



## *Nuestras Familias: Medicaid and CHIP for Hispanic Children*

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# Outline

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  - Covering Hispanic Children
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- *Nuestras Familias* Goal, Objectives, and Strategies
- Sustainability

# OUR ORGANIZATION



# National Alliance for Hispanic Health (Alliance)

## Mission

To improve the health of Hispanic communities and work with others to secure health for all.

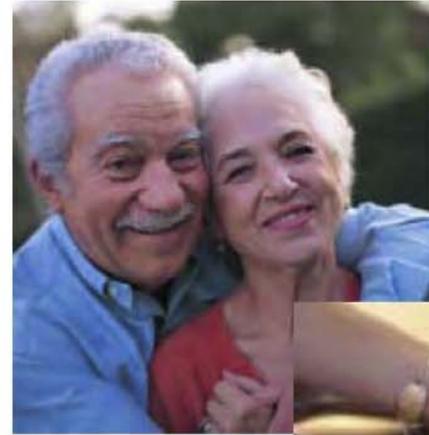


# Alliance: the Nation's Experts in Hispanic Health.

- Largest and oldest Hispanic network.
- Serve 15 million people nationwide.
- Believe in community-based solutions.
- Do not accept funding from alcohol or tobacco companies.

# Alliance Centers

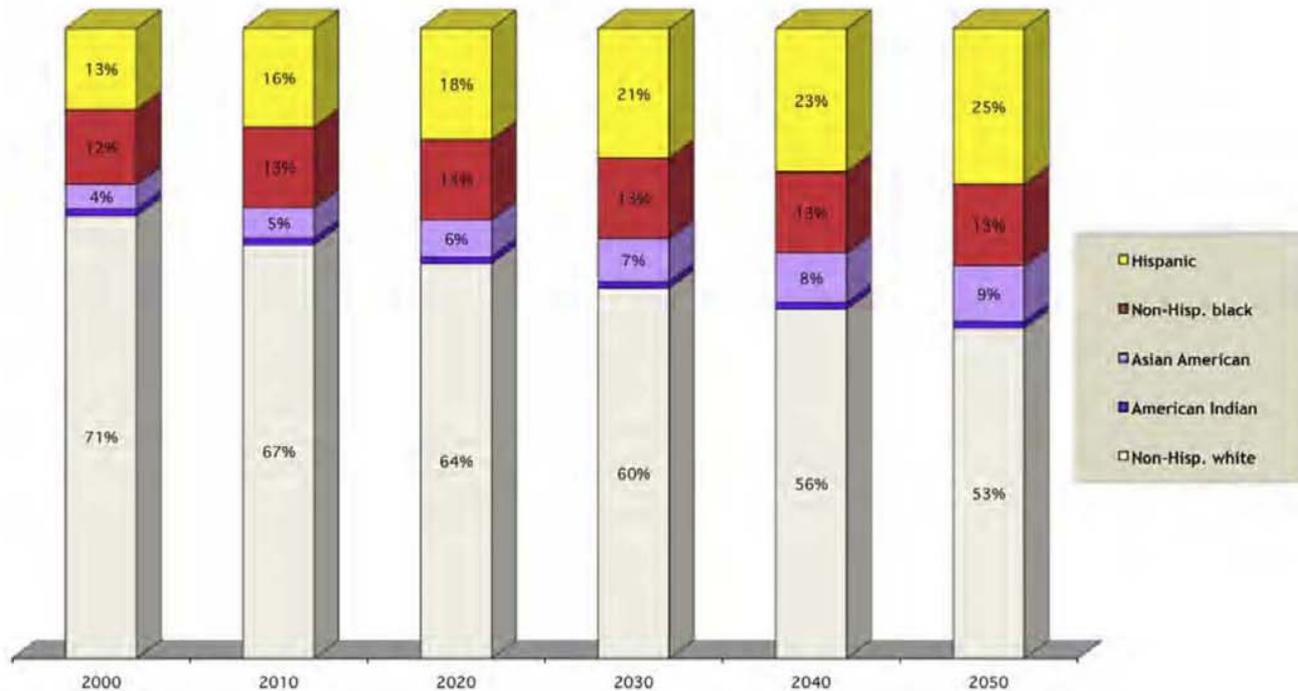
- Community Services
- Consumers
- Science and Policy
- Technology and Support



# THE NEED

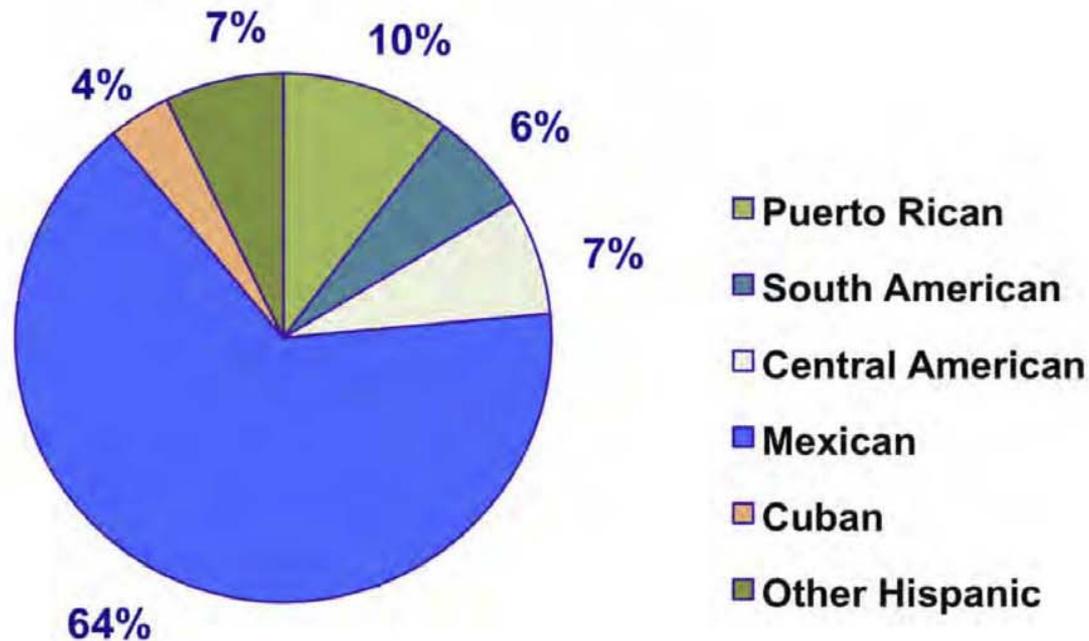


# U.S. Population Composition



Source: U.S. Bureau of the Census. (2000 data for 50 states and D.C.) National Population Estimates – Characteristics, Jan. 21, 2003. (2010-2050 data for 50 states and D.C.) Projections of the Resident Population by Race, Hispanic Origin, and Nativity: Middle Series, Feb. 14, 2000 (revised). (2000-2050 data for Puerto Rico) Census International Data Base, Puerto Rico Total Mid-year Population 2000-2050; Dec. 31, 2001 (revised). Note: Figures include the Commonwealth of Puerto Rico. American Indian proportion is less than 1 percent.

# Snapshot of U.S. Hispanics



Source: U.S. Census Bureau. The American Community - Hispanics: 2004. American Community Survey Reports. ACS-03, February 2007. Note: Data does not include the Commonwealth of Puerto Rico

# Snapshot of U.S. Hispanics (cont'd.)

## U.S. Hispanic Population

Estimate: 45.5 million

## Commonwealth of Puerto Rico

Population Estimate: 3.9 million

Total: 49.4 million

Source: US Census Bureau. Annual Estimates of the Population by Sex, Race, and Hispanic or Latino Origin for the United States: July 1, 2004 (NC-EST2004-03), August 2005 and U.S Census Bureau, 2004 Population Estimates for Puerto Rico, (PRAS-EST2004-02), March 2005.

# Snapshot of U.S. Hispanics (cont'd.)

- 60% are U.S. natives
- 59.6% of 25 and older have graduated from high school
- 20.6% live in poverty
- More than 50% are employed, yet uninsured:
  - 41% Hispanics under 65 years of age are uninsured

# Covering Hispanic Children

- 16.5 million Hispanic children in the U.S.
- Largest racial/ethnic group after White non-Hispanics
- 3.5 million Hispanic children are uninsured
- 70% are eligible for CHIP or Medicaid
- One third of the total uninsured children in the U.S. are Hispanic
- New opportunities to cover immigrant children due to the lifting of 5-year ban on Medicaid and CHIP benefits

# PREVIOUS CHIP EXPERIENCE: LESSONS LEARNED



# Lessons Learned: Challenges

- Major Barriers to CHIP access for Hispanics:
  - Insufficient appropriate information about CHIP and eligibility
  - Lack of understanding about the enrollment process
  - Lack of knowledge on how to navigate the U.S. health care system
  - Fear and concerns about confidentiality
  - Fear to “Public Charge”

# Lessons Learned: Best Practices

- Community-based initiatives
- One-on-one sessions
- Application assistance and facilitated enrollment
- Patient navigation models
- Development and distribution of bilingual messages and materials
- Collaborative partnerships with public and private agencies to ensure effective use of resources

# GOAL, OBJECTIVES, AND STRATEGIES

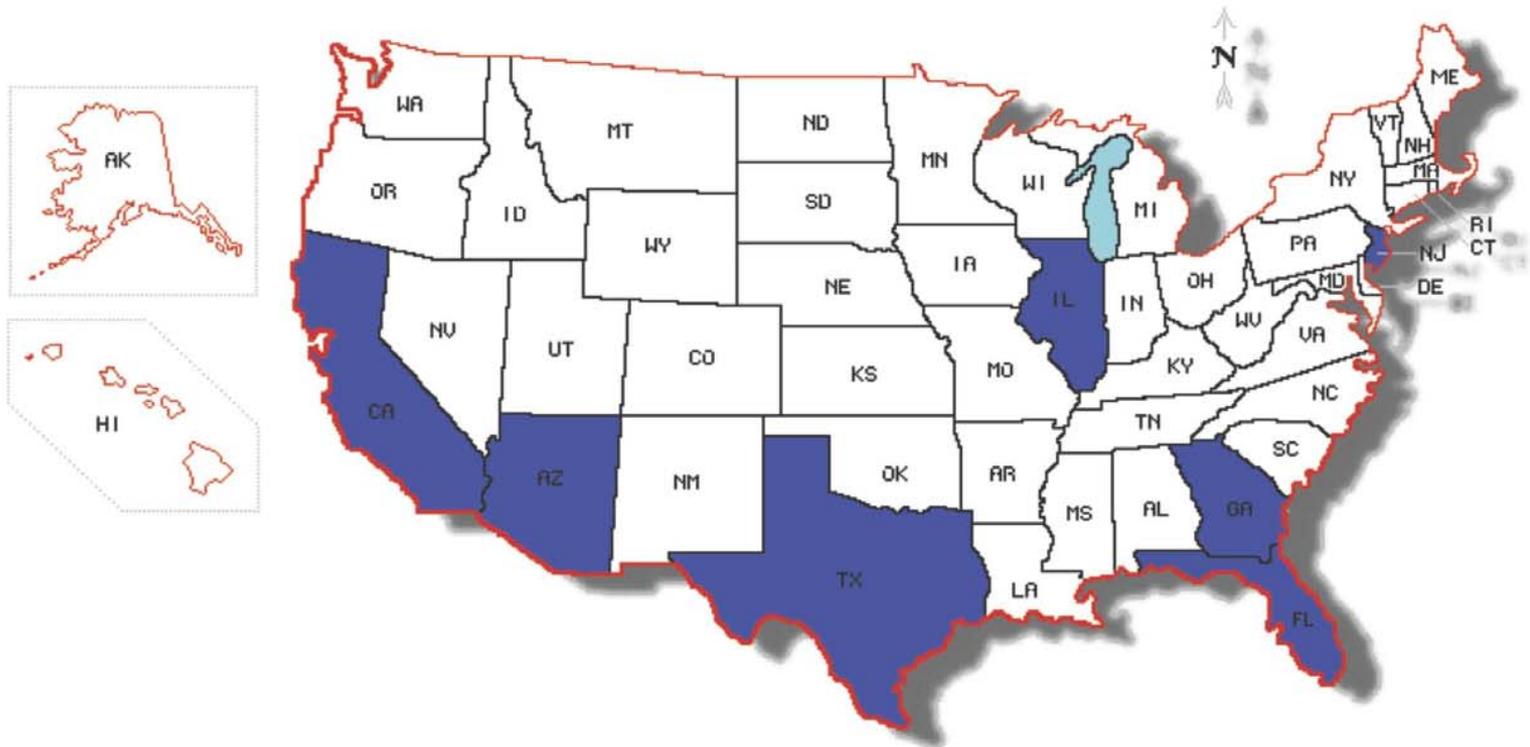


# *Nuestras Familias Goal*

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Increase enrollment of eligible unenrolled Hispanic children in Medicaid and CHIP and retain enrolled children who remain eligible for Medicaid and CHIP.

# Target Communities



# Why These Communities?

State	City	# of Hispanic Children	# of Uninsured
TX	Dallas	3,325,440	675,870
CA	Los Angeles	4,757,350	474,150
FL	Miami Beach	1,138,310	341,570
GA	Atlanta	259,100	164,220
AZ	Phoenix	748,910	122,280
IL	Chicago	622,360	119,230
NJ	Elizabeth	438,590	109,840
<b>Total</b>			<b>2,007,160</b>

# Why These Communities (cont'd.)

- Native and foreign-born
- LEP and monolingual English-speaking
- Geographically diverse
- Representative of all Hispanic subgroups:
  - Mexican American
  - Puerto Rican
  - Cuban
  - Central and South American

# Objectives and Strategies

1. Building national and community-based capacity to inform, refer, enroll, and retain eligible Hispanic children in Medicaid and CHIP.
  - Establish partnerships with seven CBOs
  - Provide training and TA to CBOs:
    - Training of local program coordinators
    - Monthly teleconferences
    - Technical assistance package

# Objectives and Strategies (Cont.)

## 2. Implement community-based model.

- One-on-one sessions:
  - Information and application assistance
  - Referrals to appropriate agencies
- Community engagement and outreach events
- Collaborative partnerships:
  - Public: State Medicaid and CHIP agencies (MOUs), schools, and other entitlement programs
  - Private: Churches, other CBOs, agencies targeting
- Protocols for data collection.

# Objectives and Strategies (Cont.)

3. Develop and disseminate culturally and linguistically appropriate information for Hispanics to support program implementation.
  - Conduct environmental scans of research and resources available for Hispanics.
  - Develop and distribute messages and materials – Fact sheets.
  - Create a Medicaid and CHIP page on the Alliance's website.
  - Monitor material dissemination.
  - Evaluate effectiveness of materials.

# Objectives and Strategies (Cont.)

4. Increase capacity to assist Hispanics through SU FAMILIA: The National Hispanic Family Health Helpline.
- Update *Su Familia* database with Medicaid and CHIP agencies and to track helpline activity
  - Train the *Su Familia* Health Promotion Advisors
  - Develop a protocol to respond to callers
  - Provide personalized assistance (application assistance, referrals, and retention information)

# Objectives and Strategies (Cont.)

5. Coordinate with CMS to develop a comprehensive media plan.
  - Develop a media plan: radio, TV, local newspapers
  - Engage Alliance's media partnerships at both national and local levels
  - Track responses from media
  - Evaluate impact of media outreach

# SUSTAINABILITY



# Sustainability through CBOs

- Trusted source of health information for the community
- Capacity to provide services
- Ongoing partnerships in the community
- Initiatives are built on existing programs
- CBOs are critical links to the community
- Historically CBOs continue services beyond funding
- Alliance continues technical support beyond funding



# National Alliance for Hispanic Health

Questions:

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Thank You.