

Appendix B. Responses to June 27, 2005 Meeting Registration

Organization Type	Ideas for marketing a back-to-school campaign?	Previous marketing experience for KidCare	What worked?	What didn't?	What done differently?	Special populations?	5 key partners
Health Plans							
	Attend all open houses at schools and set up display.	only in a clinical setting. Member of the Steering Committee. Advising all noninsured clients to submit an application as soon as possible, offer to help fill it out as well.	When clients were offered help to fill out application.	The new application was/is so in-depth, most clients did not want to hassle with it.	Simplify the application.		Schools, Hospitals, Doctors, Health Department, Dentists
	Participate with summer school programs, day camps, YMCA's and provider partners	Mail campaigns, PTA participation, provider involvement	Targeted outreach	Activity on the fly	Time has been the issue in the past. Ongoing activity and targeted plans should improve past performances.		Schools, health departments, PTA, CBOs, Providers
	Distribution of applications through school. Direct mail campaign at plans expense	Staff performed orientation sessions and attended back-to-school activities. Project Pathfinder	Orientation sessions	Project Pathfinder	Spend "Project Pathfinder" resources on a telephone campaign.		Healthy Communities, Boys & Girls Clubs, School Systems, Municipality Recreation Programs
	Healthy Kids has been very effective partnering with the school in the past. Reinforce the availability resulting from the change and create a sense of urgency with the call to action.	Utilized Health Kids Corp provided materials to market at : DCFs, Provider offices, Boys and Girls Club, YMCA	We were unable to measure results but believe ready access to simplified applications is critical. If possible, application should be completed and submitted at the site the parent receives it.	Call to action ads that did not provide clear or easy follow-up	We did not have much time to plan during the last open enrollment period. We welcome the opportunity to focus time and resources on the next campaign.	N/A	Key provider partners, Boys and Girls Clubs, Title One Schools, YMCA
	Participate with summer school programs, day camps, YMCA's and provider partners	Mail campaigns, PTA participation, provider involvement	Collaborative campaigns, targeted communications and advertising.	Communication that occurred without time for detailed explanation and overview of the product.	Taken more time to build a solid foundation to work the plan on. Ongoing activity and targeted plans should improve past performances.	N/A	Schools, health departments, PTA, CBOs, Providers

Organization Type
Hospitals/Health Systems/Providers

Ideas for marketing a back-to-school campaign?	Previous marketing experience for KidCare	What worked?	What didn't?	What done differently?	Special populations?	5 key partners
TV spots using free promotional time provided by local television stations; radio commercials; local "bulletin boards" available to charitable organizations, websites, emails, if practical, Posters and flyers in pediatricians' offices with applications	Direct phone calls to families whose membership was expiring to encourage them to re-apply. Sent KidCare organizer and offered any assistance to complete application	Direct calls appear to be very effective, although results not quantified. Parents were very grateful for calls and expressed appreciation for the assistance and reminders.		Hired more staff to make calls	CSHCN	CMS area offices, UF Department of Pediatrics, others needing assistance
Mini health fairs providing free school supplies to whicre who receive immunizations or school sports physicals	Sponsored immunization Health Fairs promoting KidCare open enrollment. Providing Florida KidCare information and/or applications for all offsite. Grant funding ended in 2003 but kidCare information is still distributed at all health fairs and functions.	Having applications available to give families.	Having to download applications off of a computer -- most families don't have access to a computer.	Have open enrollment year round	migrant population, an abundance of single parent homes	County Health Departments/hospitals, area providers, community day care centers, One-Stop Centers, WIC program.
Raising awareness by distributing information about the program. Such information could be included along with either the grade report card or with the class schedule information mailed o the parents prior to the beginning of the school year.	Through the ARM Medicaid Eligibility Department at Miami Child's Hospital we encourage the parents to apply to the KidCare program, we supply ample information oriented to help them through the process. Allocating 24 personnel and resources to assist parents filling out applications at ARM Medicaid EligibilityDepartment, participating in citywide events to supply information and assistance during the application process. Open a hotline to supply information and clarify any question the parents may have in regards to the process.	All of them worked, however, we realized that once the information was given to parents and they knew they could come over to our offices for assistance rather than obtaining information over the phone they office was rapidly overflowed.	N/a	Would have established a comprehensive system of appointments in order to avoid the overflow, as well as request from KidCare a Drop Box where parents could leave their applications immediately.	As anywhere in South Florida, there is a large Hispanic population.	Not defined.
Partner with camps, local sports teams and other summer activity-related entities to promote the program. Have flyers in clothing, book, and school supply stores and have rotating enrollment drives in said places.	Mass mailer to database of potentially eligible families and held and participated in multiple press conferences. Major enrollment campaign with high visibility signage, 24/7 enrollment assistance, solicited mayor of MDCC as a spokesperson, supplied applications to elected officials and their offices; participated in multiple multi-organizational enrollment events.	All of the above.	Not enough time, money, or person-power to reach everyone.	Enlisted more volunteers, had more support from businesses that solicit kid-related business.	Large Latin-Haitian communities, high number of kids with disabilities.	The Children's Trust, Jackson Memorial Hospital/UM, Human Services Coalition, The United Way, Baptist Health System.
Including Florida KidCare info with immunization info, discuss KidCare eligibility and enrollment issues at PTA meeting at the beginning of school year; Hold KidCare poster contest to involve kids.	Hanging/displaying KidCare enrollment posters throughout Shands/Jacksonville; holding mini in-service and Q&A re: staff in select departments (i.e., ER) at Shands; Educating patients in the waiting room of Shands ER, educating pediatric residents, educating ICACE, educating families in the Jacksonville network for strengthening families.	All of the above except educating patients in the ER	Education patients in waiting room as a group, since some were called in to see MD. Individualized education to patients is more realistic in this setting.	Providing educaiton to the community-based organizations such as ICARE xxxx.	N/A	NE Florida Healthy Start Coalition, ICARE (Interchurch Coalition for Action, R and Empowering), UF/Jacksonville Department of Pediatrics, Jacksonville Network for Strengthening Families, Duval County Health Department.
Partnering - DOH (where children get vaccines); big retail stores such as Walmart and Kmart (shopping and tax free week); Clinics	Information fairs - CVS pharmacy; health fairs at public facilities, such as sports stadiums; schools; fairs through local political groups and at health centresr and chipping malls.	Our most effective efforts were fairs at sports facilities and those coordinated with local politicians. Reason being more publicity and give-away and fun-oriented activities which attract children.	CVS lacked massive support because it's too one-dimensional - no activities to attract children.	Provide more activities that attract children and their parents. Try to get publicity via media PSAs	Spanish, Haitians (Creole), other Caribbean people like Jamaicans	Children's Trust, Human Services Coalition, Catholic Charities, Saint La/Galata; Dade County Public School Social Workers Association

Organization Type
Public/County Organizations

Ideas for marketing a back-to-school campaign?	Previous marketing experience for KidCare	What worked?	What didn't?	What done differently?	Special populations?	5 key partners
Attaching to reduced/free lunch applications, attending open houses, working with community partners, PSAs with local media.	Same as above	All of the above	Community fairs -- attendees not interested in health items.	Focused on activities listed earlier	Hispanic, Haitians	Schools, Libraries, Pediatricians, Hospitals, Health Department
English & Spanish media releases, Radio & TV ads, and Health Fairs	Conducted quarterly KidCare Advisory Council Meetings with community partners, posted flyers and posters among Polk County Health Department (PCHD) clinic sites, distributed KidCare applications and incentives among community partners and PCHD clinics, participated in Health Fairs.	N/A	N/A		Hispanics, Haitians	Healthy Start, School Health Nurses, WIC, Polk County Health Department clinic sites, Amerigroup
Inservices/update for county school nurses; Book GOG, Back-to-school events	Day cares, after school programs, private schools, partner sponsored events, community agencies and Hospital Billing Departments, county libraries	Point of contact with potential eligible enrollees, reminders, applications, incentives	Helath Fairs, registration talks that intercept at grocery stores,	Use phone and mail-out follow-up.	Immigrants, non-English speakers	County libraries, Day Care/afterschool, Community based organizations, churches, Juvenile Justice Centers
Training or workgroup meeting with sschool nurses in Palm Beach County schools prior to school start (providing applications, materials, enrollment process, etc.), Co-sponsor event with HCAP to promote enrollment in target area. Provide materials to Community Partners holding their own back to school events.	Involved in printing and distribution of Family Access Guide to our Community Partners in the month of March. With the beginning of the 4th year of the grant, I have been involved and/or attended several evetns to include several Kindergarten Round-up Events at several elementary schools; school career fairs, a couple of parent nights, and two major Week of the Uninsured events. TV and radio interviews PSA's, H&R Block, School Free-Reduced lunch program, and school flyer distribution.	The Free Reduced lunch program and the television exposure were the most effective. As for my recent experience, partnering with the Health Department was a very successful event.	Distributing to the Community partners could have been a more successful source, however, the short time frame of providing and processing applications made it a very difficult effort.	Need more time and planning before the open enrollment period.	Large Spanish and Haitian population in our area.	Palm Beach County School District, Depart of Children and Families, Palm Beach County Sheriff's Dept., AHCA, HCAP
Work closely with the school board to ensure distribution for fliers, visit summer progmas and youth organizations with informational material, attend and coordinate back-to-school Health Fairs with information and applications. Work with immunizations to have marketing materials available to parents getting their children immunized.	I have worked with marketing of KidCare information for the past six years. I had started part time with Memorial Healthcare Systmes, was recruited by North Broward Hospital District to help organize an outreach program together in conjunction with the Urban League, and am currently workign as the District Coordinators for the Broward County Health Department. I have an extensive list of community partners that I keep informed on the status of the KidCare program, wiht a monthly "Task Fordce Meeting." I work iwth them to receive information about the health fairs they are having and attend these health fairs with informational materials. I bring updated information to them from attending meetings with Healthy Kids representatives and help with any questions that they may have. I distribute marketing materials (when available) and work with them to ensure the correct information is getting to their clients. I work with the School Nurses, counselors, daycare directors, SS organizations, Libraries, etc.	Attending Community Partners back to school health fairs are the best source for distributing marketing materials. Especially the ones that require a parent to attend with the child. Working with Summer Camps to be available to parents when they come to	Small first time health fairs that did not have community support, such as small church fairs that were primarily only for the attendees of one specific congregation.	BCHD has developed an outreach planning group so that organizations can discuss the facilities and the set up of each health fair. This gives us the foresight of what we can expect and we can make the choice whether or not we should attend or send information with another group.	Broward County has a large Hispanic population, and a large number of immigrants from Haiti and Cuba.	Family Central, Broward County School Board, Hospital Districts, Healthy Mothers, Healthy Babies, Broward County Health Department

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Private Community-Based Organizations	Health fairs, send information home with students during the second week of school, target daycare centers, send out medic releases, meet with representatives of hospitals, HR managers of companies (e.g., Good Will, Wal-Mart).	Focus on media releases (TV, radio, newspapers) including interviews; Police Athletics League activities, educated residents at hospital and HR managers, presented to ICARE	It is difficult to say which one activity worked the best. The media activities definitely reached the most amount of people.	More promotional materials would have been helpful.	With more time, we would have organized the partners better to assist with the outreach activities, however, given the short notice the partners did an outstanding job of outreach. We also would have had one big kickoff event.	High illiteracy rate, large Africa-American population, growing number of Spanish-speaking persons	
	N/A	Attended meetings in the past in Polk County, and assisted in distributing information, applications, etc.	All worked; no funding to continue the program.	Doctors not local. Could not pick own doctors.	Nothing, because our business partners and customers were able to apply with assistance from our front-line staff to obtain services for their children.	Economically disadvantaged and under employed, language barriers (information should be written on 3rd grade level)	Vocational Rehab, ACS State and Local Solutions, Polk County School Board, Youth Service Providers, "Polk Works One-Stop Centers & Affiliates
	Less gimmicks -- more concentration on help for families in completing process	Present information in all our new parent packets, through our family support workers and to Head Start Centers (I serve on the Head Start Board). Also through school readiness programs that we formerly managed reached parents of children in child care centers.	Events held where volunteers could aid families in completing paperwork.	Gimmicks -- all those expensive (I am assuming) things given away.	Not eliminated the community outreach people!	Migrant workers in Northwest Volusia, Service industry workers in East Volusia, Hispanics in West Volusia	Head Start, Easters Seals, Flagler Co. Health Department, Volusia County Health Department, Halifax Hospital
	If it can be arranged, make short presentation to principals and school nurses prior to school opening. Contact local partners to inform them of open enrollment. Train staff. Distribute applications to partners and other sites.	Focus has been on training and supporting staff at local partner agencies, institutions who serve target audience: Train line staff, provide brochures, flyers, applications, and serve as local contact. Examples of parenters include Sacred Health Hospital, Early Learning Coalition and Children's Services Center (child care), Community Action Agency (rural low income families), School Health Nurses, pediatric groups, and the like.	I believe most of these efforts worked and are still working.	During open enrollment, we offered "open enrollment events" on Wed. from 10-2 and on Tuesday, Thursday evenings and Sat mornings. The number of parents using these opportunities for getting help with enrollment did not justify the amount of meager resources, i.e., one part-time staff person and volunteers. Space and use of copy machines and nursery were provided free by Pensacola Junior College and Richards Memorial Methodist Church	Not had the events described above and spend more time on presentations to groups, and developing partnerships.	Growing number of Hispanics in our area, but only a very small percent of the population that does not speak English, according to most recent study, performed by the IRS.	Children's Services Center, Escambia County Early Learning Coalition, Healthy Start, Sacred Heart Hospital, Escambia County School District.
	Participate in back-to-school fairs, PSA-radio, TV ads, ads in local community newspapers					Spanish, Creole	Amerigroup, Orange County, KidCare partnership, Orange County Public Schools, Faith Base, Work Force
	Update Jan. promo materials (kids, posters, psa, etc.) with current information; send home a kidCare application with every student, participate in Immunization Days at County Health Dept., participate in pre-registration school activities, announce open enrollment in school newsletters, provide FKC info to uninsured pediatric emergency department patients, news releases & PSAs, promote open enrollment in community events during June, July, August	All of the above	All of the above	Registration activities are episodic and spread over a longer period of time. This made it difficult to reach large numbers of parents at once.	Distribute more applications to agency partners for distribution to clients.	Russian population, farm worker population (Mexican), large Hispanic population (Mexican/Puerto Rican)	Volusia & Flagler County School Districts and Health Departments, Hospital Emergency Departments, Local HK Health plan, Workforce Development agencies

Organization Type
Partner Agencies

Ideas for marketing a back-to-school campaign?	Previous marketing experience for KidCare	What worked?	What didn't?	What done differently?	Special populations?	5 key partners
When registering children for school, have the school health Nurse give out applications for FKC -- the parents have to turn their medical information into school nurse on registration	No	N/A	N/A	N/A	N/A	N/A
Post at Wal-Marts, K-Marts in school supply sections, information during tax-free school week.	Attended "fairs" and managed booth from DCF. DCF booth manned at different KidCare fairs -- marketing Medicaid and KidCare. Spoke at different groups to explain the application process.	All of the above.	None to my knowledge	N/A	Handle low income population who apply FS, cash, and Medicaid	DCF offices in Region (multi-county)
Radio advertising, contacting and partnering with contracted medical providers	Poster hanging and passing out flyers	All of the above	Unsure	Start advertising earlier to reach more of the needed population	Spanish, Creole, Asian	
TV commercials, letters/applications to be sent home with children from schools. Participated at Health Fairs	Applications available in office, clinics and any time CMS offers material/information to the public.	Handing it out to families who have a need for health care for their children.	Many people do not think they need well-child care for their child.	All pediatrics/family practice should give out applications when child is seen in their office.	Hispanic migrant workers.	U of Fla clinics, CPHU, private PCPs, ICS-PediCare, Schools
Flyers on board with school supplies such as WalMart, K-Mart, Target, Doctor offices; Public Service Announcements	Direct contact by telephone, posters in office, Health Fairs giving out information	N/A	N/A	Use part of Title XXI money that is left over for marketing, print info on grocery bags, needs consistency at all levels to parents, CMS needs to be more informed from KidCare	People who are low intelligence needs things to be spelled out. Increase in Spanish speaking populations.	Doctors offices, White Wilson Medical Center, pediatrics Associations, Crestview Gateway, Sacred Heart Peds Clinic, Health Department
CMS, health depts., ESS locations, DCF, CBC, groceries, libraries, 211, school registrations, peds offices	Activities through CMS	Mostly one-on-one contact with family	I think we were as successful as we could be with our mailing/phone calls		CMS children	Health Department, CMS clinics, Pediatricians offices, Sub-specialists' offices
Posters and brochures at local hospitals & primary care offices, TV & radio commercials, posters and brochures at CMS & UF primary care clinics,	Phoned families enrolled in CMS without primary insurance to inform them of open enrollment & procedure to follow, assisted families in completing applications	everything we did	Not enough phone lines for KHC, still have not heard about a lot of children who have completed applications in the Jan. Open enrollment	N/A	Lots of rural areas, lots of children with special health care needs	Fl. KidCare, CMS, UF primary care clinics
Making information and applications available during back-to-school health fairs	We have made applications and information available during health fairs at our Medicaid table.	Information and applications were handed out to interested individuals	N/A	Nothing	No	Orange County KidCare, Brevard County KidCare