



## ***Outreach Committee***

The CKF Outreach Committee oversees communications and outreach efforts with the goal of helping to increase access to health insurance. Committee members collaborate to:

- Develop and oversee implementation of outreach strategies to educate and inform families around the state about low-cost or free health insurance options.
- Initiate, maintain, and coordinate consistent outreach efforts among CKF's partners and other organizations throughout the state.
- Expand and strengthen the membership by identifying potential new members.
- Provide advice on and review of the Coalition's publications.
- Suggest directions for the Steering Committee through our co-chair representatives.

The Covering Kids & Families Outreach Committee is seeking additional members to engage in outreach efforts.

### **Outreach efforts include:**

- Quarterly events, including webinar productions and the Statewide Coalition Meeting in the fall which allow members and interested persons to meet and discuss upcoming issues that affect children and families eligible for BadgerCare Plus.
- **Back-to-School Campaign:** during the back-to-school season we reach out to families and encourage them to explore options for free/low-cost healthcare.
- **Cover the Uninsured Week in Late April:** this week brings together people throughout the state to speak out on behalf of the uninsured and request that our national leaders make the issue of the uninsured their top priority. We put an emphasis on statewide outreach events featuring BadgerCare Plus and the effort to include community groups in Express Enrollment for children.

### **Outreach Committee Leadership:**

- Co-chair Claire Smith, Department of Health Services
- Co-chair Rhonda Grabko, Automated Health Systems

### **Meetings:**

- Quarterly conference calls, second Tuesday of the month
- Call-in #: 1-866-715-3864, enter passcode: 9981013 when prompted

A CKF staff member participates in and supports the Outreach Committee calls and meetings.

All CKF coalition members are welcome to contribute their questions, ideas, experiences and expertise during committee conference calls, and engagement in listserv communication.

To be added to the CKF Outreach Committee listserv, please, call 608-261-1455 and speak with a staff member, or e-mail your interest and contact information to [info@ckfwi.org](mailto:info@ckfwi.org) Listserv members receive notification of meeting dates and times, call in telephone number and planned agenda.

**To learn more about the Covering Kids and Families  
Outreach Committee, or to join the committee, please contact  
Danielle Zirkel at [daniellez@communityadvocates.net](mailto:daniellez@communityadvocates.net)**

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