



REPORT

SEPTEMBER 2024

Cover All Kids initiative

Final summary report: March – June 2024

By Colleen McCauley, Camden Coalition



The Camden Coalition has been pleased to work in partnership with DMAHS to increase the number of New Jersey children with health insurance. We are grateful for your support to improve the health and well-being of kids in the Camden City area.

This report covers our activities for the duration of the grant period, March to June 2024.

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I. Summary of final metrics

The Camden Coalition kept fastidious records of our outreach activities and the number of parents and people who work with parents we informed. We also collected information from our Cover All Kids partners about their outreach activities, but not as much as we would have liked to, so the final numbers of people we informed and the number of outreach activities we report here could have been even higher. Mid-way through the grant period members of our Cover All Kids Work Group suggested we create a simple, shared Excel document for members to record their outreach efforts, and we did create it, but we had minimal success getting folks to use it in the short time period before the grant ended.

A. We informed 18,000+ people in our target population and the general public

The Camden Coalition’s Cover All Kids initiative informed at least 18,000 parents and people who work with parents about children’s government health insurance through direct outreach efforts. We also reached tens of thousands additional people through our successful media coverage that we strategically targeted at families at greatest risk for being uninsured as well as coverage targeted at the general public.

The Camden Coalition’s Cover All Kids initiative informed at least 18,000 parents and people who work with parents – plus tens of thousands more people via media coverage!

Activity	Number of people informed
Outreach	4,414
Text messages	13,420
Presentations	218
Trainings	30
Press/Media	Tens of thousands
TOTAL PEOPLE:	18,082++



B. We participated in 72+ outreach activities

Coalition staff, Community Ambassadors, and Cover All Kids Work Group members participated in over 70 different outreach events primarily in the City of Camden. (See the Appendix for a detailed list of activities).

C. We stimulated 14 news stories reaching tens of thousands of people

In our CAK Outreach and Education Plan, we proposed securing three news stories, but we knocked it out of the park with 14 stories total (that we know of!) – surpassing our goal by 450%!

We kicked off our communications plan with a successful press conference in April at a local K-8 school. Turn out by our partners and the press was extraordinary. Approximately 45 people attended the press conference - 35 Micro Summit participants and another 10 speakers and other community leaders. Read the press release [here](#).



Karina Sanchez, CAK Micro Summit member, on Telemundo62

The Camden Coalition stimulated at least 14 news stories, surpassing our goal of 3 stories & reaching tens of thousands of people

#	Name	Format	Date	Link
1)	Telemundo62	Television	April	Intentan proveer seguro médico para niños desprovistos del cuidado necesario en NJ – Telemundo 62
2)	NBC10	Television	April	New Jersey officials working to provide health insurance for all children – NBC10 Philadelphia (nbcphiladelphia.com)
3)	TAPinto	Article	April	Thousands of Eligible Camden and Area Children Not Covered by Health Insurance Camden, NJ News TAPinto
4)	KYW Newsradio	Radio	April	Thousands of uninsured NJ kids low-cost healthcare (audacy.com)
5)	EIN Presswire	Article	April	Camden Coalition, South Jersey Community Organizations, State, County, City Officials Launch Initiative to “Cover All Kids” (kxan.com)
6)	Camden County	Article	April	Commissioners, Camden Coalition Announce Cover All Kids Initiative Camden County, NJ
7)	NJ Penn	Article	April	NJ FamilyCare Outreach Seeks to ‘Cover All Kids’ Under 19 Statewide (njpen.com)
8)	DCCB	Electronic Newsletter	April	No link
9)	Telemundo62	Television - PSA	June premier and playing three times every weekend through September 30	See the PSA here.
10)	Radio CATA (The Farmworkers Support Committee)	Radio - 30 minute interview	June	No link
11)	Mexican Consulate Radio/ Philatinos Radio	Radio - 60 minute interview	June	See and hear the interview here.
12)	Telemundo62	Television - 30 minute interview on the “Perfil Latino Show”	June	See a clip here. (We don’t have a copy of the full 30 minute broadcast).
13)	CATA Newsletter	Article	June	Read newsletter here.
14)	Philatino Media	Article	July	Read article here.

Television cameras from ABC, CBS, NBC/Telemundo and PHL17 filmed the event and reporters from Tap Into Camden, KWW Newsradio, NJ Spotlight and NJ Penn were on hand.

D. We increased participation in our CAK Micro Summit by 300% from Feb to June!

In February, our Micro Summit group consisted of 23 organizations, and 14 people attended the February meeting. By June, we more than doubled the number of organizations expressing interest in Cover All Kids to 55 organizations. And by May we tripled the number of the people participating in the meetings from 14 to 48.

More specifically, we recruited 9 organizations that provide free application assistance, and we diligently connected them with other CAK Micro Summit participants to get their clients covered. The assister organizations are: the Medicaid health plans Aetna, Fidelis and Horizon; the DMAHS-funded CAK grantee Southern New Jersey Family Medical Centers; the FQHCs CamCare and Osborn, the Camden County Board of Social Services and Citizens Action and the Center for Family Services.



CAK partners at the press event

E. We created and widely distributed key tools in our new multi-lingual “CAK Toolkit” to support all outreach efforts

At our April press conference, we announced the launch of our Cover All Kids Toolkit housed on our website at www.camdenhealth.org/coverallkids.

We created materials for ourselves, our partners and any organization that works with children and families to spread the word about children’s government health insurance and organizations that assist parents apply. We will maintain the toolkit on our website indefinitely for our partners to continue accessing the resources.

The toolkit consists of:

- **Flyers and postcards in 10 languages.**

We printed and distributed an astounding 27,000 flyers and 18,000 postcards during the grant period. The materials reflect the most common languages spoken in the Camden area:

Arabic, Chinese, English, Haitian Creole, Hindi, Korean, Portuguese, Quechua, Spanish and Vietnamese.



- **Social media messages and images in English and Spanish.**

We created messages for multiple social media platforms and images to accompany them. We also embedded links to direct readers to the NJ Family Care enrollment page.

- **Maps of where the highest share of Medicaid terminated children live.**

While we did not post these maps on our CAK webpage, we did create and distribute the maps to our CAK Micro Summit participants. Because of the Coalition’s Medicaid redetermination work, we knew exactly which children lost their coverage and where they lived. We analyzed our redetermination data so the Coalition’s Ambassadors and Micro Summit participants could target their community outreach in those areas with the greatest concentration of likely uninsured children. Those areas were Downtown Camden, East Camden and the Morgan Village and Fairview areas of the City. In May we shared the maps with the Work Group, and we devised an outreach plan with our Ambassadors to inform families and connect them to application assistance. (See the maps in the Appendix).

F. We identified fewer Camden County children currently enrolled in Medicaid compared to pre-Covid

We did not propose to evaluate our outreach and enrollment efforts by tracking the number of children in Camden City or Camden County who successfully enrolled in government health insurance because the grant period was short (4.5 months) and the time it took the state to determine an applicant's Medicaid eligibility during the grant period often took 1.5 months or more, so time just didn't permit.

Towards the end of the grant period, our Cover All Kids Micro Summit participants expressed interest in learning about the insurance status of children. While there was no updated state or federal data about the number of uninsured children, data was available about children recently terminated from and enrolled in Medicaid. This data could importantly help direct future outreach efforts.

In Camden County, the Camden Coalition's preliminary data showed that 17,000 children were terminated from Medicaid in the last 10 months, and for approximately 11,000 of them (or 64%), their insurance status is unknown. (This is because an average of 64% of people in New Jersey who were terminated from Medicaid lost coverage for procedural reasons – largely because the state did not have the paperwork/information it needed in time to figure out if they were eligible. (Source: [What is happening with Medicaid renewals in each state? – Center For Children and Families \(georgetown.edu\)](#)).

The insurance status of these 11,000 children is unknown. Some may have applied again for Medicaid or the Marketplace and gotten covered. Some have likely gotten private insurance through their parent's employer. And some of them are likely still uninsured. A recent KFF [analysis](#) of coverage outcomes after disenrolling from Medicaid or CHIP found that nearly two-thirds of people experienced a period of uninsurance.

Regarding children enrolled in Medicaid, in Camden County, 2,000 fewer children were enrolled in Medicaid (May 2024) compared to before the covid pandemic (Jan 2020).

In the five counties of Camden, Burlington, Cumberland, Gloucester and Salem, 40,000 children were terminated from Medicaid in the last 10 months, and for approximately 25,000 of them (or 64%), their insurance status is unknown. In these five counties, 4,200 more children are enrolled in Medicaid (May 2024) compared to before the covid pandemic (Jan 2020).

At the June Micro Summit meeting, we discussed that these 11,000 children in Camden County and 25,000 kids across the five counties whose insurance status is unknown need to be top priority for continued outreach and enrollment efforts.



Shirlee Douglass, Camden Coalition Ambassador, at Camden City Council discussing Cover All Kids

II. Lessons learned

The lessons learned described below come from feedback and/or evaluations of our Cover All Kids initiative from parents, Coalition staff, Cover All Kids Micro Summit participants, and Community Ambassadors.

A. What went well

- ▶ **Creating a work group / expanding our Micro Summit early on in the initiative.** Growing the Cover All Kids Micro Summit / Work Group in the first half of the grant period importantly laid the foundation to substantially grow the number of parents, families and people who work with families we could reach. Many Work Group participants stayed actively involved throughout the grant period, which increased our collective impact.
- ▶ **Working closely with strategic partners.** We engaged two groups of strategic partners. One group was comprised of partners to get the word out to targeted populations and help parents apply, and we funded them for their efforts. This group included: The Center for Family Services, NJ Citizen Action, District Council Collaborative Board, Perfil Latino, Miguel's Pharmacy and Wholesome Riches. The second group provided free application assistance, and we specifically recruited them to participate in the Micro Summit so we could connect them with other Micro Summit participants to get their clients covered. The assistor organizations were: the Medicaid health plans Aetna, Fidelis and Horizon; the DMAHS-funded CAK grantee Southern New Jersey Family Medical Centers; the FQHCs CamCare and Osborn, the Camden County Board of Social Services and Citizens Action and the Center for Family Services.
- ▶ **Combining face to face outreach with robust media coverage.** Initiating multiple types of communications with parents and people who work with parents was key to our efforts. Parents and people who work with children needed to meet us and our partners face to face, so we could build trust as credible messengers and enrollers. Casting a

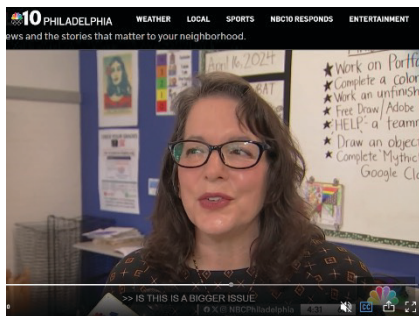
wider net through use of the media helped us reach a much wider audience and created the opportunity for some people to hear the messages multiple times. Typically consumers need to be exposed to a message several times before they think about acting on that information.



Partners from Perfil Latino and the Center for Family Services on Telemundo62

- ▶ **Creating maps of where likely uninsured children live.** Ambassadors and Work Group participants could target their community outreach in those areas with the greatest concentration of likely uninsured children. We devised outreach plans with our Ambassadors and Work Group members to inform families and connect them to application assistance.
- ▶ **Creating multi-lingual outreach materials with local navigation resources.** Because of the sizable immigrant population in Camden City and Camden County, it was important to communicate with residents in multiple languages. Based on feedback from parents, it was also important to promote local, trusted organizations that provide application assistance in addition to state Medicaid application assistance.

- ▶ **Working closely with schools and organizations that work with immigrants.** Schools are where children are, and they have a vested interest in their students securing the health care they need to enroll in school and stay as healthy as possible to reduce absenteeism. School nurses typically know or learn about which students are uninsured. For a variety of reasons, children who live in immigrant families are disproportionately uninsured compared to non-immigrant children, yet they are eligible for coverage, so organizations that work with immigrants are key partners.



Robin Cogan, Camden City School Nurse, on NBC10

B. Barriers or what needs to be strengthened

- ▶ **Improving a texting strategy.** Because of the Coalition's Medicaid redetermination work, we knew exactly which children lost their coverage, and we were in a great position to communicate with them to help them regain or find different coverage. As we previously reported, we crafted a text message in English and Spanish with one message directing households to CFS and a second message to Citizen Action and texted approximately 5,000 households, 2,500 for each agency. Each household received two texts, an initial text and a reminder text one week later. Overall, our texting campaign resulted in about 10 calls from parents to the agencies. This result was very disappointing. We received confirmation of the number of texts successfully sent, but we had no confirmation of how many recipients opened the texts. What's true is that the households received the text from the Coalition's phone number, a number that they would not recognize, and therefore, might be inclined to ignore and/or not trust the message. The Center for Family Services is a relatively well-known organization in the City, however, which we hoped would help spur some households to call and at least ask questions. We also changed the timing of

the texts sending some in the morning, afternoon and evening to try and stimulate more parents to call.

We believe texting these households is still a promising outreach strategy that should be used in future initiatives. We would need to gain more expertise in what makes a successful texting campaign.

- ▶ **Learning from other Cover All Kids grantees.** As we implemented our Cover All Kids initiative, we were learning about strategies that worked well and not so well and we assumed other RHH and state CAK grantees were having the same experience. Having the chance to share those experiences and replicate winning strategies and avoid strategies with sub-optimal results we think would have been useful – especially because the grant period was so condensed. We knew at least one other RHH was doing a texting campaign, for example, and we did exchange information with them once early on. Having the state or one of the grantees take the lead in and time to convene us all could have possibly facilitated more learning and better outcomes among grantees.



Póngase en contacto con Center for Family Services para obtener ayuda gratis para presentar la solicitud, llamando al 1-877-962-8448

PSA screenshot

- ▶ **Expanding our social media strategy.** We knew social media was an important platform to publicize children's health insurance because many parents use them. Prior to Cover All Kids, the Coalition had not cultivated a large following of parents with young children because of the nature of the Coalition's primary work. It is a staff and time-intensive endeavor to cultivate new blocks of social media followers, and we didn't have enough of either during the short grant period to do so. If the grant period were longer, we would have figured out how to reach more parents. We did, however, create engaging social media messages and images in English and Spanish to make it easier for our partners who do have parent followers to inform them.

III. Recommendations

Participating in the state's Cover All Kids initiative galvanized our staff and our partners to put our collective resources to full use to help ensure children got connected to the vital and comprehensive state health insurance they need. We are grateful to DMAHS for this incredible opportunity to contribute to improving the health and welfare of New Jersey's children and their families.

For the duration of the project, we were driven by a sense of urgency to help every child and family we could — primarily because childhood is short and kids only get one shot at it, and we've got to help them get it right. As we all know, health insurance is their passport to access the critical health care services they need to prevent illness and treat any health conditions that do arise.

We continue to feel that sense of urgency in Camden County with 2,000 fewer children enrolled in Medicaid now than before the pandemic started. Maybe most of these children are actually not eligible for Medicaid anymore. Did they get enrolled in Get Covered NJ? Are they uninsured? We don't know. In the last year, an estimated 11,000 children in Camden County were terminated from Medicaid for procedural reasons. Some may have applied again for Medicaid or the Marketplace and gotten covered. Some have likely gotten private insurance through their parent's employer. And some of them are likely still uninsured. Research shows that as many as two thirds of them are likely to experience some period of uninsurance.

11,000 children terminated without knowing their eligibility status in Camden County alone is a lot of children. How many more children statewide are eligible for government health insurance but are not covered?

It's from a continuing sense of urgency that we make the recommendations below to find these kids and get them covered. These recommendations are based on the combined feedback from parents we interacted with, Camden Coalition staff, Cover All Kids Micro Summit participants and Community Ambassadors.

The Camden Coalition would very much like to continue partnering with DMAHS to discuss and implement these suggestions. Combining our efforts makes them much more powerful so ultimately more kids get what they need!

A. Partnering

1) Continue Cover All Kids grant funding

- ▶ Working in partnership with the state, local non-profits that have the know-how to spread the word and help parents most in need apply or successfully refer them to organizations to help them apply will continue to importantly extend DMAHS' outreach and enrollment capacity in the neediest parts of the state. Based on best practices from past grantees, DMAHS could require future grantees to implement specific types of strategies.

2) Reinvigorate the state's Cover All Kids Work Group

- ▶ As we mentioned above, convening the work group helps to maintain communication among all partners doing outreach and enrollment work, and it provides a platform to share best practices for replication and as well as share sub-optimal strategies so they aren't repeated. A work group also permits groups around the state to come together to harness our collective resources on successful strategies to produce stronger outcomes for kids.



The team that made the PSA 'on location'

3) Strengthen the Rapid Response process

- ▶ We recommend that in addition to emailing, DMAHS create a Rapid Response telephonic helpline where organizations assisting people apply can call for help. We also recommend that DMAHS clarify whether it has a triage system built into its Rapid Response process, and if so, communicate how it works so users better understand the process.
- ▶ This recommendation is primarily based on feedback from our Micro Summit members. Members who were aware of the Rapid Response resource shared that they were pleased to have a specific place to turn to help their clients resolve challenging application and enrollment issues. A member recently commented that Rapid Response staff have been particularly responsive of late – getting back to them in a very timely manner. Several members also stated that the strategies they receive from Rapid Response staff are things that the member has already tried and did not work or that the suggested strategies are not relevant – that there's some disconnect between the help asked for and the help provided. Micro Summit members also expressed some frustration that the Rapid Response process does not include the chance to speak to a staff member on the phone which they believe could help clarify the issues and make the process more efficient. Some Micro Summit members also stated that the Rapid Response process does not appear to have a triage system built into – that clients with more pressing health care needs do not get prioritized. Members shared examples of these experiences with specific clients. The local Board of Social Services participated in the Micro Summit, and they said they could not help people resolve application and enrollment challenges, and Micro Summit members understand that staff at the local Medical Assistance Customer Centers can confirm if someone has Medicaid, but they refer people back to the Medicaid office in which they applied to resolve challenges.

4) Create a “Community Insurance Navigator Partner Program”

- ▶ Calls for help into the Rapid Response process could possibly be further reduced by DMAHS establishing additional supports for organizations helping people apply for Medicaid. We recommend that DMAHS create a Community Partner Program that would allow organizations to initiate and actively track initial and renewal applications they submit via a state-run dashboard. Organizations would register with DMAHS to gain access to the dashboard. Pennsylvania's agency that operates Medicaid and other public benefits, the Department of Human Services (DHS), has a Community Partner program that New Jersey could consider for replication.
- ▶ Who could be a partner? Community-based agencies, organizations, coalitions, hospitals, church groups and other groups that wish to help New Jersey residents submit applications.
- ▶ Community partners would benefit from having access to information to serve their families more effectively including: access to a streamlined, dynamic application for benefits; ability to manage/track applications; access to the status of applications filed – whether they are approved, denied, or still being processed; the ability to begin work on an application and save it for up to 120 days before submitting, and link to the applications submitted in the past 120 days.
- ▶ We can connect you to PA DHS staff who oversee the program and more information is available here [What is a Community Partner?](#) and here - [Community Partner Registration Reference Guide](#).

5) Continue to partner with the Coalition to identify areas of the state with greatest concentration of children who are uninsured and disseminate to community organizations

- ▶ Many members of our Cover All Kids Micro Summit said the maps we made were very helpful to them to design more effective outreach and enrollment efforts. This data can also help potential future Cover All Kids grantees and DMAHS target specific media markets for communications efforts (more on this below). As you know, the Camden Coalition currently designs and manages the HIE-based workflow for all four RHH's and provides hands-on analysis for the Greater Newark Healthcare Coalition. The Camden Coalition could collate redetermination data analytics across all four RHHs, produce regular Medicaid re-enrollment reports, and create data dashboard to support all of the Hubs' outreach and evaluation efforts – including identifying areas of the state with the highest share of children terminated without knowing whether they were eligible for government health insurance.

6) Continue to work closely with schools and organizations that work with immigrants

- ▶ As we stated above, schools and childcare centers are where children are, and they have a vested interest in their students securing the health care they need to enroll in school and stay as healthy as possible to reduce absenteeism. School nurses typically know or learn about which students are uninsured. For a variety of reasons, children who live in immigrant families are disproportionately uninsured compared to non-immigrant children, yet they are eligible for coverage, so organizations that work with immigrants are key partners. We recommend that DMAHS and community-based organizations continue to concentrate their outreach efforts with these organizations.

B. Communications

1) Continue to advertise Cover All Kids in key media markets across the state

- ▶ Utilizing data on geographic areas in the state where the highest share of children who are uninsured live, the state can bolster its ongoing communications campaign. We are not entirely familiar with the state's communications campaign, but we'd be pleased to meet with you and learn more about it and share more details about our experience. As you know, there are always new babies being born and children and families moving into the state who are not familiar with NJ government health insurance. There are always parents who lose their employer coverage or take a new job that doesn't offer coverage, and they don't know where to turn. Keeping a constant drumbeat going about Cover All Kids in key media markets delivered in proven, tested ways that residents respond to best (television, texting, social media, billboards, etc.) helps keep kids covered.

2) Simplify messaging on coverage for children

- ▶ We would like to continue working with the state to refine messaging on child eligibility for government health insurance that is better adopted and understood by parents and child-serving professionals in the community. Cover All Kids is a catchy and accurate name for the state's child enrollment initiative; virtually every child in New Jersey can get government health insurance. We recommend that DMAHS combine its messaging with Get Covered NJ and tell residents that "all kids are eligible for coverage" because virtually all kids are eligible for a government insurance program; one program covers kids with small to moderate incomes and the other program covers kids with higher incomes. Our experience is that mentioning eligibility income limits for children is confusing for many community members when most children will be able to enroll in one of these programs.

C. Policy

1) *Implement universal online renewal*

- ▶ There's been more extensive discussion between DMAHS and the RHHs about Medicaid recipients' experiences with paper renewal packets in the US mail. For a variety of reasons, this process worked well for some recipients and for others it did not. We recommend that DMAHS offer an online, electronic renewal process option for all recipients – and include renewal assistance as a service Community Partners can provide to recipients and track via a state dashboard.

2) *Institute continuous coverage for children under age six*

- ▶ Initial research shows that extending continuous coverage to young children helps give them a healthier start in life, increases health equity by ensuring ongoing services for children with low incomes and children of color who disproportionately experience health disparities, and that it can help reduce administrative costs for states, insurers and providers. Three states have implemented multi-year continuous coverage (Washington, Oregon and New Mexico) and 11 additional states are currently seeking to adopt this policy – including the surrounding states of Pennsylvania, New York and Ohio. More information is available here: [Zero to Six Continuous Coverage Proposed in Pennsylvania, Approved in New Mexico – Center For Children and Families \(georgetown.edu\)](#) and [Implications of Continuous Eligibility Policies for Children's Medicaid Enrollment Churn | KFF](#)

Appendix

A. Outreach activities

(Activities shaded in blue were conducted by a CAK partner)

Outreach engagements: March to June					
#	Month	Activity	Description	# of People	Outcomes
1	Feb	Medicaid Redetermination Micro Summit Meeting	Presentation	14	Secured group consensus to refocus Micro Summit on Cover All Kids
2	March	Camden Coalition Ambassador Training Part 1	Training	10	Ambassadors trained
3	March	KIPP Lanning Square Middle School Family Event	Tabling	20	People informed about child health insurance and referred to free application assistance
4	March	Potter's House Food Pantry Community Event	Presentation	10	People informed about child health insurance and referred to free application assistance
5	March	Camden Public School Immunization Group	Presentation	14	People informed about child health insurance and referred to free application assistance
6	March	KIPP Hatch Middle School Family Event	Tabling	15	People informed about child health insurance and referred to free application assistance
7	March	Camden Coalition Ambassador Training Part 2	Training	10	Ambassadors trained
8	March	Camden Coalition Staff Meeting	Presentation	65	Informed staff about Cover All Kids initiative and child health insurance and coached staff to integrate CAK outreach into their direct service activities
9	March	CAK brief training for Camden Coalition staff making Medicaid redetermination calls	Training	12	Staff provided with specific information about applying for coverage
10	March	Social service navigation and outreach services provided by Camden Coalition staff embedded in KIPP schools	Outreach	10	Parents and staff informed about child health insurance and referred to free application assistance
11	March	Cover All Kids Micro Summit Meeting	Presentation	38	People informed about child health insurance and referred to free application assistance
12	April	Camden City Council Meeting	Testimony	20	Council members received multi-lingual flyers to distribute to their constituents and were informed about child health insurance and referred to free application assistance
13	April	School Nurse Meeting - City of Camden School District (CCSD)	Postcard drop off	NA	3,000 postcards distributed among all school nurses

14	April	Cooper Health System Community Event	Tabling	40	People informed about child health insurance and referred to free application assistance
15	April	Wholesome Riches Food Distribution at H.B. Wilson School	Outreach to families in cars picking up food	200	People informed about child health insurance and referred to free application assistance
16	April	Linkages Meeting	Presentation	22	People informed about child health insurance and referred to free application assistance
17	April	Camden Coalition Press Conference & Outreach Event at KIPP Hatch School	Press conference and outreach event	45	See more details in report
18	April	Miguel's Pharmacy Outreach	Postcard drop off	NA	1,000 postcards dropped off to be inserted in customers' prescription bags
19	April	Camden Coalition Care Management Meeting	Presentation	14	People informed about child health insurance and referred to free application assistance
20	April	Cramer Hill/East Camden Advisory Committee	Presentation	19	People informed about child health insurance and referred to free application assistance
21	April	2nd Annual Spring Fling Sponsored by It Takes a Village Housing at Camden City Hall	Tabling	25	People informed about child health insurance and referred to free application assistance
22	April	True Covenant Church Community Event	Tabling	15	People informed about child health insurance and referred to free application assistance
23	April	Cover All Kids Micro Summit Meeting	Outreach coordinating	41	People informed about child health insurance and referred to free application assistance
24	April	Overall, individual outreach conducted by the Camden Coalition Ambassadors at: 12 City of Camden public schools; North Gate I and II public housing communities; Family Dollar store; Dunkin' Donuts; Burger King; child care center	Outreach	300	People informed about child health insurance and referred to free application assistance
25	April	Sent initial text messages in English and Spanish to households where children were terminated from Medicaid	Outreach	500	People informed about child health insurance and referred to free application assistance
26	April	Nanticoke Lenni Lenape Tribe Senior Dinner	Outreach	38	People informed about child health insurance and referred to free application assistance
27	April	Maria's by DiPaolo's/Puerto Rican Action Committee (PRAC) of Southern NJ - Community Dinner	Outreach	45	People informed about child health insurance and referred to free application assistance
28	April	Manfredi Cold Storage Event	Outreach	82	People informed about child health insurance and referred to free application assistance
29	May	Salem DOH Community Outreach	Outreach	45	People informed about child health insurance and referred to free application assistance

30	May	Salem County Vocational Technical School District - Allied Health Student presentation	Presentation	10	People informed about child health insurance and referred to free application assistance
31	May	Salem County Sportsmans Club - Salem City Senior Ball	Outreach	50	People informed about child health insurance and referred to free application assistance
32	May	Miguel's Pharmacy Outreach	Postcard drop off	NA	1,000 postcards dropped off to be inserted in customers' prescription bags
33	May	Initiated weekly texting campaign sending text messages in English and Spanish to households where children were terminated from Medicaid	Outreach	2,500	People informed about child health insurance and referred to free application assistance
34	May	Cover All Kids Micro Summit Meeting	Outreach coordinating	48	People informed about child health insurance and referred to free application assistance
35	May	KIPP Camden Charter Schools sent text message in English and Spanish to all student households	Outreach	8,920	People informed about child health insurance and referred to free application assistance
36	May	Focus group and information session with parents in Salem County who are Spanish speaking	Outreach	10	People informed about child health insurance and referred to free application assistance
37	May	Wholesome Riches Food Distribution at H.B. Wilson School	Outreach	200	People informed about child health insurance and referred to free application assistance
38	May	Camden Coalition Ambassadors conducted individual outreach primarily in the three targeted areas of the City with the greatest share of children terminated from Medicaid - Downtown, East and North Camden - at these places (particularly Spanish-owned): restaurants, corner stores, laundromats, nail salons, supermarkets, churches, parks, child care centers and some residential homes.	Outreach	400	People informed about child health insurance and referred to free application assistance
39	May	Camden Community Partnership - Camden Night Gardens Event	Outreach (by DCCB)	50	People informed about child health insurance and referred to free application assistance
40	May	Vaccination Event	Outreach (by DCCB)	100	People informed about child health insurance and referred to free application assistance
41	May	Health Fair	Outreach (by DCCB)	100	People informed about child health insurance and referred to free application assistance
42	May	The Cooperative	Flyer drop off	NA	200 flyers dropped off to be distributed among families participating in asthma education program
43	May	Donuts with GrownUps	Tabling Event (by Center for Family Services)	24	People informed about our Navigator Exchange Program that enrolls in the marketplace, Medicaid & Cover All Kids

44	May	Haddonfield Health and Wellness Festival	Tabling Event (by Center for Family Services)	30	People informed about our Navigator Exchange Program that enrolls in the marketplace, Medicaid & Cover All Kids
45	May	CEED Event--Church-8420 Balfour Rd., Pennsauken	Tabling Event (by Center for Family Services)	25	People informed about our Navigator Exchange Program that enrolls in the marketplace, Medicaid & Cover All Kids
46	May	CEED Event-St. Jude's Church	Tabling Event (by Center for Family Services)	40	People informed about our Navigator Exchange Program that enrolls in the marketplace, Medicaid & Cover All Kids
47	June	Completed weekly texting campaign sending text messages in English and Spanish to households where children were terminated from Medicaid	Outreach	1,500	People informed about child health insurance and referred to free application assistance
48	June	CAMCare FQHC Health Fair	Tabling	50	People informed about child health insurance and referred to free application assistance
49	June	Camden County Commissioner's Town Hall Meeting	Outreach & Flyer Drop Off	20	People informed about child health insurance and referred to free application assistance. 500 flyers dropped off for distribution in each Commissioner's office.
50	June	BE Inc. Collective Family Cafe End of Year BBQ	Presentation & Outreach	50	People informed about child health insurance and referred to free application assistance
51	June	Nanticoke Lenape Tribe Pow-Wow	Outreach	100	People informed about child health insurance and referred to free application assistance
52	June	ImmSchools - Community Workshop Event at the Morgan Village Middle School	Outreach	80	People informed about child health insurance and referred to free application assistance
53	June	PRAC of Southern NJ - Salem Community Baby Shower	Outreach	35	People informed about child health insurance and referred to free application assistance
54	June	Camden Coalition Ambassador's Meeting	Outreach coordinating & training	10	People informed about child health insurance and referred to free application assistance
55	June	Camden Coalition Ambassadors conducted individual outreach primarily in the three targeted areas of the City with the greatest share of children terminated from Medicaid - Downtown, East and North Camden - at these places (particularly Spanish-owned): restaurants, corner stores, laundromats, nail salons, supermarkets, churches, parks, child care centers and some residential homes.	Outreach	400	People informed about child health insurance and referred to free application assistance

56	June	Camden Coalition Ambassadors tabled at these organizations/ events: CAMCare Health Center, Better Tomorrow, the Mayor's Office Family & Fitness event, Center for Children and Family's Fathers Day Celebration, the Catto School Event, the Center for Children and Family's Community Fun Day	Tabling	200	People informed about child health insurance and referred to free application assistance
57	June	SDCC Free Farmer's Market & Meal Program	Outreach	100	People informed about child health insurance and referred to free application assistance
58	June	Wholesome Riches Food Distribution in North Camden	Outreach	120	People informed about child health insurance and referred to free application assistance
59	June	Wholesome Riches East Side Food Distribution	Outreach	120	People informed about child health insurance and referred to free application assistance
60	June	Wholesome Riches Centerville/ South Food Distribution	Outreach	120	People informed about child health insurance and referred to free application assistance
61	June	Mexican Consulate radio interview	Outreach	NA	People informed about child health insurance and referred to free application assistance
62	June	The 'premier' of Camden Coalition's PSA on Telemundo62 Television on Miguel Arriaga's Show, "Actualidad Informativa, Ponte En Ond"	Outreach	NA	PSA played three times every weekend in June (and continues on this schedule until the end of September)
63	June	Telemundo62 Television interview on the "Perfil Latino Show"	Outreach	NA	People informed about child health insurance and referred to free application assistance
64	June	School health fair with Marianne Paoli	Tabling	15	People informed about child health insurance and referred to free application assistance
65	June	SDCC Solutions Center for summer newcomers program	Flyer drop off	NA	500 flyers dropped off to the School District for distribution to new students who are immigrants
66	June	Cover All Kids Micro Summit Meeting	Outreach coordinating	38	People informed about child health insurance and referred to free application assistance
67	June	SDCC Welcome Center	Flyer drop off	NA	500 flyers dropped off to the School District for distribution to new students who are immigrants
68	June	SDCC School Nurses	Postcard drop off	NA	3,000 postcards dropped off for nurse distribution in fall 2024
69	June	Salem County outreach at four churches: Divine Mercy Catholic Church / Vineland NJ, St Teresa of Avila/ Bridgeton, NJ, Iglesia de cristo/ Bridgeton, NJ, The Parish Of The Holy Cross	Outreach (by Perfil Latino)	100	People informed about child health insurance and referred to free application assistance
70	June	The Work Group Fair	Tabling (by DCCB)	200	People informed about child health insurance and referred to free application assistance

71	June	Sanctuary Services for Vets Event	Tabling (by DCCB)	300	People informed about child health insurance and referred to free application assistance
72	June	Camden County DOH Event at Cooper River Park	Tabling (by The Cooperative)	35	People informed about child health insurance and referred to free application assistance
73	June	SJFMC Farmworker Festival 2024	Outreach (by Perfil Latino)	100	People informed about child health insurance and referred to free application assistance
74	June	Perfil Latino sent text message in Spanish to families	Outreach (by Perfil Latino)	150	People informed about child health insurance and referred to free application assistance
75	June	Camden Pride Parade Outreach	Marketing/ Outreach (by CFS)	63	People informed about our Navigator Exchange Program that enrolls in the marketplace, Medicaid & Cover All Kids

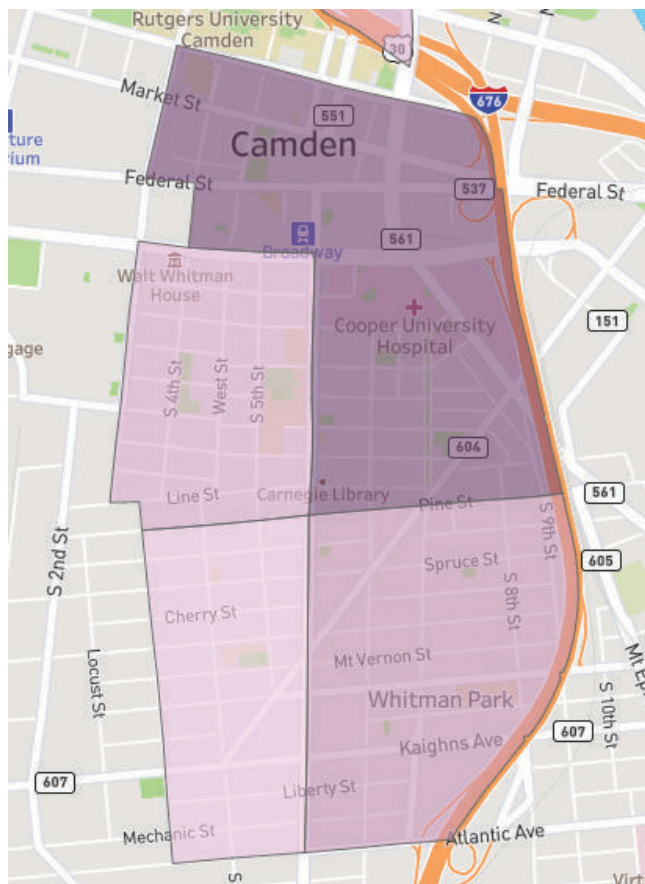
B. Cover All Kids Micro Summit

- ▶ Aetna, CVS Health
- ▶ Aetna Better Health
- ▶ Be Inc Collective
- ▶ Bell's Pharmacy
- ▶ Better Tomorrows
- ▶ CAMcare (FQHC)
- ▶ Camden AHEC
- ▶ Camden City School District
- ▶ Camden Coalition
- ▶ Camden Coalition Ambassadors
- ▶ Camden Community Partnership
- ▶ Camden County Board of Social Services
- ▶ Camden County Department of Health & Human Services
- ▶ Camden Housing Authority & Ablett Village
- ▶ Camden Prep
- ▶ Camden Public School Immunization Group
- ▶ CASA of Atlantic, Cape May, and Camden Counties
- ▶ Center for Family Services
- ▶ Cherry Hill Community Health Center
- ▶ Congregation of Yahweh
- ▶ Cooper University Healthcare
- ▶ Disruptxn
- ▶ District Council Collaborative Board (DCCB)
- ▶ Fidelis Care (formerly Well Care)
- ▶ Gateway CAP -WIC Office
- ▶ Hispanic Family Center
- ▶ Horizon Blue Cross
- ▶ IMM Schools
- ▶ Joseph's House
- ▶ KIPP NJ Public Schools
- ▶ Latino Action Network Foundation (LANF)
- ▶ Mastery School
- ▶ Miguel's Pharmacy
- ▶ New Jersey Department of Human Services
- ▶ NJ Citizen Action
- ▶ Northgate Housing Community
- ▶ Osborn Family Health Center (FQHC)
- ▶ Parents Invincible
- ▶ Cerrando La Brecha, Bridging the Gap
- ▶ Potter House Church
- ▶ Project Hope
- ▶ Respond Child care center
- ▶ Rutgers School of Nursing - Camden
- ▶ Seventh Day Adventist Church
- ▶ Southern Jersey Family Medical Centers, Inc.
- ▶ Southern NJ Perinatal Cooperative (SNJPC)
- ▶ St. Joseph Carpenter Society
- ▶ The Branches
- ▶ United Healthcare Community Plan
- ▶ Vaccination Equity Education Coalition
- ▶ Virtua Health
- ▶ Virtua Health - Pediatric Mobile Services
- ▶ Volunteers of America
- ▶ Well Point (formerly AMERIGROUP)
- ▶ Wholesome Riches
- ▶ YMCA

C. Maps of Camden City communities to canvass with the highest share of children terminated from Medicaid

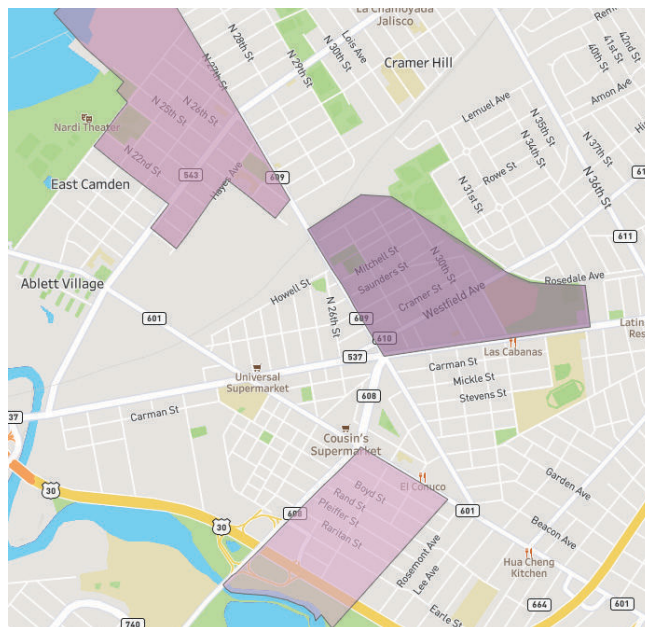
Area A: Downtown

Places to target: Boys and Girls Club, Catto School, Alberta Woods Park, Mastery School (ask for the family engagement staff), library on Rutgers campus, Leap Academy



Area B: East

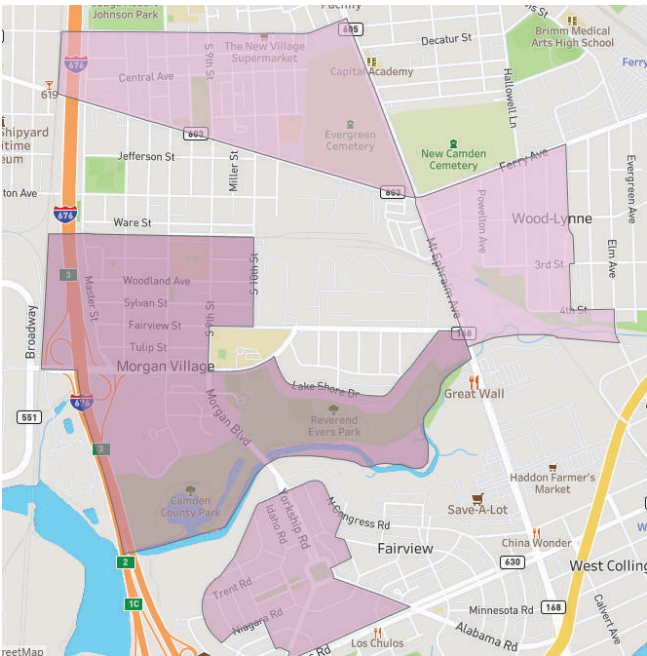
Places to target: Mastery School, McGraw School and the high school, Eastside High, Santana's Bakery, Cousin's Market, strip of stores on Federal Street, CAMcare and Louis Records on River Road



Maps of Camden City communities to canvass with the highest share of children terminated from Medicaid

Area C: Morgan Village and Fairview

Places to target: The Square (park), Collings Ave. (the bodega, food pantry, laundromat), across from Yorkship Square on Mt. Ephraim Ave (Crown Fried Chicken, laundromat, nail salon), and the Morgan Village School across from the park





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