

KCHIP Outreach Efforts Continue

The Kentucky Children's Health Insurance Program (KCHIP) has worked during the last several months to sign up children who might be eligible for the program that provides free or low-cost health insurance to children 19 and younger. The initiative was set in motion by Gov. Steve Beshear.

Recently, Beshear announced the program had reached its midpoint goal in recruitment, having signed up more than 20,000 children for KCHIP or Medicaid since the campaign started late last year.

The KCHIP campaign started with a cadre of new program materials and a significant training and outreach effort.

"Since the Governor's initiative started in November 2008, 45 trainings have been completed with a total of 1,596 people being trained in the application process," said KCHIP outreach coordinator Cindy Arflack. "We are currently conducting a series of trainings via teleconference. We hope after completion of the series, we will have trained another 100 people in the application process."

A major part of the Governor's campaign was removing barriers to applying for KCHIP. This was done through eliminating the requirement of a face-to-face interview to apply and creating a new, easier to use application. After these elements were put in place, KCHIP needed to retrain staff in the application process.

KCHIP contributes a lot of its success to the partnership it has formed with the Family Resources and Youth Service Centers (FRYSCS). The FRYSCS have been able to work through their schools to target the children most likely eligible for KCHIP.

"The FRYSCS staff have a high volume of application approval due to their willingness to be trained early on," said Arflack. "We are now in our second round of trainings for the FRYSCS. They have regional trainings and have included us on their agendas so they can keep up with our progress."

KCHIP is continuing its outreach efforts with a back-to-school campaign and work at the state fair.

"We are attending the back-to-school bashes or any other school functions that we are aware of," said Arflack.

They are also making materials available through the FRYSCs, including new back-to-school bookmarks and fliers. A radio campaign will begin within the next two weeks.

"Of course, we are really excited about the State Fair," said Arflack. "We feel like this is a great opportunity to promote KCHIP."

KCHIP also meets with community agencies and organizations on a regular basis.

“We have met with several volunteer groups such as CASA who are excited about the KCHIP program and are ready and willing to take applications,” said Arflack. “We know the next few months are going to be critical to outreach efforts, so we are going to expand our efforts to include discussions with faith-based community leaders and local business owners to help us find these children who are uninsured.”

Along with Arflack, KCHIP staff includes:

- Lisa Lee – The program director has worked with KCHIP more than 10 years.
- Lucy Senters – Her primary job is to answer constituent questions regarding KCHIP and the premium payment process. Senters has more than five years experience in KCHIP.
- Cathy Miller- Her main job is to develop and maintain reports for the KCHIP program. She has more than six years experience in the KCHIP program.
- Linda Proctor – Branch Manager for KCHIP as well as the Medicaid HANDS, First Steps and EPSDT programs. She coordinates with all the programs to perform KCHIP outreach on a daily basis.
- Barbara Epperson – Works extensively on developing KCHIP applications and helping with all aspects of the outreach efforts.

If you would like to have your program profiled for the CHFS Focus, contact Focus editor Emily Moses.

Enter the KECC Cook-Off

Do You Have a Blue Ribbon Recipe? Enter your best dish in the KECC Cook-off on Tuesday, Aug. 18. All proceeds benefit the Cabinet’s KECC campaign. The deadline to enter is Friday, Aug. 14. Entry drop-off and registration will be from 9 to 10 a.m. the day of the contest on the first floor of the CHR Building. Judging begins at 10:30 a.m. Categories include cookies, cakes, pies and healthy snacks. Entry fee is \$5 per entry. For more information or an entry form, contact Mary Spalding or Kellye Cheek in the Office of the Secretary at 564-7042.

Discounted Tickets for Reds Games

The Cincinnati Reds are offering discounted tickets for four games for all Kentucky state government employees. Join the Cincinnati Reds at Great American Ball Park and enjoy special discounts for the following games:

- Friday, Aug. 14, Reds v. Nationals 7:10 p.m.
- Sunday Aug. 16 Reds v. Nationals 1:10 p.m.
- Sunday Aug. 30 Reds v. Dodgers 1:10 p.m.
- Saturday Sept. 19 Reds v. Marlins 7:10 p.m.

State employees can purchase tickets in select, non-premium seating locations for half price. To purchase discounted tickets online, visit www.reds.com/skye. Tickets must be purchased in

advance of game date in order to receive this discount. Discount tickets will not be available at the box office on the day of the game.

Employee Enrichment

By Anya Armes Weber

When you think your problem is getting the best of you, don't succumb to the quick fix. Any easy and cheap solution only remedies the symptom of your problem, leaving the root cause untouched and making things worse overall. Don't divert energy and resources from the true problem. Take the time to plan a long-term solution -- it's worth the investment.