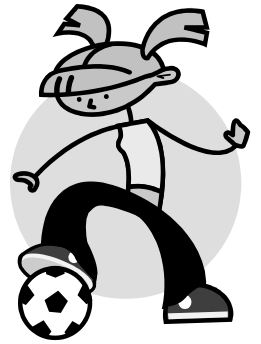


April 2006

# PROGRESS REPORT

## Community Meetings Conducted in Claremont & Plymouth

Enthusiastic and diverse groups of community partners gathered in Claremont and Plymouth to discuss barriers to enrollment and retention and brainstorm ideas for connecting uninsured kids with Healthy Kids. The meetings are part of a new outreach strategy designed to help us break through the 5% uninsured barrier by targeting specific communities with higher need for coverage. Targeted communities were identified by looking at factors such as median income, percentage of children in poverty and county uninsured data.



The Claremont meeting conducted in January, involved community partners from the greater Claremont-Newport area as well as application assistors from Valley Regional Hospital and Dartmouth Hitchcock Medical Center. The conversation focused on existing issues in the community and ways to engage families and other partners. Among the many ideas that were generated, participants believe there needs to be broader awareness of the Healthy Kids programs and the importance of children's health insurance among community and business leaders. It was specifically thought that this would help to alleviate the lingering "stigma" associated with public assistance programs. Additionally, many participants expressed a strong interest in learning more so they can help families complete the application process. This interest has prompted NH Healthy Kids to create a new workshop called "Healthy Kids – 101." This workshop is designed to provide training to community agencies that do not function as formal application assistance sites. Included in the training session is general program information with a particular focus on the application process and what documents are needed to prove eligibility.

Some of the participants from the Claremont meeting have continued the conversation as part of a smaller leadership group. This new group will continue to meet in an effort to share ideas about what their individual organizations are doing and to identify specific public awareness initiatives that might be effective in the area.



The Plymouth meeting, conducted in March, was also well attended and involved community partners from Plymouth, Ashland and Rumney including application assistors from Speare Memorial Hospital. The community partners noted many of the same types of barriers faced by Claremont families. Participants felt there should be more formal application assistors that could handle referrals from other organizations. There was a feeling that working through the schools at certain transition points (upon enrollment, moving from elementary to middle to high school) and though home school networks might be helpful. Community partners made suggestions about opportunities for finding the children who are uninsured through existing networks in the community.

The next community meeting is scheduled for the Franconia area. Meetings will also be held in Hinsdale, Carroll County and Strafford County. These areas will continue to be focus areas for the Healthy Kids field team going forward. It is through targeted outreach in these areas that we hope to find many of the remaining uninsured children and make progress toward the goal of every kid covered!



## Over -the-Phone Application Assistance Tested

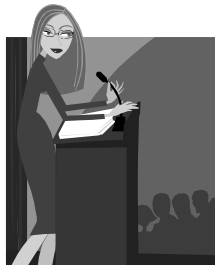
This winter, NH Healthy Kids tested an idea that might encourage more eligible families to apply and increase the likelihood that applications are submitted with all documents needed to verify eligibility. Rather than mail an application to the family to complete and return on its own, a Customer Service Representative (CSR) contacted the family and offered to complete the application over the phone.

A small group of families were contacted and given the option to complete the application over the phone with assistance from a staff member. While talking with the family, the CSR filled out the application electronically. Based on the information given by the family, the CSR discussed what documents would be needed to verify the child's eligibility. The application was then printed and mailed to the family for a signature. As a reminder of the documents needed, a checklist was included with the printed application.

For the pilot test 10 families completed the application over the phone. Of the ten, eight (80%) were mailed back to the NH Healthy Kids office with a signature. Four of the eight applications (50%) came back complete. Compared to a control group, the test was a great success. Only 46% of applications were submitted by a control group of applications during the same time period. The completion rate for those applications was only 27.3%. The results from this pilot test were quite encouraging and have prompted a second pilot test to be scheduled this spring.

## Spring Application Assistor Training

Advanced training for experienced Application Assistors is offered this spring. Through an online survey, NHHK was able to schedule locations convenient to a majority of those attending and to focus the agenda and training materials to meet the current needs of participants. The first training was held in Concord on April 6<sup>th</sup> with a second scheduled in Littleton on May 2<sup>nd</sup>. Please contact Carol Gundy at 1-877-464-2447 x. 336 or at [cgundy@nhhealthykids.com](mailto:cgundy@nhhealthykids.com) for more information.



## NH Healthy Kids Goes to the College Classroom



In September, the very first classroom trial of our new curriculum was presented to undergraduate nursing students at Colby Sawyer College. This curriculum helps students in training for professional careers understand the history, value and policy issues regarding publicly-supported health coverage programs such as Healthy Kids. The session received high marks from participants. After a few tweaks to the information, the curriculum was presented this winter to social work students at Plymouth State University and nursing students at Rivier College. The curriculum is now ready to be marketed statewide for undergraduate and graduate students in nursing, early childhood education and social work disciplines.

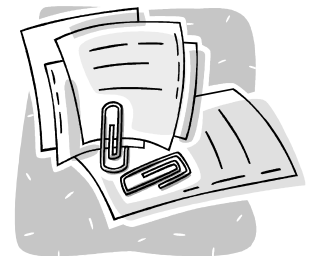


## Staff Update

**Holly Gardner** joins the field team as the Southern NH Field Coordinator. Holly has worked for NH Healthy Kids for over a year as a customer service representative on the application team. She is currently transitioning from the office to the field and will be introducing herself to our community partners in southern NH. Holly can be reached at [hgardner@nhhealthykids.com](mailto:hgardner@nhhealthykids.com) or 603-228-2925 x.342

## Application Redesign Project Underway

In partnership with the Division of Family Assistance, NH Healthy Kids launched a project to redesign the Healthy Kids application, renewal application and renewal letter. First steps included gathering suggestions from staff and community partners. With funding from the Robert Wood Johnson Foundation Covering Kids and Families initiative, the redesign will be guided by a literacy expert from the Center for Health Literacy. This expertise is critical to creating an application that is easier for families, particularly those with low literacy, to understand and complete. The new application is scheduled for release in November.





SPEAK UP FOR CHILDREN'S ORAL HEALTH

# NHHK Selected for RWJ Evaluation Workshop

## Watch Your Mouth Campaign

When we say "Watch Your Mouth" we aren't talking about your language, instead we are asking you to watch your mouth and use it to speak up for children's oral health. If you consider that dental disease is five times more common than asthma as an early childhood chronic condition, it becomes clear that the overall health of New Hampshire's children is at stake. It is not just their health that is affected though, when a child's oral health suffers so does their ability to function in school.

We have the solutions to the problem. Making sure that children have access to preventive measures, such as sealants, appropriate levels of water fluoridation and access to providers are all ways that we can prevent the oral health disease that the children of New Hampshire face.

The campaign is in full swing and New Hampshire Healthy Kids is getting involved by distributing materials through our field team as well as including information and materials in this progress report. If you would like to request more materials or just want more information about the campaign check out [www.watchyourmouth.org](http://www.watchyourmouth.org)

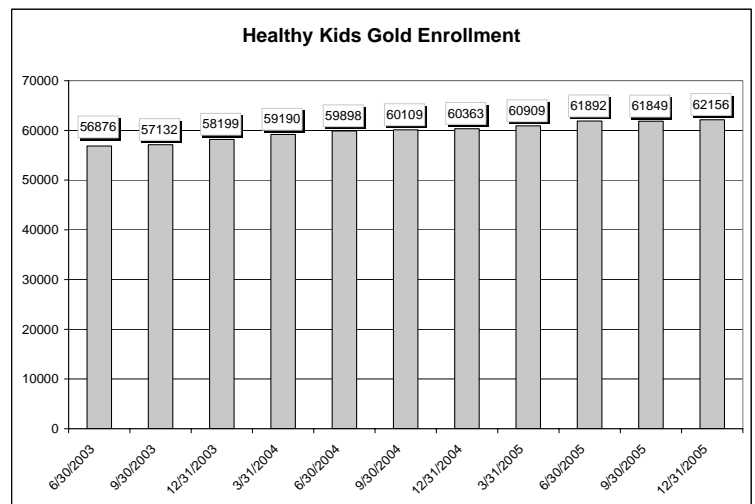
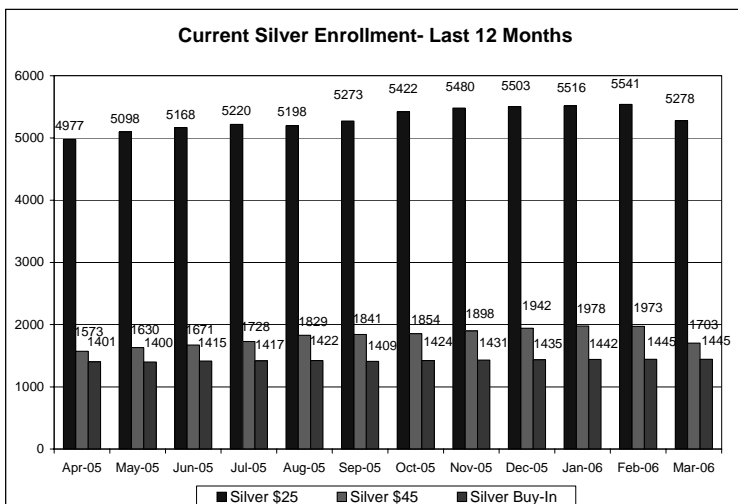
NHHK was selected as one of only ten Robert Wood Johnson grantees to participate in an Evaluation Training and Workshop conducted by the OMG Center for Collaborative Learning. The Center has a strong focus on public and urban policy concerns, with a particular emphasis on organizational capacity building, program assessment and evaluation, and data and trend analysis. The purpose of this training is to build the capacity of grantees to conduct self-evaluations of their programs. The training includes six months of technical support from the Center in support of a hands-on project.

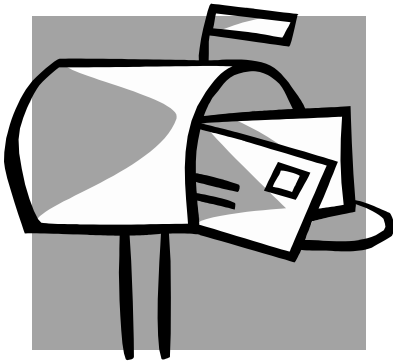
## Medicaid Gets New Director

Norman Cordell is settling in as the Department of Health & Human Services Director of Medicaid Policy and Business. Mr. Cordell holds an MBA and is a certified Health Care Executive. He served as a Naval Commander in hospital administration and health care related positions including Vice President of Administration at the Memphis Naval Hospital and Administrator of the Liaison Office of Champus. After leaving the Navy, Mr. Cordell worked in a variety of health care positions including consulting with the NC Department of Corrections and the Durham Center, which provides mental health, development disabilities, and substance abuse services.

## Healthy Kids Enrollment

Enrollment in Healthy Kids Silver remained fairly level throughout the winter months. The graphs below show a drop in HK Silver enrollment for the month of March. This drop occurred in response to the annual increase in the Federal Poverty Level (FPL). When the FPL increases, the allowable income levels for each of the Healthy Kids programs also increase. As a result, many children move out of the Healthy Kids Silver program and into the Healthy Kids Gold program.





## Help us Save \$\$\$ through Electronic Communications

As printing and mailing costs rise, NHHK must find more cost-effective ways to keep in touch with all of our community partners. Our database grows daily as we add more professionals and individuals who are working with us to make sure that every uninsured child in New Hampshire is covered.

Our goal is to transition some of our communications, such as this quarterly progress report, to electronic distribution. We can't do this without your help. In the near future we will be giving our partners the option to receive communication via email or postal mail.

This is how you can help! We will be sending a postage paid card with all of your contact information on it within the next few weeks. When you correct the information and send it back to us, it ensures that we have accurate information in our database. You can also email your correct information to: [lmalanga@nhhealthykids.com](mailto:lmalanga@nhhealthykids.com)

Keeping in touch with our partners is important. Not only do we like to keep you up to date on the program, but we want to share the gains NH has made in covering our uninsured children!

*New Hampshire*  
**HEALTHY KIDS**  
25 Hall Street  
Concord, NH 03301

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