Outreach to Youth in Foster Care

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About Advocates for Children and Youth

An independent, statewide, child advocacy organization seeking to create a better life for all of Maryland’s children through policy, practice, and advocacy. We work across four issue areas: education, child welfare, juvenile justice and health. Our health priorities include:

- Evaluating children and families access to health coverage under the State’s new eligibility and enrollment system.
- Monitoring network adequacy for primary and pediatric specialty services, including pediatric dental care.
- Monitoring enrollment and access to health services for former foster youth who are now eligible for Medicaid to age 26.
- Identifying appropriate integrative care models, such as health homes, to improve the health status of vulnerable children and youth.
- Collaborating across silos to address social determinants of public health.
Outreach Examples Across the States: California

Children Now and the Youth Law Center developed and posted materials on a website for youth and a website for youth advocates that includes extensive resources, materials and tips.

Partnered with California Youth Connection to use youth ambassadors to spread the word and develop youth specific outreach, including this PSA: [http://www.youtube.com/watch?v=229ypBptCjg](http://www.youtube.com/watch?v=229ypBptCjg)
Outreach Examples Across the States: Arizona

Created a Former Foster Care Coverage Toolkit for providers, community members, foster family groups, health care centers, etc.

- Includes a youth-friendly Fact Sheet, FAQ’s, and a handout/wallet size card.
- Designed in a “youth-friendly” style and will be distributed and promoted through our Arizona Youth Opportunities Initiative as well as social media, webinar, and in-person trainings and presentations.
Outreach Examples Across the States: Maryland

Developed materials, including a Prezi and a foldout card that informs foster youth about Maryland’s tuition waiver as well as the Medicaid coverage provision.

Worked with former foster youth in Baltimore to develop a song and slideshow to assist with outreach to their peers:
https://docs.google.com/file/d/0B63LmHuB9-srWDNmVjFicFI LTGM/edit
Outreach Examples Across the States: Maryland PSA

Song and slideshow outreach PSA created with former foster youth in Baltimore
### Effective Strategies

1. **Engage youth in outreach efforts and material design**

2. **Use Social Media**

3. **Do not assume state agencies have educated case workers or others about this provision**

4. **Success involves building trust through community and stakeholder engagement**

5. **Success also requires persistence and repetition—in multiple venues and through multiple mediums**
Identified Issues

Low health literacy

Lack of transportation to enrollment locations and services

Need for in-person enrollment assistance

Systems issues:

- Early identification of former foster youth status in application process
- Electronic verification of former foster youth status
- Automatic Transition between foster care and former foster youth eligibility categories to avoid churn and gaps in service
Contact Us!

We are every child’s ally.

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Outreach to Homeless Youth and Families

Barbara DiPietro, PhD
Director of Policy
National Health Care for the Homeless Council
## Background

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<th>~1,200 health centers nationally (253 HCHs)</th>
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<td>Primary care, behavioral health, case management, outreach, and enrollment/benefits</td>
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<td>Recent HRSA funding allows greater O&amp;E resources</td>
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<td>National estimates: 1.6 million children homeless</td>
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<td>Families in crisis prioritize food, shelter, survival (tend not to prioritize medical care or benefits)</td>
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### Two populations at HCH projects:
- Age 0-5: Prior to school attendance (with family)
- Age 15-19: Disconnected from school (with or without family)
Provider Perspective

- Younger kids need developmental & behavioral health screenings, immunizations, well-child visits
- Living arrangements tend to have higher risks (environmental, trauma)
- Connecting parents and children back to Medicaid helps access specialty care, broader services
- Many states allow homeless families more flexibility when changing providers
- Unstable living situation makes follow-up difficult & outreach even more vital
Provider Perspective

- Teens need family planning, STD screening/treatment, primary care & behavioral health services
- Complex family dynamics make connecting to benefits & coordinated care more difficult
- May be reluctant to seek help for medical issues; trust is critical
- Exploitation, violence and trafficking are all risk factors
- State laws vary re: enrollment & services absent parent consent
- Uncertain follow-up, especially for unaccompanied youth
Recommendations

1. **Partner** with DV & women’s shelters, meal programs, Head Start, food pantries, etc. to identify families in need
2. **Take time** to talk with families/youth about their situation and find out what’s most important to them
3. Understand that provider priorities and client priorities are not usually the same
4. **Focus on access** to care and the services they want that Medicaid/CHIP can help them obtain
5. When enrolling, **select a plan and a provider nearby** to where they usually stay (consider a provider that has multi-disciplinary care and serves all ages)
6. Know that mailing addresses and phone numbers can be problematic & be ready with an alternative
Connections to health care can prevent & end homelessness:

- Client engagement tip-sheet
- “Got Medicaid?” flyer
- Children, youth & family clinical resources (adapted clinical guidelines, health care delivery strategies, etc.)
- HRSA’s “Find a health center” tool
- Find an HCH program
- T&TA: www.nhchc.org
Connecting Kids to Coverage
National Campaign Resources
Connecting Kids to Coverage Campaign 2014

MARKETPLACE ENROLLMENT

Marketplace Enrollment
October 1, 2013 – March 31, 2014

MEDICAID/CHIP ENROLLMENT ANYTIME

Medicaid/CHIP Year Round Enrollment
April – May 2014

BACK-TO-SCHOOL

Back-to-School
June – August 2014

MEDICAID/CHIP ENROLL ANYTIME
Web Video On Year-round Enrollment
“Kid in Charge” Flyers

I’M YOUNG, BUT I WASN’T BORN YESTERDAY.

I know a good thing when I see it—like health coverage through Medicaid and CHIP. And I’m here to talk it up. It’s low-cost or free for children and teens up to age 19. Us kids can get regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. And kids in a family of four earning up to $47,700 a year may qualify.

You can enroll any day of the year, but why put it off when you can protect your family (and your finances) today?

To learn more about affordable health coverage for your family, visit HealthCare.gov or call 1-877-KIDS-NOW.

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 con ingresos de hasta $47,700 al año pueden calificar.

Se puede inscribir cualquier día del año, pero ¿por qué posponer cuando puedes proteger hoy a tu 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 o llame al 1-877-543-7669.
Tools for Outreach

- Social Media Graphics and Sharing Guide
- Radio Readers
- Drop-in Articles

http://www.insurekidsnow.gov/professionals/year_round_enrollment.html
Order Your Materials Today

- Print materials available to download or customize: insurekidsnow.gov/professionals/outreach/strategies/index.html
  - Available in English and Spanish
  - Some materials available in Chinese, Korean, and Vietnamese
  - Additional translations coming soon – Tagalog, Haitian Creole, Portuguese, and Hmong

Campaign Field Desks

Call: 1-855-313-KIDS (5437)
Email: InsureKidsNow@fleishman.com
Connect with the Campaign

- **Website:** [www.insurekidsnow.gov](http://www.insurekidsnow.gov)
- **Connecting Kids to Coverage National Campaign Notes eNewsletter:** [https://public-dc2.govdelivery.com/accounts/USCMS/subscriber/new](https://public-dc2.govdelivery.com/accounts/USCMS/subscriber/new)
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Thanks!