



InsureKidsNow.gov

## Connecting Kids to Coverage National Campaign

CAMPAIGN NOTES

### Register Now!

The Connecting Kids to Coverage National Campaign  
Invites You to Attend a Webinar:

#### **Building Collaborative Communities: Engaging Local Municipalities in Medicaid and CHIP Outreach and Enrollment**

**Tuesday, June 20, 2017  
2:00 p.m - 3:00 p.m. EDT**

City leaders play an integral part in improving the health and wellbeing of children and families in their communities. Many municipalities are finding that collaborations with local outreach organizations are getting more eligible children enrolled in Medicaid and the Children's Health Insurance Program (CHIP) and access to vital health care benefits. These efforts have also led to successful on-going partnerships and improved health outcomes for communities.

The Connecting Kids to Coverage National Campaign, working alongside with partner National League of Cities (NLC), has created new resources to highlight the benefits of working with cities and provide engagement tips. These resources amplify the success of NLC's "Cities Expanding Health Access for Children and Families" initiative, which provided cities and local organizations with assistance in developing outreach campaigns to increase health insurance coverage for children and families in eight communities.

Join us on **Tuesday, June 20th at 2:00 p.m. EDT** to learn more about the "Cities Expanding Health Access for Children and Families" initiative, the new resources and hear from local communities about best practices for working with city governments to expand outreach and enrollment efforts.

Speakers include:

- **Dawn Schluckebier, Principal Associate, Economic Opportunity and Financial Empowerment, National League of Cities**
- **Kathryn Rehner, Project Director, MS Health Access Collaborative, The University of Southern Mississippi**

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#### **We Want to Hear From You!**

Is your organization currently working with city leaders to connect families to coverage? Let us know via email at [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov). We may feature your organization in a future Campaign

Notes eNewsletter. Please also contact us with any questions about the webinar. Access slides and recordings from previous National Campaign webinars [here](#).

### Stay Connected with the Campaign

- [Share](#) our materials widely. We have an ever-growing Outreach Tool Library featuring resources to use in outreach and enrollment efforts, including materials in other languages.
- Contact us to get more involved with the Campaign at [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov)
- Follow the Campaign on [Twitter](#). *Don't forget to re-tweet or share our messages with your network or use our #Enroll365 and #KidsEnroll hashtags in your posts.*

The Connecting Kids to Coverage National Campaign Notes eNewsletter is distributed throughout the year and provides updates on Campaign activities. If a friend or colleague forwarded this email to you, [sign up](#) to receive this eNewsletter directly to your inbox.



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