

WHAT COVERING KIDS & FAMILIES TELLS US ABOUT SCHIP

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Covering Kids & Families

- **Funded by the Robert Wood Johnson Foundation**
- **A nationwide grant program to promote children's coverage:**
 - **Covering Kids 1999-2001**
 - **Covering Kids & Families (CKF) 2002-2006**
- **46 state CKF grantees**
- **152 local CKF grantees**

Four Strategies for Increasing Enrollment

- The Foundation promoted four strategies for CKF:
 - Outreach
 - Simplification
 - Coordination
 - Collaboration
- How did these strategies affect enrollment?

1. Outreach Is Crucial For Sustaining New Enrollment

- **California: new enrollment stagnated during the 2001-2003 economic downturn**
- **State cut outreach**
- **But local outreach through CKF and other programs can limit stagnation—e.g., CA, VA**

2. Simplification Increases Enrollment

- Virginia made it easier for families to apply to SCHIP
- Virginia also adopted a “No Wrong Door” policy for Medicaid enrollees
- SCHIP and Medicaid enrollment increased sharply after these changes

3. Coordination of SCHIP and Medicaid Increases Enrollment

- **Arkansas renamed SCHIP and Medicaid as “ARKids First” in 2000**
- **Arkansas also simplified enrollment**
- **Enrollment increased for both programs**

4. Collaboration Improves Program Implementation

- **State and local officials and CKF staff collaborated on process improvement**
- **State and local coalitions worked with state officials on policy change**

Implications For Reauthorization

- **Maintain program flexibility so states can:**
 - **Adopt outreach**
 - **Simplify procedures**
 - **Coordinate programs**
 - **Collaborate**
- **Encourage states to enroll children during economic downturns**