

# covering kids & families

## Wisconsin

*Connecting kids to health care coverage*

### Outreach Committee

#### ***Seeking additional members to support outreach to families in need of health insurance!***

The Covering Kids & Families Outreach Committee is seeking additional members to engage in outreach efforts. All coalition members are invited to contribute their questions, ideas, experiences and expertise to our monthly meetings.

The 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.

#### **Co-Chairs:**

- Rhonda Grabko, [rgrabko@automated-health.com](mailto:rgrabko@automated-health.com), 715-574-6163
- Claire Smith, [claire.smith@dhs.wisconsin.gov](mailto:claire.smith@dhs.wisconsin.gov), 608-266-1334

#### **Meets:**

- 3-4 p.m., second Thursday of every month, via conference call
- Call-in #: 800-914-3396
- Passcode: 142574

#### **Existing Outreach efforts include:**

- **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.
- **Annual CKF Statewide Coalition Meeting in Fall:** conducted annually, this meeting allows members and interested persons to meet and discuss upcoming issues that affect children and families eligible for BadgerCare Plus.
- **CKF Newsletter:** the outreach committee provides article ideas and suggests other information to highlight.

**To join the Committee:** simply call into the number above and/or e-mail [info@ckfwi.org](mailto:info@ckfwi.org) to be added to the CKF Outreach Committee listserv.