INCREASING ACCESS TO CARE

Healthy Tomorrows projects are strongly encouraged to employ specific strategies to assess the health insurance status of children and families and connect them with available health insurance programs. Even if it seems like this is not feasible for your project, it is important to consider how it could fit in. It is recommended that you include your local AAP chapter, CATCH facilitator, and State Title V in planning for how your project will increase access to care for children.

Strategies may include:

- Developing training materials for project staff
- Screening for health insurance coverage with the project population
- Developing culturally/linguistically competent outreach and educational materials for children and families that are written at an appropriate health literacy level
- Utilizing Electronic Health Records to keep track of health insurance coverage
- Coordinating outreach and enrollment activities with communities and collaborative partners

The efforts of trained project staff to reach out and engage uninsured children and families, enroll them in health coverage, and keep those who remain eligible continuously covered can financially sustain projects as well as ensure that children and families have access to coverage and quality care. Studies have shown that even after grant funding has ended, projects continue to offer enrollment assistance and train new staff on how to enroll children and families into health insurance programs because it benefits those enrolled and benefits projects by increasing the number of individuals with some form of health coverage (Kendall, J., Sullivan, J., 2014).

For more information about Medicaid, health coverage options, and enrollment:  
http://www.medicaid.gov/AffordableCareAct/Affordable-Care-Act.html