



# CAKF Highlights

September 2009

## Coalition Meeting

**Outreach Grants** – CHIPRA legislation has designated \$100 million for outreach efforts. \$10 million is for a national campaign and another \$10 million for Native American entities. The remaining \$80 million will be made available to States. Eligible organizations include: FQHCs, State Agencies, Faith Based Organizations and other Community Organizations. Applications were due by email on August 6<sup>th</sup> and by mail on August 10<sup>th</sup>. Information on those who have been awarded grants should be available toward the end of September.

**Packard Grant** – This grant was made available to support efforts to encourage agencies to make maximum use of opportunities within CHIPRA. After discussions with Medicaid and ALL Kids, Alabama Arise has decided to concentrate on Express Lane Eligibility processes. This is one of the options that also could result in revenue enhancements being made available to the state. As a first step, Jim noted he would like to re-establish the coalition

work-group that had been working on this issue. There was discussion about various program applications/regulations and how the grant would address efficiency and redundancy issues in attempts to simplify the process for applicants as well as eliminate waste. Any coalition members interested in participating in this work-group should contact Bonnie Bradley.

**Health Care Reform** – Members discussed aspects of the Health Care Reform Bills that are being debated at the Federal level. MASA has come out against the current Health Reform Legislation. Specific information can be obtained by going to [www.masalink.org](http://www.masalink.org) and looking under the news link. The Alabama Pediatric Association's position has been that any reform needs to address the unique needs of children. Specific talking points can be found

on their website at [www.alchapaap.org](http://www.alchapaap.org).

It was also noted that the Center for Children and Families at Georgetown University has developed a side by side comparison of the bills that have been introduced. This information can be obtained by going to [ccf.georgetown.edu](http://ccf.georgetown.edu).

**Future Direction of the Coalition**—Members discussed the mission, vision and future role of the Coalition. Discussion included getting a broader membership including the business community, and Children's Policy Councils. It was noted that the Coalition has been a primary place to get a good summary of events going on in the state and this should continue. Other discussion centered around the unique position the Coalition will be in because of Federal Health Care Reform and our ability to share accurate and current information.

## Hot Topics

This year, ALL Kids has partnered with the sports marketing groups for the University of Alabama and Auburn University to target families in Alabama who may have uninsured children. The outreach package will include the sponsorship of a home game that includes a pre-game tent setup to distribute ALL Kids materials and talk with families, LED signage, half-time promotions, extensive sports radio coverage, promotions in print materials including the football program and endorsements from the head football and head basketball coaches that will be used as public service announcements for additional radio and television exposure. The partnership is not limited to football. ALL Kids will get the same outreach exposure during basketball, baseball, and gymnastics. The same outreach opportunities will be used at UAB and Troy University. There are over 1 and a half million football fans in Alabama and this outreach effort is expected to be very successful.

## Insuring Partner Reports \* Numbers are as of June 30, 2009

### SOBRA Medicaid

- SOBRA Cases-208,081
- SOBRA Recipients—434-104

Medicaid has been working on issues involving express Lane Eligibility. There have also been discussion about Health Reform and how it will impact Medicaid. It was also announced that after a decision was made to forward mail and verify addresses there was an increase in renewal numbers from 50% to 81%.

### ALL Kids

- Enrollment—69,252

Enrollment is down but the number of applications received has increased. ALL Kids will be expanding to 300% of the Federal Poverty Level on October 1. Applications received after August 1 will be determined using those new guidelines. Initial estimates are that approximately 14,000 children may be eligible for the ALL Kids program.

### ACCF

- Enrollment—About 7000 with 2500 on the waiting list.

ACCF has estimated that a significant number of their enrollment will ultimately go to ALL Kids after the income limit change. It was noted that there have been discussions about what ACCF's program is going to do after ALL Kids' income increase.

## Announcements

Save the Date: The Alabama Health Disparities Town Hall Meeting Satellite Conference and Webcast will be held on Wednesday, October 21, 2009 from 2:00 pm—3:00 pm. The meeting can be viewed through the Alabama Public Health Training Network at [www.adph.org/ALPHTN](http://www.adph.org/ALPHTN)

For more information contact [omh.adph.state.al.us](mailto:omh.adph.state.al.us)