s Hospital in Aurora, Colorado, which was hosting a Coaches Clinic to help coaches get their certifications. At the same time coaches heard experts talk about first aid, the importance of hydration and how to deal with head injuries, they learned about Medicaid and CHIP. In addition, they received materials to distribute to students and their families about how to sign up for health coverage. Media coverage at the Children’s Hospital event highlighted **Get Covered, Get in the Game** and the value of health insurance for student athletes.

**For more information, contact:** Tonya Bruno at the Department of Health Care Policy and Financing at (303) 866-2362; email [Tonya.Bruno@state.co.us](mailto:Tonya.Bruno@state.co.us).

### Tips for Getting the Word Out

- Display **Get Covered, Get in the Game flyers** in coaches’ offices, school nurses’ offices, school clinics, the principal’s office and teachers’ lounge.
- Keep applications on hand for students to bring home.
- Distribute **Get Covered, Get in the Game** flyers at team try-outs. Send flyers and applications home with materials letting families know about the requirement for sports physicals.



- Place **Get Covered, Get in the Game** ads in school and community newsletters and websites. Publish a letter to families written by a school or community athletic director or a popular coach. Reinforce that health coverage is important for all children, not just athletes.
- Promote **Get Covered, Get in the Game** messages at school sports events. Display contact information on signs on the field or publicize on an electronic scoreboard or **over the public address system**. Set up a booth at home games or other school events with basic information about Medicaid and CHIP.
- When customizing or developing materials for schools or community groups, make sure to:
  - Allow enough time for material review and approval.
  - Meet any special requirements, such as providing multi-language materials.
  - Make sure all materials include a contact phone number.
  - Provide the web address in states where families can apply online.

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In the North Country, a rural area in New York state, information about Medicaid and Child Health Plus (New York’s CHIP program) was conveyed to families four ways: in person, on television, online and via email. Counselors from the Northeastern Central School in Champlain invited the Adirondack Health Institute (AHI), an organization that provides application assistance, to a parent meeting. The home town cable network interviewed AHI and provided the school with the television segment to post on its website. The school also emailed the link to parents of all middle school and high school students in the district.

**For more information, contact:** K. Pamela Lavillotti in the New York State Department of Health, Office of Health Insurance Programs at (518) 474-5449; email [kpl01@health.state.ny.us](mailto:kpl01@health.state.ny.us).

### Partnerships are Key

Partnerships are essential to making **Get Covered, Get in the Game** a success. Partners can contribute resources and expertise and help broaden the scope of your outreach effort.

- Involve organizations that provide sports opportunities for children and teens: Boys and Girls Clubs, YM/YWCAs, Police Athletic Leagues, County Parks and Recreation, summer camps and others.
- **Engage local businesses** that may be interested in promoting children’s health coverage or subsidizing the printing of materials.

- Involve health care providers, including [community health centers](#), children’s hospitals, health plans and departments of health that have a stake in ensuring that eligible children get enrolled. Their staff are likely to be trained to help families complete applications.
- Enlist college and professional sports teams. College teams may lead community service projects or be able to link you with campus organizations interested in spearheading children’s health coverage sign-up activities. Professional teams may have private foundations or non-profit entities that sponsor activities for children and youth.



- Florida Covering Kids & Families partners with baseball’s Tampa Bay Rays to host a Florida KidCare night every season. The team’s Community Relations Department helps coordinate the event.
- Maryland Citizens Health Care Initiative and Baltimore Health Care Access launched a “Got Healthcare?” campaign after the State expanded Medicaid eligibility for adults in 2007. Local sports heroes from the Baltimore Ravens and Washington Redskins volunteered to help promote the program. The groups ran radio ads, partnered with local hotlines and put up posters in every hospital to alert people. Having sports celebrities promote enrollment in Medicaid helped raise awareness about the program and reinforce the importance of an active lifestyle.

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Eagles Youth Partnership, the charitable wing of the Philadelphia Eagles football team is enhancing the services it offers to children visiting the Eagles Eye Mobile for free eye examinations, eyeglasses and referrals to specialists. By providing contact information to local organizations like Public Citizens for Children and Youth, which helps families complete and submit Medicaid and CHIP applications, the Eagles Eye Mobile program is creating opportunities for eligible children to sign up for health coverage. Eagles Eye Mobile is also in daily contact with school nurses and let them know when Eagles Eye Mobile staff identify a child who is uninsured, triggering an opportunity to alert the parent and assist with enrollment. In addition, [EaglesEyeHealth.org](http://EaglesEyeHealth.org) now includes a link to COMPASS, Pennsylvania’s comprehensive on-line application that enables families to apply for health coverage for their children on their own.

**For more information, contact:** Sarah Martinez-Helfman, Executive Director, Eagles Youth Partnership via email: [Martinez-Helfman@EAGLES.NFL.com](mailto:Martinez-Helfman@EAGLES.NFL.com).

## ALL KIDS On the Field: An Interview with Cathy Caldwell, Alabama's CHIP Director

Alabama's CHIP Program, ALL KIDS, has a longstanding connection with college sports teams which help promote enrolling eligible children in health coverage. **Get Covered, Get in the Game** went straight to the source—Alabama CHIP Director, Cathy Caldwell— to find out how her State has made it work.

**Get Covered, Get in the Game:** What prompted you to forge the connection to college sports teams?

**Cathy Caldwell:** In Alabama, there is one thing we know that transcends all: FOOTBALL! We take football very seriously, from peewee to collegiate teams—we are fans. BIG FANS! ALL KIDS has partnered with the sports marketing groups of four major universities: the University of Alabama, Auburn University, University of Alabama at Birmingham and Troy University.

**GCGG:** How are you promoting children's health coverage with the teams?

**Caldwell:** Our outreach packages include scoreboard and LED signage, half-time promotions, extensive sports radio coverage, promotions in all print materials including the football program. Endorsements from the head football coaches are used as TV, radio and movie theater spots throughout the year.

**GCGG:** You've made the point that football is big in Alabama. Do you work with any other sports teams?

**Caldwell:** Our outreach is not limited to football. We get the same exposure through basketball, baseball and gymnastics. Auburn has a new basketball arena where a permanent ALL Kids corner has been built. This is an area where children can play and participate in activities like coloring and face painting. I get reports regularly—families are loving this area!

**GCGG:** Is all this outreach working?

**Caldwell:** We think this outreach has been excellent for the ALL Kids program. It has been very successful in helping to overcome any reluctance families might have about signing up for a public program. Our presence at sports events has made ALL Kids "cool." When I'm staffing an ALL Kids outreach booth or wearing an ALL KIDS T-Shirt, I have children run up to me just beaming to tell me they are enrolled in the program. But it's not just my personal experience: Our web-based application includes a survey that obtains data about where the applicant heard about ALL KIDS, so we know that our sports team outreach is getting the message across. In addition, we get lots of phone calls from people who have seen us at sports events.

**GCGG:** Do you think the **Get Covered, Get in the Game** initiative is on the right track?

**Caldwell:** Yes! We didn't stop with just college teams here in Alabama. ALL KIDS has enjoyed a long and rewarding partnership with high school coaches. Our regional staff located throughout the State is always working diligently with their high school athletic programs to reach uninsured student athletes and their siblings.

**GCGG:** Thanks, Cathy! Where can readers find out more about ALL KIDS' outreach efforts?

**Caldwell:** You're welcome! **For more information, contact:** [Cathy.Caldwell@state.al.us](mailto:Cathy.Caldwell@state.al.us)













- Article in parent newsletters
- Oregon soccer tournament flyers
- Oregon soccer tournament web banner
- Public Address system scripts

## Some Potential Partner Organizations

- American Camp Association: <http://www.acacamps.org/>
- American Association of School Administrators: <http://www.aasa.org/>
- Boys & Girls Clubs of America: <http://www.bgca.org/Pages/index.aspx>
- Little League: [http://www.littleleague.org/Little\\_League\\_Online.htm](http://www.littleleague.org/Little_League_Online.htm)
- Pop Warner Youth Football: <http://www.popwarner.com/>
- National Alliance for Youth Sports: <http://www.nays.org/>
- National Association of Children’s Hospitals and Related Institutions: <https://www.childrenshospitals.org/About-Us/About-the-Association>
- National Association of Community Health Centers: <http://www.nachc.org/>
- National Association of County Park and Recreation Officials: <http://www.nacpro.org/>
- National Association of School Nurses: <http://www.nasn.org/>
- National High School Athletic Coaches Association: <http://www.nhsaca.org/>
- National PTA: <http://www.pta.org/>
- National Police Athletic Leagues: <http://www.nationalpal.org/>
- School-Based Health Alliance: <http://www.sbh4all.org>
- YMCA: <http://www.ymca.net/>
- US Youth Soccer: <http://www.usyouthsoccer.org/index.html>
- US Youth Volleyball League: <http://www.usyvl.org/>

# Appendix



STATE OF NEW YORK  
DEPARTMENT OF HEALTH

Corning Tower The Governor Nelson A. Rockefeller Empire State Plaza Albany, New York 12237

Richard F. Daines, M.D.  
Commissioner

James W. Clyne, Jr.  
Executive Deputy Commissioner

August 18, 2010

Name  
Address  
City, State Zip

Dear \_\_\_\_\_

I am writing to you today with an invitation to participate in an exciting new initiative launched by the federal Centers for Medicare and Medicaid Services. *Get Covered, Get in the Game* is part of Health and Human Services Secretary Kathleen Sebelius' commitment to enroll 5 million uninsured children nationwide in children's public health insurance programs. The New York State Department of Health *Connections to Coverage Campaign* is supporting this initiative by enlisting the help of coaches and community sports programs across the state in outreach to youth athletes and their parents to educate them on the availability of Child Health Plus and Medicaid, New York's public health insurance programs for children.

We believe that your shared interest in the health of the children in your community makes you a natural partner for us in spreading the word that all of New York's uninsured children and teens are eligible for health care coverage through Child Health Plus or Medicaid. Getting involved can be as easy as distributing informational materials on New York's public health insurance programs, or inviting a member of the Connections to Coverage team to give a presentation or conduct a staff training on Child Health Plus and Medicaid.

I hope you will join us in this very important initiative to keep your athletes from being sidelined this season because they don't have health insurance. To get involved, please fill out the attached order form and return it to the address or fax number on it. For more information, please contact me at (518) 474-5449, or via e-mail at [kpl01@health.state.ny.us](mailto:kpl01@health.state.ny.us).

Sincerely,

K. Pamela Lavillotti  
Connections to Coverage Campaign



**GET COVERED. GET IN THE GAME.**

CAMPAIGN PARTNER ORDER FORM

Getting involved in the *Get Covered. Get in the Game* initiative is as easy as filling out the form below and sending it back to us. Enclosed with this order form are samples of a flier, a factsheet and a direct mail insert you may order from us to distribute to your coaches, teams and parents of your athletes. You also may wish to invite a member of the Connections to Coverage Campaign team to give a presentation at a meeting or event, or to conduct a training for your staff or coaches on Child Health Plus and Medicaid. All of these materials and services are available to you free of charge.

PUBLICATION NAME	QUANTITY PLEASE CIRCLE THE DESIRED QUANTITY OF EACH OR INDICATE A DIFFERENT QUANTITY
CHILDREN'S HEALTH INSURANCE FACTSHEET FOR COACHES	15 25 50 OTHER_____
CHILDREN'S HEALTH INSURANCE FLIER	15 25 50 OTHER_____
DIRECT MAIL INSERT	15 25 50 OTHER_____

PLEASE CHECK	REQUEST FOR PRESENTATION OR STAFF TRAINING	# OF PEOPLE EXPECTED TO ATTEND
	I WOULD LIKE A MEMBER OF THE CONNECTIONS TO COVERAGE TEAM TO GIVE A PRESENTATION AT A MEETING OR EVENT MY ORGANIZATION IS HOSTING	
	I WOULD LIKE A MEMBER OF THE CONNECTIONS TO COVERAGE TEAM TO CONDUCT A TRAINING FOR COACHES OR MEMBERS OF MY STAFF ON THE AVAILABILITY OF NEW YORK'S PUBLIC HEALTH INSURANCE PROGRAMS AND HOW TO LINK THE FAMILIES WE SERVE TO COVERAGE	

Name of Organization: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_

**Please return this form to Pamela Lavillotti via fax at (518) 474-4424 or mail to:**

**K. Pamela Lavillotti  
 New York State Department of Health  
 Office of Health Insurance Programs  
 Corning Tower, Rm.1695  
 Albany, New York 12237**

**For more information, please contact Pamela at (518) 474-5449.**

## **Sample Public Address System Announcement for Children's Sporting Events**

1. Did you know [INSERT STATE] offers free or low-cost health insurance coverage for kids? Visit [INSERT STATE PROGRAM NAME booth/ Web site] today to find out how to get your kids covered so they can get into the game.
2. Don't let kids get sidelined because they lack health insurance coverage. Visit [INSERT STATE PROGRAM NAME booth/ Web site] today to find out how to get your kids covered and get them in the game.

## **Sample Public Service Announcement/Live Read Script**

Your kids shouldn't be sidelined this season because they don't have health insurance.

Your State offers low or no cost health insurance that covers doctors visits, eye care, hospital visits, dental exams and even prescriptions drugs.

So, get your kids covered and get them in the game.

A family of four with an income up to \$45,000 a year can get their kids covered. Call 1-877-Kids-Now or visit [insurekidsnow dot gov](http://insurekidsnow.gov) today.

## Get Covered, Get in the Game Initiative Sample Talking Points

-Get Covered. Get in the Game. in [insert state] engages school and community sports programs to help get uninsured eligible children and teens enrolled in Medicaid and the Children's Health Insurance Program (CHIP).

-The National Council of Youth Sports estimates 44 million boys and girls participate in organized youth sports. Coaches are often mentors, educators and role models for young people in the schools and communities in and also are enlisting their colleagues, to help ensure that all families with eligible children get the information and help they need to enroll in Medicaid and CHIP.

-We care deeply about our children. Healthy kids do better in school and in life because they are able to participate fully in activities that develop their bodies and their minds. According to the Centers for Disease Control and Prevention, children who are part of sports teams have more energy, and perform better in school.

-Kids with health insurance generally have better health throughout their childhood and into their teens. They are sick less often, get the treatment they need when they are sick and are less likely to miss school due to illness.

-There are [insert number of eligible but uninsured in state] children in the state of [insert state] who are eligible for, but not enrolled, in free or low-cost health care coverage through [insert name of state CHIP and Medicaid program]. Alternative – [XX%] of the eligible uninsured children in [insert state] are enrolled in Medicaid and CHIP, but that means [YY%] are not participating.

-Unfortunately, many of these children are held back from fully participating because they can't afford to see a doctor for the basic physical they need to join a team or participate in a school activity. Or their families may be reluctant to allow them to play because they worry about how they will cover costly medical bills if their children get injured.

-We have the opportunity and the commitment to see that [insert state] children—from the very youngest to the high school senior—get enrolled into [state program name] if they qualify. Once they are enrolled, they are covered for comprehensive health benefits on and off the field and long after the sports season ends.

-[Insert state program name] is free or low-cost health insurance for kids. A family of four with an income up to [insert income limit] a year can get their kids covered. Even if they have been turned down in the past, they may be able to get coverage for their kids now.

-Once enrolled, kids can get doctor and dentist visits, vision and hearing care, hospital care, mental health services, regular check-ups and shots, and needed treatment, including prescription drugs.

-OPTIONAL MESSAGE BASED ON STATE SITUATION: [Insert state] has made it easy to apply for children's health insurance by [insert information about ways the state has simplified their processes]

# covering kids<sup>TM</sup> & families

"Let No Child Go Uninsured"

Hi my name is \_\_\_\_\_.

Thank you for calling the Covering Kids and Families Phonathon. We are hoping to give children and teens the gift of health this season by helping them enroll in Medicaid. Are you calling about a child that needs health coverage?

*If **no** kids*

We have information about health care options for adults. Should we send that to you?

*If **yes** wants information*

Let me get the information I need to send that to you

Name:		
Street Address:		
City:	State:	Zip:
E-Mail		

*If **yes**, calling about child that needs health coverage*

Does child live with you?

*If **no**, child does not live with caller*

Can we send information to you or the child's parent about Medicaid?

Name:		
Street Address:		
City:	State:	Zip:
E-Mail		
Relationship to Child:		

*If **yes**, child lives in home*

Covering Kids and Families helps families through the Medicaid application process. The actual decision is made by the Department of Job and Family Services. I would like to complete the application with you right now over the phone so it can be submitted to Job and Family Services. Do you have time to answer some questions now, it should take just a few minutes..

*If **no**, don't have time*  
Can I send you the application?

Name:		
Street Address:		
City:	State:	Zip:
E-Mail		
Relationship to Child:		

*If **yes** proceed to complete the application.*  
*When finished:*

Now let's talk about the next steps. You need to sign the application and you need to provide proof of certain factors for the application to be approved. Once you have signed the application and provided the documents, we will give you a \$10 Kroger gift card. The documents you need to provide;

- Proof of your income for the last three months
- Proof of any medical coverage you already have
- Proof of identity of anyone applying (picture id)
- Proof of citizenship, like a birth certificate
- Proof of pregnancy

You have two options: you can come to the Legal Aid Society on Saturday morning between 10am – 12 pm and bring the documents and sign the application form and we will give you the \$10 Kroger gift card right away. If you do not have all the needed documents we can help you get them. Legal Aid is located at 215 E. Ninth Street and there will be free parking. If you cannot come on Saturday, we can mail the application to you for your signature and there will be a return envelope to send back the application and your documents. We will send you the \$10 Kroger Gift card after we get the signed application back from you.

Can you come in Saturday?

*If **yes***

Great. Again Legal Aid is located at 215 E. Ninth Street downtown between Sycamore and Main Streets. There is free parking and look for the green and red balloons. We will see you Saturday between 10:00 am and 12:00 pm.

*If **no***

OK. Look for the application in the mail in the next few days. If you have questions, there will be a phone number to call with the application. Send it back as soon as possible so we can assure your child the Gift of Health and send you the \$10 Kroger Gift Card.

Thank you for calling and have a Happy Holiday. Goodbye.



## Newsletter Article:

### FREE Healthy Kids Basketball Camp

The Office of Healthy Kids is hosting a free, all-day basketball camp, Saturday, March 19<sup>th</sup> at the Salem Hoop!

The camp is open to all families and all-ages are welcome to participate. Families can come and learn about Healthy Kids and apply for the program while learning about basketball, teamwork, and healthy activity.

**Free Healthy Kids Basketball Camp**  
**Saturday, March 19<sup>th</sup> from 9am – 3pm**  
**The Hoop - 3575 Fairview Industrial Dr. SE, Salem, OR 97302**

Oregon Healthy Kids is a newly expanded health coverage program for uninsured Oregon children and teens up to 19 years of age.

No family makes too much money for Healthy Kids. Parent's income will determine whether a child is eligible for the no-cost or low-cost coverage option. For example, a family of four that earns as much as \$67,000 a year may qualify for low-cost coverage.

The Office of Healthy Kids is working to make sure parents know that their children now have access to great health coverage they can afford.

**Families with uninsured children should apply for Healthy Kids today:**  
**Call 1-877-314-5678**



### Facebook/Twitter Post:

Free @OregonHealthyKids Basketball Camp, Saturday, March 19<sup>th</sup> from 9am – 3pm @ The Salem Hoop. Apply for Healthy Kids while learning about basketball, teamwork and healthy activity. All-ages welcome to participate.

**Healthy Kids**

# Basketball Camp

**All ages welcome!**

Get more information about **Healthy Kids**, a **NEW** state health coverage program for Oregon's uninsured children and teens, and apply while learning more about basketball, teamwork, and healthy activity!

**Saturday, March 19, 2011**

**All-day camp! Play from 9 a.m. - 3 p.m.!**



## **The Hoop**

**3575 Fairview Industrial Dr., S.E.**

**Salem, OR 97302**

**503-371-4667**



**1-877-314-5678 | [www.OregonHealthyKids.com](http://www.OregonHealthyKids.com)**

**Oregon**  
**Health**  
Authority



## Hosting a Healthy Kids Soccer Tournament

### **Make a plan**

- Contact the Healthy Kids office – we'd love to help!
- When and where do you want to have the event? Check community calendars: Are there other events happening that may affect attendance and involvement?
- What level of competition? What age groups?
- How will you identify teams to participate? Will there be a limit on the number of teams participating?
- How will you reach the public or your target population to attend?
- How long will the tournament last: one day, two days, three days, a season?

### **Secure field space (including permits) and game officials**

- A list of Oregon soccer fields is available here:  
<http://www.oregonyouthsoccer.org/index.html>
- You can generally obtain a permit from county or city parks departments. A list of Oregon counties with links to their websites is available here:  
<http://bluebook.state.or.us/local/counties/counties.htm>
- To find a game official, contact the nearest Soccer Referee Association or Committee. You can link to the statewide list here:  
<http://www.oreofficials.org/sportpage.php?sport=Soccer>

### **Outline a budget for the event**

- What are your overall costs including equipment, refreshments, marketing, trophies, prizes, etc?
- Do you need teams to pay an entrance fee? If so, how will it be collected and what is it?
- Are there community members, organizations, or businesses that may want to cosponsor the event, and thereby decrease cost?
- Design the day
- What's the format? Most soccer tournaments have two round-robin divisions per age group with the top team in each advancing to the final match.

-Where are families able to get Healthy Kids information and application assistance at the tournament?

**Develop a communications plan**

-This should include:

- other Healthy Kids partner groups that can help you host the event;
- any volunteers/staff you need to recruit or train for the day;
- how you will contact participants for tournament updates (inclement weather, etc.);
- and how you will follow up with families identified at the tournament for assistance.

-Also, consider a news advisory that the Office of Healthy Kids can help you develop and place to drive media involvement before, during, and after the event.

**Play Soccer!**