

Health Coalition for Children and Youth

American Diabetes Association
American Lung Association, WA Chapter
Benton Franklin Community Health Alliance
Cedar River Group
Children's Alliance
Children's Home Society of Washington
CHOICE Regional Health Network
Communities Connect
Community Health Plan
Community Health Network of Washington
Community Minded Enterprises
Group Health Cooperative
King County Project Access
Jewish Federation of Greater Seattle
Lutheran Public Policy Office of Washington State
March of Dimes, WA Chapter
Mary Bridge Children's Hospital
Molina Healthcare of Washington
National Association of Pediatric Nurse Practitioners, WA Chapter
National Association of Social Workers, Washington State Chapter
Northwest Health Law Advocates
Northwest International Health Action Coalition
Planned Parenthood of Western Washington
Public Health - Seattle & King County
Sacred Heart Children's Hospital
School Nurse Organization of Washington
Sea Mar Community Health Centers
Seattle Children's Hospital
SEIU Healthcare 1199NW
SEIU WA State Council
Solid Ground
Statewide Poverty Action Network
Swedish Medical Center
Washington Association Churches
Washington Association of Community and Migrant Health Centers
Washington Chapter American Academy of Pediatrics
Washington Community Action Network
Washington Dental Service Foundation
Washington Health Foundation
Washington State Hospital Association
Washington State Nurses Association
Washington State Labor Council, AFL-CIO
Washington State Oral Health Coalition
WithinReach
Yakima County Health Care Coalition

Outreach, Enrollment and Health Promotion

Outreach is more than just health promotion, it is about finding and enrolling uninsured children and making sure that newly enrolled children and families know how to appropriately access health services and make healthy choices.

The Health Coalition for Children and Youth supports sustaining funding for health promotion, outreach & enrollment in the 2009-2011 biennium. The continuation of outreach funding will allow Washington State to realize the goal of health coverage for all kids by 2010, as specified in Washington's Cover All Kids law.

The Cover All Kids law, [Senate Bill 5093](#), states that "*The department shall undertake a proactive, targeted outreach and education effort with the goal of enrolling children in health coverage and improving the health literacy of youth and parents.*"

State outreach investments will generate substantial federal match to enhance the state's outreach efforts.

Why is this Outreach Necessary?

Outreach is a constant process; for every child enrolled this year there is another in a family that simply doesn't know that the coverage exists, or that becomes newly eligible due to changing circumstances such as the loss of a job or benefits. This is particularly true now—during the economic downturn, many more families will be in need of assistance.

Ongoing outreach is most effective. When outreach starts and stops it costs families coverage and creates distrust in the community.

The process of enrollment and finding a medical home is still cumbersome enough that many families, especially those with language or cultural barriers, need assistance with the process. Outreach funds provide local assistance for those who need help, while making systems changes to streamline enrollment options through innovative system linkages and online applications.

From the field:

A family came in with a boy who had had tooth pain for months. The mother had been using home remedies as she had given up on getting Medicaid. She'd been trying for a year to get coverage and just couldn't make it happen. I got them approved for medical coupons within a day, connected to the Dental Clinic the following day, and all the other children in the family covered for medical care as well.

~ King County Children's Health Initiative Outreach Worker

Insured children have better access to a regular source of care through medical homes have better access to appropriate and timely prevention and essential disease detection screens.

State outreach funds are necessary to integrate outreach, enrollment, and linkage to health providers and health promotion. Health promotion messages help to reach and enroll families with uninsured children and link them to a medical/dental provider to improve access to high quality care.

