



Arkansas Finish Line Coalition Enrollment and Retention Meeting Minutes Wednesday, November 19, 2008 at 1 PM

Attendees: Tricia Ashmore, Rebekah Dixon, Linda Greer, Christin Harper, Laura Kellams, Errin McRae, Lisa Miller, Kara Wilkins, Lorie Williams, Elisabeth Wright-Burak, Bob Young

Finish Line Enrollment and Retention Goals:

- *Reduce the number of eligible, un-enrolled children from 44,000 to 22,000 during the three year time grant period. The Coalition, including local outreach partners, will identify barriers and develop strategies to reduce or eliminate them.*

Location: Arkansas Advocates for Children and Families, 1400 West Markham, Ste. 306, Little Rock, AR 72201

I. Introductions

II. Individual Site Updates

Various sites have held several local programs to help facilitate ARKids First enrollment:

- Delta AHEC in Helena/West Helena held an online enrollment seminar. Staff was available to help families fill out an ARKids application that was then scanned into the computer and saved in their archives while the original was sent to their local DHS office for authorization. They also held presentations for their local DCFS workers to help streamline the reenrollment process.
- Healthy Connections, Inc. in Mena attended a variety of back to school events.
- Child Development, Inc. in Russellville participated in Fall Fest where they distributed ARKids information.

III. AACF Proposed Activities for 2009

AACF has a number of proposed activities for the 2009 year of the Finish Line Grant:

- The Arkansas Finish Line Rally will be held on the front lawn of the State Capitol on Thursday, February 5, 2009. Please make plans to attend.
- AACF will co-sponsor a summit with DHS regarding issues such as
 - o Outreach (ACCESS AR, reestablishment of call centers, etc.)
 - o Policy Changes
 - o Speakers
 - o Statewide PCP Forum
- Immigration Health Insurance Summit regarding providing various levels of coverage for citizen and non citizen children.



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IV. Opportunities to increase ARKids First expansion effort

Linda Greer suggested that during DHS' upcoming program support training regarding ARKids First they could reemphasize correct Medicaid policies to help combat enrollment misinformation at a local level.

Rebekah Dixon asked if there was anything that could be done to address some pushback in certain areas. Many citizens and health professionals have attached a stigma of entitlement and reference the few cases where ARKids First was abused. AACF will work on sensitivity messaging to convey the idea that kids need help during these tough economic times. Rebekah also brought up the idea of utilizing the social networking site Facebook to distribute information regarding ARKids eligibility.

Bob Young proposed several ideas to help increase enrollment:

- Funnel ACCESS AR information through kids in school. Teach them how to enroll and in turn they can complete the application for their parents. Linda expressed concern due to the fact that parents must declare their income and also complete the signature form that stipulates that they verify that they filled out the application. It was suggested that perhaps the children can be given information that shows their parents how to complete the online application form.
- In rural communities, use the football team and cheerleading squads to help push the ARKids message to the younger students.

Elisabeth noted that hopefully Joni Joines from DHS will be able to come to the larger coalition meeting in January to talk about online enrollment as well as renewed phone center efforts. Linda said that they are still working on ideas for ACCESS AR and they currently have an estimated January rollout date.

Kara referred to the list of continuous school outreach enrollment ideas and asked if anyone had anything to add. Bob said that school bus drivers would be a good untapped resource because they know the children. Elisabeth noted that it may not necessarily be possible for us to coordinate with the free and reduced lunch program through the Department of Education. Perhaps a more local approach would be more effective. Through working with Human Service Workers and Social Workers in the schools, we can cross reference the free and reduced lunch list with health records to see who is eligible for ARKids.

Please email Kara if there are any questions that you would like to pose to your local DCO offices regarding the ARKids First application process.



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V. PCP Barrier – Ideas Moving Forward

This discussion was tabled until after the AACF Northwest Arkansas Finish Line Forum in Springdale on December 3rd.

VI. Questions, Comments, or Concerns

AACF was asked to contact AFMC to ask about accessing reenrollment dates through database. Linda noted that there are actually two renewal dates:

- For 12 months enrollment, renewal information is sent in the 10th month of receiving ARKids First.
- Sometimes early redetermination can be processed as early as 5-6 months if the family is also a recipient of other government programs such as Food Stamps (now called the Supplemental Nutrition Assistance Program (SNAP)).

Next Enrollment and Retention Meeting: TBD