



Maryland Covering Kids & Families Summer 2005 Newsletter

Maryland Covering
Kids & Families

Volume 1, Issue 1

Summer 2005

Message from the Program Director

Maryland Covering Kids & Families (MCKF) is a Statewide Public/Private Partnership committed to identifying and enrolling eligible children and families into health coverage programs and, therefore improving Maryland's health outcomes. Over the past 6 years the MCKF initiative has grown to include a 75 member statewide Coalition. This membership is committed to increase the number of children who benefit from health care coverage programs in Maryland. In order to reduce the number of uninsured children in Maryland, the MCKF Coalition works together to simplify enrollment, coordinate services to Maryland's uninsured population and enroll and retain children who have proven hard to reach through traditional outreach efforts. The MCKF newsletter will provide an opportunity to showcase the exceptional work that the local projects and work groups are accomplishing on behalf of the Coalition. We hope that the Newsletter will be an effective communication tool to share the lessons learned and best practices occurring across the state, by all stakeholders who are invested in reducing the number of uninsured.

MCKF Steering Committee

Karen Dates	Coalition Co-Chair
Amanda McMahon	Coalition Co-Chair
Susan Antol	Data Evaluation— Chair
Mark Butler	Marketing/PR—Chair
Linda Heisner	Enrollment—Chair
Rosemary Malone	Coordination—Co-Chair

Local Projects

Kathy Westcoat	BHCA—President
Christopher Furner	BHCA—Staff
Traci Kodeck	BHCA—Staff
Sheila Curry	ENABLE—Program Manager
Denise Capaci	Catholic Charities Regional Director
Peggy Lawrence	Catholic Charities Administrator
Michele Benjamin	Catholic Charities Outreach Coordinator
Jacob Frego	ESAHEC Executive Director
Janel Parke	ESAHEC—Coordinator
Joanne Brooks	MCCP (Catholic Charities) Program Administrator
Marina Nalvarte	MCCP (Catholic Charities) Staff
Kery Hummel	WMAHEC Executive Director
C. Joy Taylor	WMAHEC Program Coordinator

Staff

Linda Reynolds-Wise	Program Director
Cate Teague	Program Assistant
Meagan Dunaway	Community Outreach
Pamela Tully	Special Projects



After our first 2005 Back-to-School meeting: (l to r) Marketing/P.R. Chair—Mark Butler; Staff—Meagan S. Dunaway, Pamela Tully, Cate Teague, (center) Linda Reynolds-Wise

Cover The Uninsured Week

COVER THE UNINSURED WEEK (CTUW) is MCKF's first awareness campaign during the year which focuses on the plight of the uninsured and the need to secure stable and affordable health care coverage for all Americans, including the nearly 44 million who are currently uninsured. This year *CTUW* was held from May 1, 2005—May 8, 2005. Throughout the state of Maryland, MCKF's Local Projects participated in many outreach and enrollment events during *CTUW*.



THE EASTERN SHORE AREA HEALTH EDUCATION CENTER (ESAHEC) conducted marketing efforts in Queen Anne's, Caroline, Talbot, Dorchester, Wicomico, Worcester and Somerset Counties to increase awareness of available health care coverage programs. Additionally, the ESAHEC placed radio advertisements on 3 local stations. The MCKF coordinator appeared as a guest on a radio show to discuss CTUW and MCKF on the Eastern Shore. In cooperation with local health departments, proclamations were signed by County Councils/Commissioners in several Eastern Shore Counties in addition to outreach to the Chambers of Commerce in all seven counties. The ESAHEC plans to continue their work with the County Chambers to reach small business owners and employees to increase awareness about MCHP.

THE WESTERN MARYLAND AREA HEALTH EDUCATION CENTER (WMAHEC) purchased radio time and newspaper ad space to run ads with recruitment messages for MCHP. On May 5, WMAHEC participated in a luncheon, which focused on sensitizing the audience to the needs of the uninsured and what they encounter in their daily lives. The audience included college students in Social Work and other health related fields, business professionals (Chamber of Commerce), Kiwanis, County United Way, Community Response Team, and elected officials.

762,000 people in Maryland do not have health insurance, that's 13.9% of the state's population.

CATHOLIC CHARITIES MEDICAL CARE COMMUNITY PARTNERSHIP (MCCP) in Prince George's County coordinated and participated in the Health Fair section of "Langley Park Day". This is an annual event in the heart of the Latino community. Over 2,500 people received material regarding free and low cost healthcare through flyers, applications, and free give a ways. MCCP participated in an all day conference for Maryland Children's Resources/Day Care/Schools/Teachers. MCCP also participated in the "Head Start Registration Day" at Highland Park Elementary School providing several hundred families with information and give a ways.

BALTIMORE HEALTHCARE ACCESS (BHCA) took part in the Countdown to Kindergarten event at Port Discovery. The event brought more than 350 children and their parents out to get free books, pencils, and valuable information regarding their children entering Kindergarten. The families also got a chance to spend the day in the museum! BHCA also attended the Mayor's 1st Immigrant Town Hall Meeting. The Mayor's open dialog was an opportunity for immigrants from different parts of Baltimore City and Baltimore County to voice their opinion about different topics that affect them. BHCA was able to provide information on services that are available in the community.

THE ENABLE COMMUNITY HEALTHCARE WORKERS took part in various community events. They participated in several health fairs all over Baltimore City such as University of Maryland's annual Health Fair, Maryland General Hospital's Health Fair at the Lawrence G. Paquin school (a Baltimore City public school for expectant teenagers), and at Mt. Olive Free Will Baptist Church. The ENABLE HealthCare Workers also joined MCKF at the Owings Mills AMC Theatre 17 for our Movie Premiere!

CATHOLIC CHARITIES OF SOUTHERN MARYLAND ran ads in the "Valu-Pak" coupon mailer that reached over 120,000 homes in three counties, and Valu-Pak will have MCKF information available on their website for an entire year! They also submitted PSA's to local radio stations, were included in church bulletins, and newspaper ads. Catholic Charities developed a program for children borrowing health related books from local libraries; where the children will receive a "goody bag" filled with give a ways, an application and information on MCKF. Local dentists, along with their staff wore the MCKF t-shirts during CTUW. **Great partnerships were made!**

MCKF's Pilot Poster Contest was a huge success!

As part of MCKF's 2004 "Back-to-School" Awareness Campaign a statewide poster contest was piloted. Last fall, MCKF sponsored a poster contest for children in grades 3 - 5. Each one of the 5 local projects in our state selected a school in their area to participate in the contest. The local projects met with the principal and art teacher in September of 2004 to introduce the contest and provide funds for art supplies. Students were asked to create a picture displaying what our tagline, "Healthy Kids Create Healthy Futures" means to them.

The semi-finalists from each participating school were selected by the School Contest Team, which was comprised of selected school staff members, and a representative from the local project. The first place winners from each school received a bicycle & helmet, while the second and third place winners received various types of sporting equipment. The winning posters from each school were then judged by our Statewide Coalition in January 2005.

The statewide grand prize winner, a fourth grade student at Friendsville Elementary School in Western Maryland will receive a \$1000 scholarship for the summer camp of her choice. Friendsville Elementary School will also receive \$1000 to put toward their Physical Education department. We are planning to use the winning poster in several different marketing and fundraising efforts, such as note cards, various types of stationary, and T-shirts. We here at MCKF really enjoyed being a part of this project and look forward to an expanded contest next year.



Fourth grader Derrica of Western Maryland was the winner of our pilot poster contest.

Please visit our 'Calendar of Events' on the web to stay up to date on what's going on around the state!

www.umaryland.edu/ckids

Monster-In-Law Premiere

Maryland Covering Kids & Families hosted a *movie premiere* on May 7th, 2005. "Monster - In - Law", starring Jane Fonda, Wanda Sykes & Jennifer Lopez, was the featured movie. Proceeds from the ticket sales were used to support MCKF's *Cover-The-Uninsured-Week* Awareness Campaign. MCKF Coalition members, friends & partners attended the event in support of our efforts to increase the number of children and families who benefit from health care coverage programs, such as the Maryland Children's Health Program (MCHP), and thereby improve Maryland's health outcomes.

Activities of the day included a silent auction, comprised of generous donations from partners, area businesses and colleagues. Marques Ogden of The Baltimore Ravens and local radio personalities were present to support the event, sign autographs and take pictures with movie-goers. A magician entertained adults and children in attendance.

The premiere was held at The AMC Owings Mills 17 Theater in Owings Mills Maryland and was made possible by the very generous support of The AMC Theaters and New Line Cinemas.

Maryland covering kids & families

Office of the President
520 W. Lombard Street
East Hall—First Floor
Baltimore, MD 21201

Phone: 410-706-7004
Fax: 410-706-5483

"Healthy Kids Create Healthy Futures"

Visit us on the web!
www.umaryland.edu/ckids

MCKF is part of a national health access initiative for uninsured children funded by the Robert Wood Johnson Foundation, with the University of Maryland, Baltimore serving as the statewide lead agency.

Call **1(877) KIDS-NOW** toll-free for more information about low-cost & free health care coverage

Chipper the Bear having fun with one of our movie-goers!



Baltimore Ravens Offensive Tackle, Marques Ogden takes time to get a picture in with volunteer Pat