

# Covering Kids:

A community coalition approach to  
sustained child health insurance coverage

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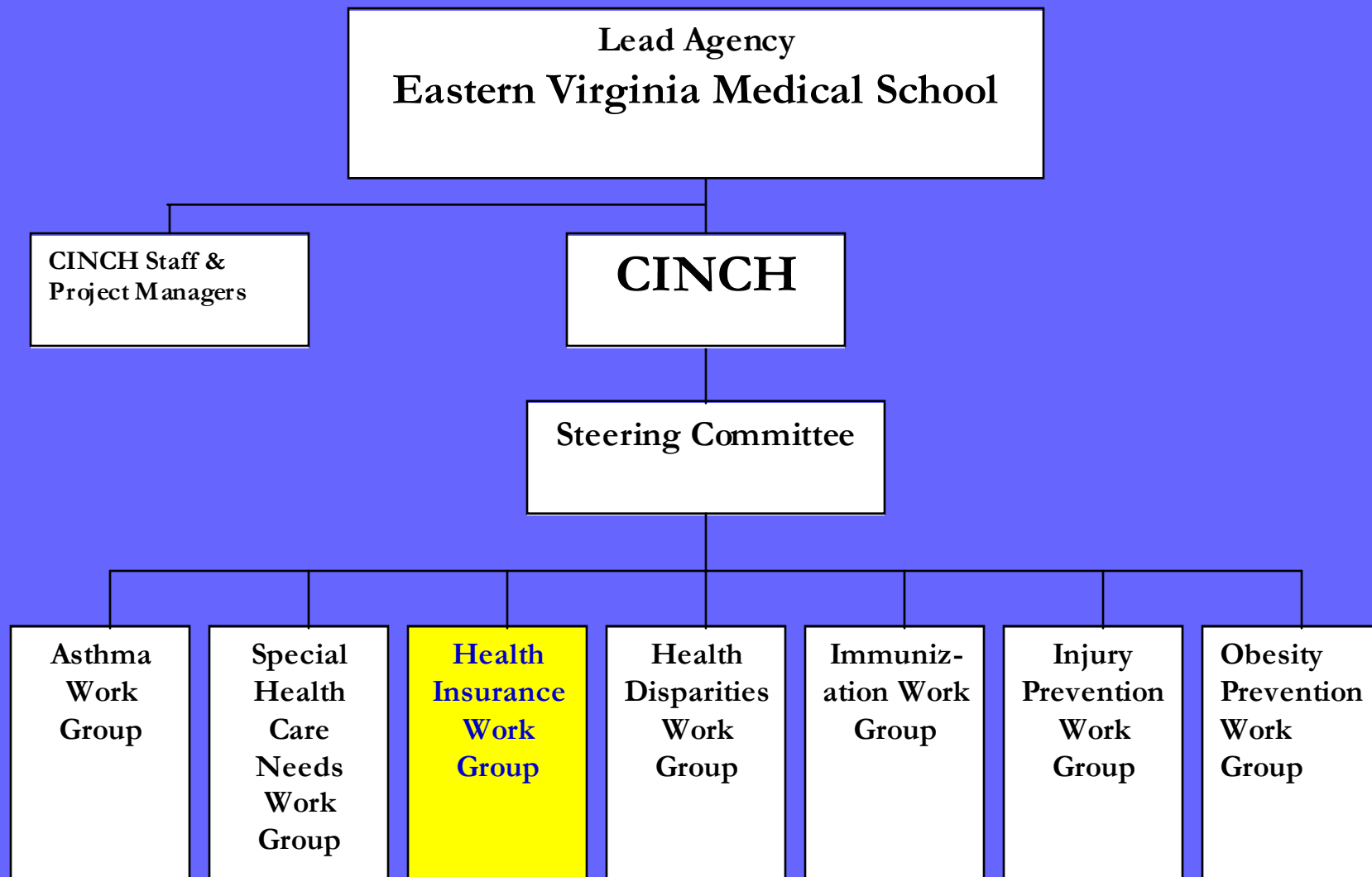


*APHA 135th Annual Meeting, November 2007*



# CINCH

- Community partnership to promote health and prevent disease and injury among all children in Hampton Roads, Virginia
  - Improve access to comprehensive, coordinated health care
  - Collaborate with healthcare providers to enhance delivery of quality services
  - Mobilize individuals, families, community resources, and organizations to address key health issues
  - Advocate for policy and legislative changes that benefit children and families





## Background - 2001

- 32,000 uninsured eligible children in region
- Region had 25% of VA's uninsured eligible children; 20% of its children
- Barriers related to application & processing on state & local levels
- Grassroots initiatives & ad hoc group w/ lots of talk & little action
- Diverse partners interested in issue, asked CINCH to formalize group



## Getting Started

- Provided structure to outside group under CINCH umbrella
- Provided coalition training to members
- Worked to find community solutions that benefited all parties
- Began grassroots campaign
- Developed grant proposal & received funding from Virginia Health Care Foundation & *many* others



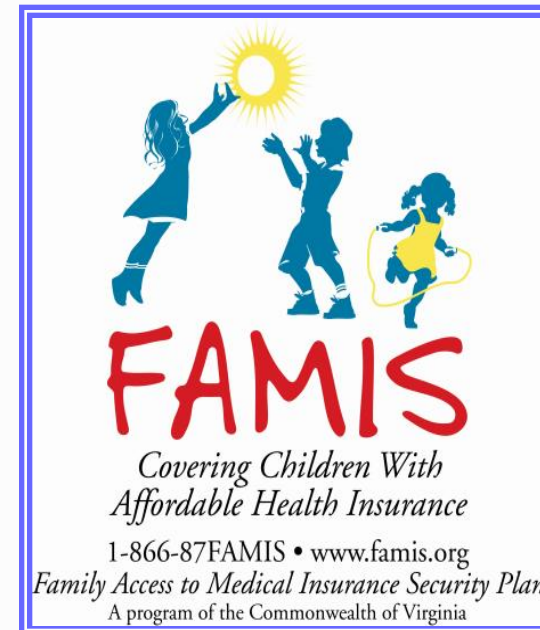
# Promoting FAMIS

covering kids  
& families™

A PROJECT OF THE  
Robert Wood Johnson Foundation



- Ensure that all children have adequate health insurance coverage
- Partnered w/ Virginia's Departments of Medical Assistance & Social Services & "FAMIS"
- Developed network of outreach organizations, medical providers, faith groups, & volunteers





## Collaborating for Success

- Issues across organizations
- Competing entities
- Limited funding resources
- Finding balance between partnering & advocating
- Achieving partnerships w/ schools
- Breaking through to businesses



## What did we do?

- Asked the question “Does your child have health insurance?”
- Documented systems failure
- Referred to regulations
- Advocated for our families
- Used “power of partnerships” to move issues forward for results





## Sustainability?

- Transience among families at renewal
  - 44% had disconnected/wrong number
  - 39% were not available/no answer
- Limited school resources
- Who benefits?
  - Businesses
  - Health care providers



## Engagement of “Sustainers”

- Helping schools make it work
- FAMIS in Work Place Initiative
  - Human Resources
  - Open Enrollment
  - New employee orientation
- Benefit to health providers
  - Comprehensive training to medical bill collectors, patient accounting & others
  - Access points – ED, PCP, Immunizations



## Did it work?

**YES!**

- Our community asked the question
- Systems & policies were changed
  - Regulations, forms, & procedures
  - Training
- Expanded program to pregnant women
- More children were enrolled



# CINCH Covering Kids & Families Impact 2002-2007

## CINCH Project Staff:

- Provided assistance to **over 5,000** children
- Enrolled **over 4,000** children

## Community & CINCH:

- Enrolled at least 18,000 eligible children
- Changed system policy & procedure
- Secured over \$1 million in resources
- Built lasting partnerships & sustainable systems

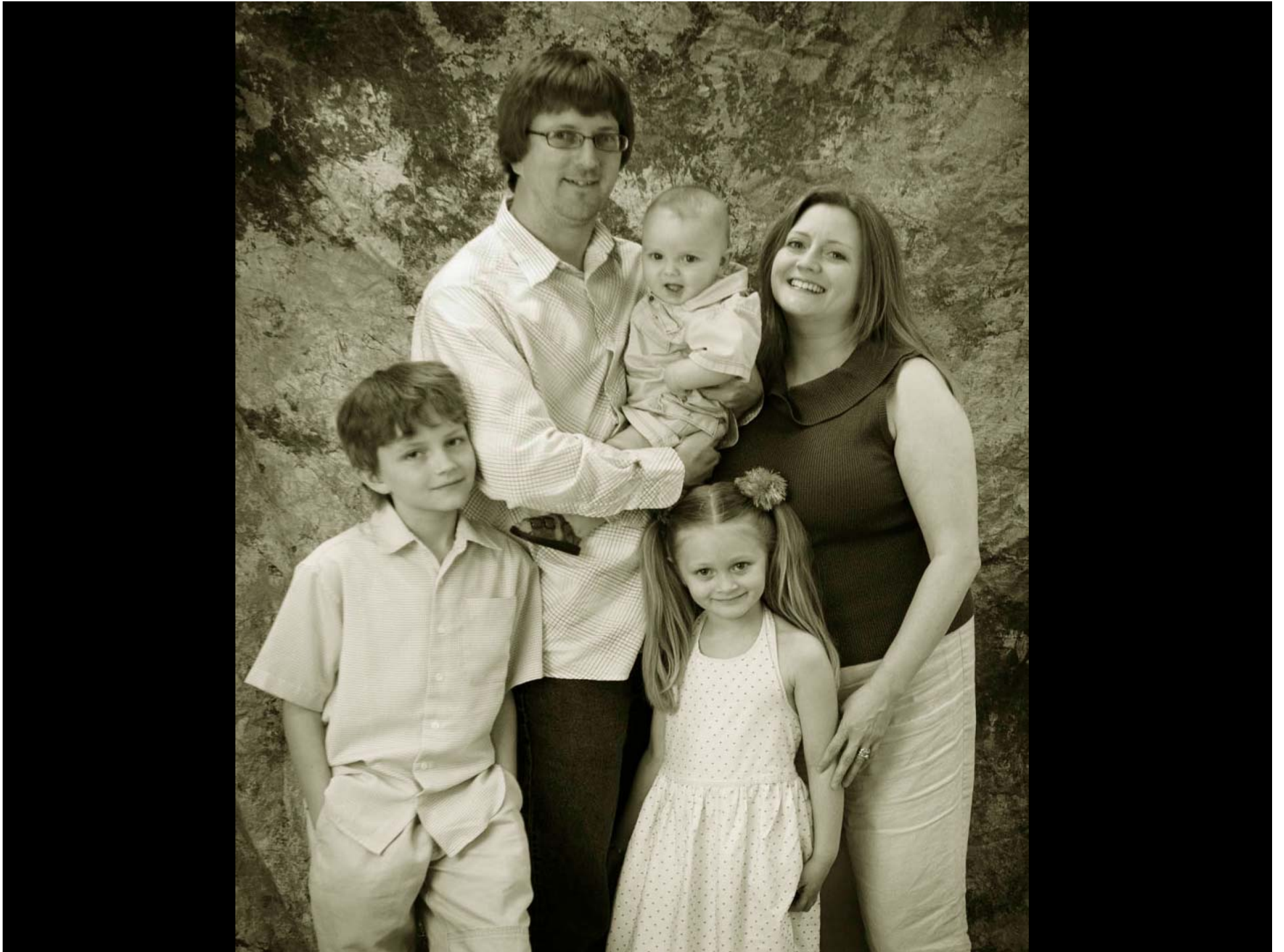


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# Project Outcomes

Got an Eye Exam

Saw a dentist

Took Prescription Medication

Well Child Visits

Early intervention for developmental delays

Immunizations on time

Avoided trip to ED for ear infection





## Questions?

- **Amy Paulson, BS, BSBA**

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