

OUTREACH & ENROLLMENT

REACHING VULNERABLE POPULATIONS

Health Workstream Session
10/14/2022



USF Health
College of Public Health



COVERING FLORIDA
COMMITTED TO COVERAGE



florida
covering kids™
& families

JODI RAY, MA
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UNIVERSITY OF SOUTH FLORIDA

WHO WE ARE

- A community and consumer-focused nonprofit initiative of the Chiles Center based in the College of Public Health, at the University of South Florida (USF)
- A statewide program working to ensure all eligible uninsured are enrolled into health coverage.
- In partnership with its statewide coalition, has been vital to implementing outreach and fostering communication among those concerned with and those seeking assistance with health coverage enrollment and education.
- Designs and implements and manages statewide efforts focused on enrolling the eligible uninsured into coverage
- Works collaboratively with over 500 FL agencies and stakeholders to advocate and conduct outreach and enrollment for: the Federally-Facilitated Marketplace (FFM); Florida KidCare; and county health plans for indigent populations.
- FL-CKF key strategies to achieve this goal:
 - Coalition building
 - Engaging diverse partnerships
 - Broad outreach, education and enrollment assistance efforts



DRIVERS OF CHANGE

- Elections
- Public Health Emergency (PHE)
- Funding cuts
- Lack of marketing and education resources
- Consumer confusion
- Loss of highly skilled staff
- Decline in momentum
- Difficulty reaching consumers most in need
- Challenge connecting consumers to help

Change

"If there is no struggle, there is no progress." - Frederick Douglass

KEY STRATEGIC FOCUS

**Engaging
communities**

**Educating
partners**

Training

**Building
sustainable
capacity**

Communication

**Educating
consumers**

ENGAGING COMMUNITIES TO CREATE REFERRAL NETWORKS



- Actors Fund
- Libraries
- Equity Florida
- Mexican Consulate
- Homeless Coalition
- Migrant Education Programs
- Arab American Assoc
- Colleges/Universities
- Theme Parks
- Hispanic Health Initiatives
- Food Banks
- Hospitals, Community Health Centers
- Business (career counseling services, city government, Small businesses)
- Enroll America
- Correctional Institutions, re-entry programs

Conducting Outreach & Enrollment to the Latino Community

Did You Know?

- Demographics of the Hispanic population are changing
 - In addition to traditional Hispanic communities, communities of Hispanics in new locations are emerging across the country
- 50% of 18-34 year olds are uninsured
 - Of those 19% are Hispanic
- Young Hispanic adults need information in English-
 - most are bi-lingual, many speak only English
- Hispanics are largely engaged in Twitter
 - Highly active and mobile
- Capacity-building with school-based ELL serving agencies
 - Created ELL Outreach booklet giving an overview of the project's goals, the benefit to schools, and the different levels of partnership
 - Trainings for Refugee Youth Program providers focused on refugee-specific enrollment issues.
 - Trainings for public schools cover a more broad range of populations including undocumented families in particular.

TRAINING

- LGBTQ outreach
- Young Invincible outreach
- Re-entry populations
- ADAP to Marketplace Transition
- Smoking Cessation
- Tax related issues
- No Wrong Door
- LEP Outreach
- Media & Communications
- Immigrant Issues
- Understanding Health Plans
- SEPs
- MAGI
- SHOP
- Supporting Vulnerable Populations: Cancer Patients
- Serving Medicaid & Share of Cost Populations



EDUCATING COMMUNITY PARTNERS



EDUCATING CONSUMERS

- Conduct public education activities to raise awareness about the Marketplace
- Provide information in a fair, accurate, and impartial manner
- Provide information that is culturally & linguistically appropriate to the needs of the communities being served, including individuals with limited English proficiency



VULNERABLE POPULATIONS

- Individuals with physical or intellectual disabilities
- Hourly wage workers
- Individuals affected by COVID
- Individuals with disabilities
- Refugees
- Young Invincibles (18 – 34 year olds)
- Veterans
- LGBTQ+
- Medicaid Gap
- Re-entry population
- Rural resident
- Limited English Proficiency
- ADAP to ACA Transitioning Consumers
- College Students
- Women with Children <18 years old, Pregnant women

Main Points

Most of the counties with the fastest

growing Latino population are rural.

- Health care provider shortage areas (Primary, Mental & Dental)
- Substantial need for early child care alternatives




So What.....

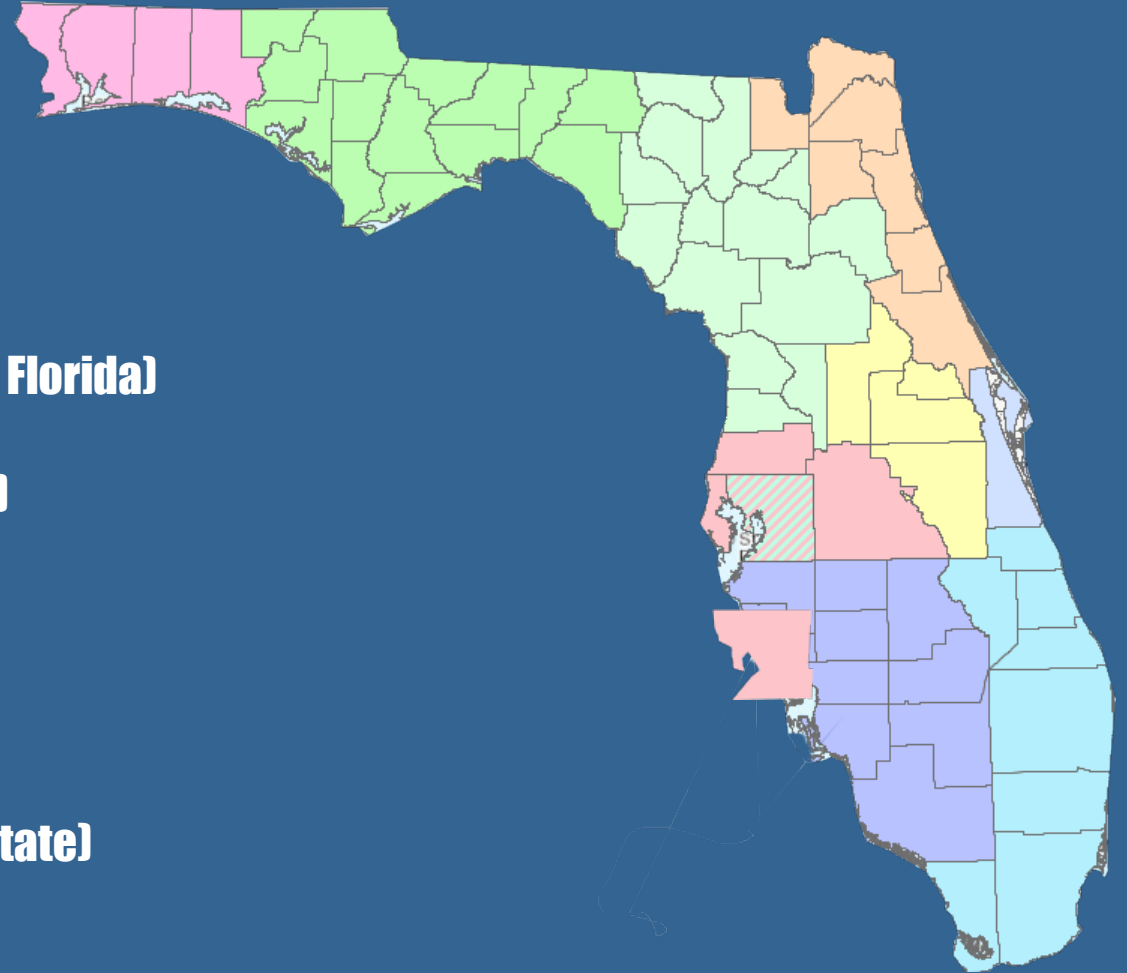
- Culturally-sensitive care?
- School readiness?
- Human and social services readiness?

Implications for Service Providers Serving Hispanic Families

- Migrant and Seasonal Head Start Programs:
 - Ages 0-school age
 - 30,000-35,000 children annual served across US
 - 85% migrants/15% seasonal
 - Families rely on transportation services
 - Atypical service delivery methods

Navigator Partners

-  **90 Works**
-  **Big Bend Area Health Education Centers (AHEC)**
-  **Epilepsy Florida**
-  **Health Planning Council of Northeast Florida**
-  **Health Planning Council of Southwest Florida**
-  **Primary Care Access Network (PCAN, Covering Central Florida)**
-  **Suwannee River Area Health Education Centers (AHEC)**
-  **Family Healthcare Foundation**
-  **United Way of Brevard**
-  **University of South Florida navigators (covers whole state)**



Creating a
healthier world.

CKC Project

USF Florida Covering Kids and Families

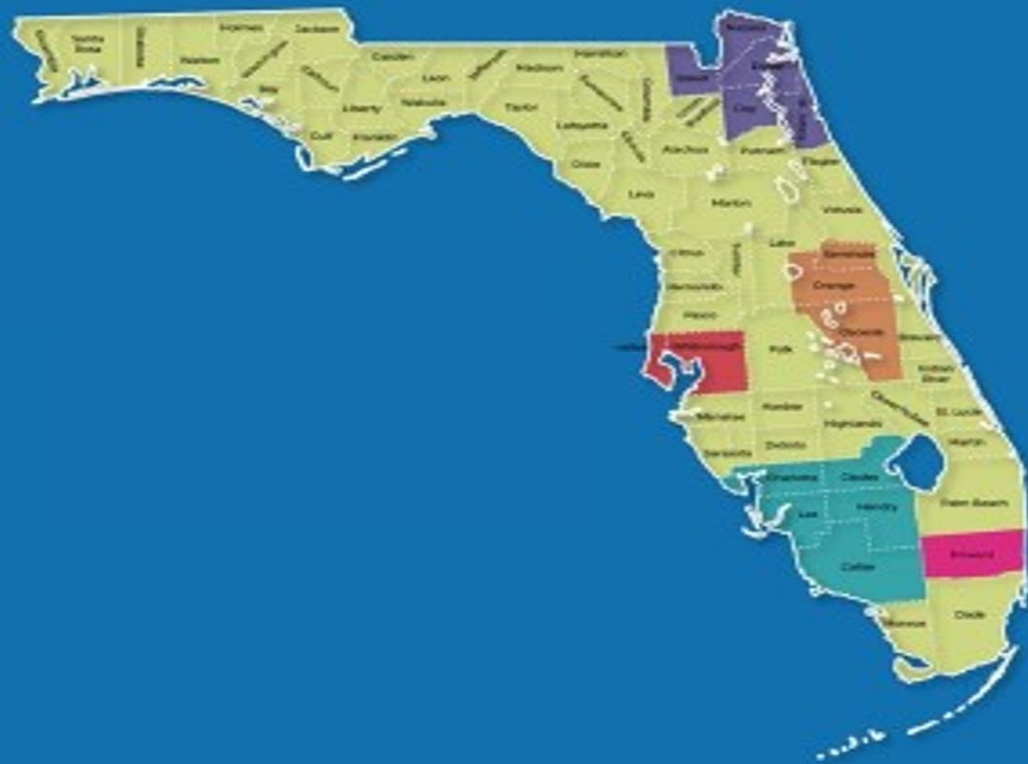
Wolfson Children's Hospital

True Health

The Family Healthcare Foundation

Lee Health

Hispanic Unity of Florida



University of South Florida College of Public Health
our practice is our passion.



How CF Connects to Consumers



USF FL-CKF Navigator Structure

- 9 Regional Navigator projects, covering 67 counties
- Each comprised of an existing local formal consortium of partners providing enrollment assistance within designated counties
- Includes over 200 trained Navigators
- Utilizes existing informal partnership networks within each regional area to create referral sites to serve targeted & vulnerable populations

FORMAL PARTNERS

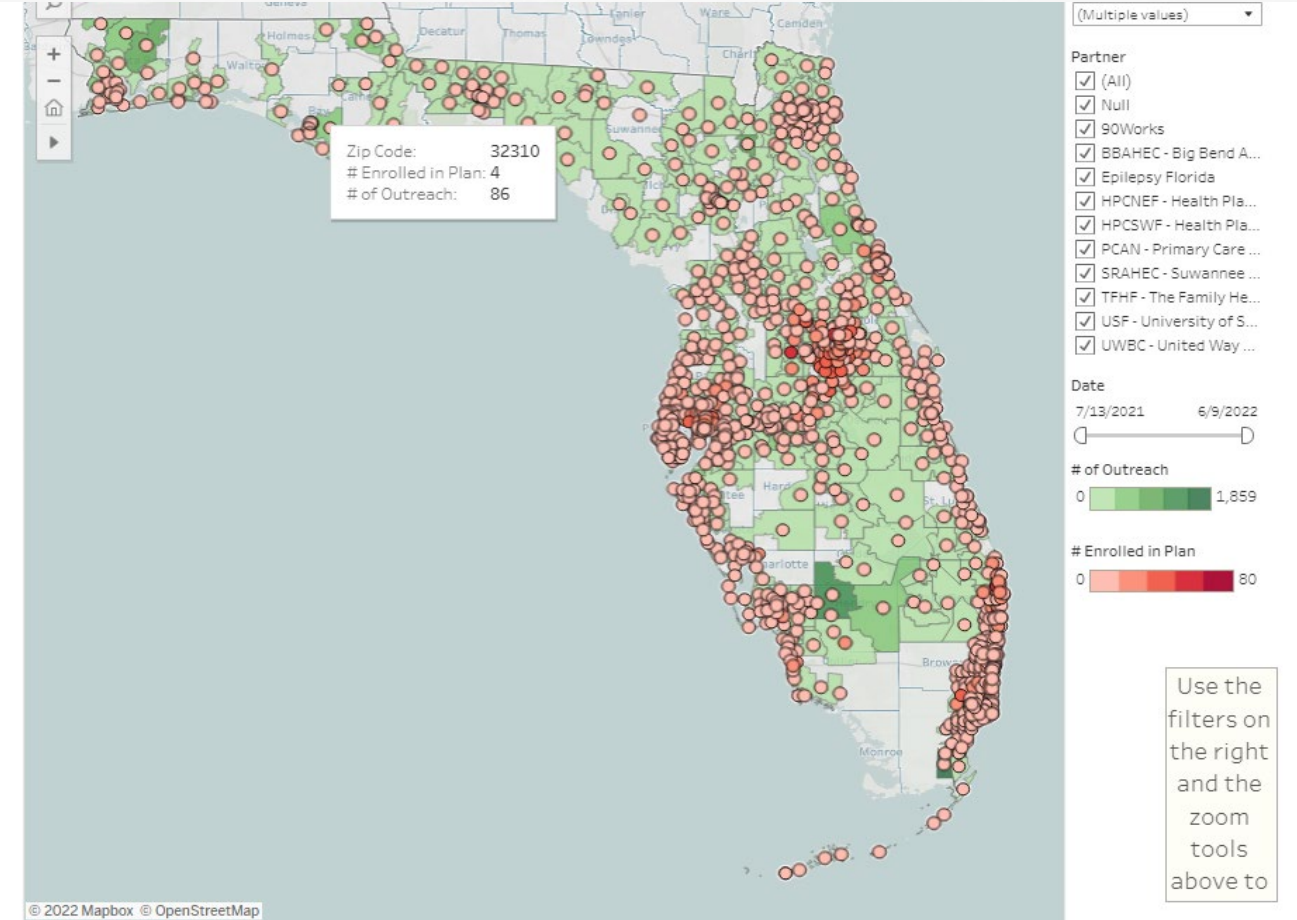
- Health Planning Councils
- Primary Care Associations
- Hispanic Services Council
- Hospitals
- Ryan White Programs
- Healthy Starts
- Sickle Cell Foundation
- United Ways
- Goodwills
- Urban League
- AHEC



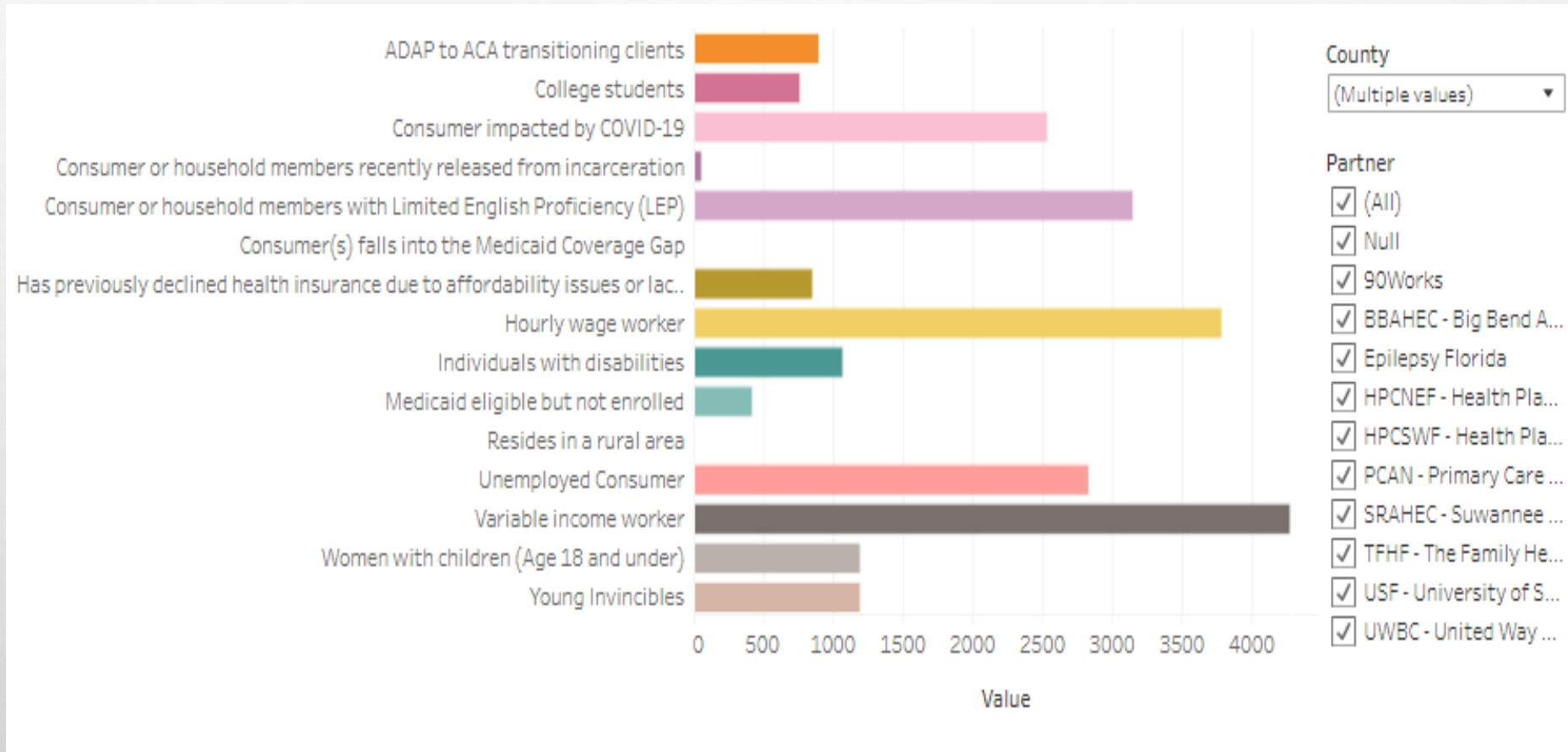
HEAT MAP

- Heat Map data tracking mechanism to strategically manage outreach/enrollment efforts.
- Visual representation of Navigation assistance (both enrollment & outreach) that occurs throughout the Florida.
- Graphical representation, by zip code, of where efforts are taking place, and where opportunities for penetration lie.
- Invaluable management tool which will lend itself to better coordination and implementation of Navigator services provided.
- Project is able to strategically manage activities and ensure that targeted areas are appropriately covered: can view where services are being provided and where areas of opportunity lie.

OUTREACH / ENROLLMENTS



DATA DASHBOARD



RESPONDING TO A CHANGING ENVIRONMENT

- Statewide branding – reduced consumer confusion
- Utilization of a statewide toll-free number (also in Spanish)
- Virtual appointments
- Rely primarily on digital communication for marketing; expanded to all forms of mass communications
- Broaden our bi-partisan partnership network to include more elected officials who have a larger constituent reach
- Hiring assistants that speak the language and live in the communities being served



CONTACT INFORMATION

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The logo for "covering kids & families" is displayed within a white rectangular box. The text "covering kids" is in a blue, lowercase, sans-serif font, with a thin red horizontal line underneath. The word "kids" has a small "TM" trademark symbol to its upper right. Below this, the text "& families" is written in a blue, lowercase, cursive font.

Forming working partnerships is an effective tool for synergistic accomplishments.