

Putting the Pieces Together...

Effective Outreach and Enrollment

June 2, 2008



Programs of WithinReach

Family Health Hotline • HealthyKidsNow! Hotline • Family Planning Hotline • Family Food Hotline • ParentHelp123.org
API Hepatitis B Task Force • Breastfeeding Coalition of Washington • Immunization Action Coalition of Washington

Objectives

- Discuss the role of statewide outreach strategies.
- Understand emerging opportunities to use technology tools for outreach.
- Envision the seamless system so that families access services across program silos.

About Us...



Vision: Ensuring optimal health for all families.

Mission: WithinReach serves as the foremost catalyst for improvements in maternal, child and family health.

- 20 years of statewide outreach and health promotion
- 150,000 families served in 2007
- Using technology innovation to reach more families and increase access to health and nutrition resources

WithinReach



“Connecting Families to Health in Washington”

- **CALL CENTER**

- **Family Health Hotline**

(800) 322-2588

- **Family Food Hotline**

(888) 436-6392

- **HealthyKidsNow! Hotline**

(877) 543-7669

- **Family Planning/Take Charge Hotline**

(800) 770-4334

- **ONLINE**

ParentHelp123.org

- **ParentHelp123 Hotline**

(866) 585-1123



WithinReach



“Connecting Providers to Health Resources for Washington Families”

- **Outreach and Health Education Materials**
(i.e. WIC Flyers, The Baby Book, WithinReach Counter Cards)
- **Immunization Action Coalition of Washington**
- **Breastfeeding Coalition of Washington**
- **Asian Pacific Islander Hepatitis B Task Force**

Outreach casts a wide net

- Statewide outreach using multiple approaches
 - Medicaid coupon mailings, provider mailings, PSAs, CHILD Profile mailings
- Extensive provider network that uses outreach materials
- Reaching ‘active searchers’ – using technology to locate and access resources.
- More than a million ‘touches’ each year.

Bringing Health and Food Resources Together Statewide



- De-silo state benefit programs
WIC, Medicaid, CHIP, Family Planning, Basic Food, etc.
- Cross-screening and application assistance model over the phone and on-line
- Database with over 4,000 statewide resources
 - Maintain some unique local resource lists
 - food banks, WIC clinics, Family Resource Coordinators
- Linkage to local CBOs and local public health.

“Expanding our statewide services to the web”

ParentHelp123.org

Since launching April of 2007:

- More than 32,000 site visitors
- 8,000 families screened for program eligibility
- > 4,000 program applications completed



ParentHelp123.org provides access to:

State benefit programs

- First Steps (Pregnancy Medical)
- Children's Medical (Medicaid, SCHIP, CHP)
- Basic Health
- WIC (Women, Infants and Children Nutrition Program)
- Basic Food (Food Stamps)

Local resources and health information

- *Resource Finder* (search tool)
- Information and resources for pregnant women and families

*Connecting your family to
food and health resources*



BENEFIT FINDER

RESOURCES

PREGNANCY

NEW BABY

FAMILIES

Welcome

Parents work hard to provide for their families. Sometimes they need a little help. ParentHelp123 can help you find out if your family may qualify for health insurance and food programs in Washington State!



Find Health Insurance & Food for your family!



Use the Benefit Finder to apply for programs in 3 easy steps!



Get Started!

Step 1

Step 2

Step 3

Looking For?

- WIC
- Molina Healthcare letter
- Health Insurance
- Food Resources

NEW! Resource Finder

Find services in your area like food banks and low-cost medical clinics using the Resource Finder





Conectando su familia con recursos para la salud y los alimentos

HOME

BENEFIT FINDER

RECURSOS DE APOYO

EMBARAZO

RECIÉN NACIDO

FAMILIAS

¡Bienvenidos!

¡ParentHelp123 está aquí para ayudarle encontrar seguro médico y programas para alimentos en el Estado de Washington!



¡Encuentre Seguro Médico y Alimentos para su familia!

¡Utilice el Benefit Finder para solicitar ayuda en sólo 3 pasos!



[¡Empiece ya!](#)



Paso **1**

Averigüe

Paso **2**

Llene las

Paso **3**

Imprima y Envíe por

¿Buscando?

- [Carta de Molina Healthcare](#)
- [Seguro de salud](#)
- [Recursos de asistencia alimentaria](#)

¡NUEVO! Resource Finder

Utilice el Resource Finder para encontrar servicios como bancos de alimentos y clínicas médicas en su localidad.

Super-User Project

- Funded by Verizon/MCI grant and support from PHSKC – Children’s Health Initiative
- Enhanced to assist providers who work with children and families
- Gather input from providers to guide enhancement (Focus Groups, Surveys)
- Proto-type /Development Winter ‘08

System Efficiency

- Central resource that has up to date information and applications.
- Technology expertise.
- Linking of various state programs and resources in easy to use formats.

Challenges

- Data linkage to local outreach organizations and state system.
- Interface with 211.
- Building bridges and planning between the state programs.

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Outreach Materials:

www.withinreachwa.org/materials

