

Covering Kids & Families Steering Committee Minutes

Committee: covering kids & families' Steering Committee
Date: Friday, November 4, 11:00am – 12:00pm
Present: Michael Jacob (CKF), Liza Herbst (Molina), Jennifer Winter, (Centene),
Mary Unmuth (CKF), Andy Heidt
Minutes taker: Mary Unmuth
Next meeting: Friday, December 2, 2011, 11:00am-12:00pm

CKF Funding and Programming Update: Michael Jacob

Funding: secured Fed match contracts. Match goes through May 2014; Baldwin goes for another three years. 90K Bader; 120K Baldwin; WPP goes for 2.5 years. \$550,000 total. No HWPP funding which funded CHILD. CKF is pretty much done with them.

Full staff funded through May 2014: Jeni Appleby: 50%; Danielle Zirkel (Community Advocates, Milwaukee) 80%; Caroline Gomez 100% CESA 8; Jean Nothnagel 100% with efforts on CESA 3 (Southwest); Mary Unmuth Yockey 75% Coalition work; Allison Espeseth 70% Evaluation component across all projects.

Thanksgiving week: All CKF staff will search the web for funding sources. SC folks will give us their input about any funders they know of and will let MJ know by Monday, November 21, what they find.

DPI: Direct Certification and school lunch was a positive project and the outcome of the planning grant CKF did is a proposal for an implementation grant, which is not competitive. DPI should get the grant and contract that back to us. By late winter or early spring, it's the plan to get another couple staff to work on school lunch issues.

If grant money needs to be spent, CKF might want to spread the wealth around and pay presenters or speakers for their presentations, etc.

Follow up: no
Who's responsible: none
On Future Agenda: no

Leadership Meeting, Sept 15 & 16:

The Leadership Meeting was a positive meeting and re-ignited enthusiasm. Well attended. Try and have these meetings more often, maybe two to three times a year but at different locations. Good energy at this meeting.

Follow up: no
Who's responsible: none
On Future Agenda: no

Outreach Committee Meetings

Outreach Committee: Co-chairs Rhonda Grabko and Claire Smith met with Michael Jacob and Mary Unmuth (CKF) and discussed the idea of meeting quarterly rather than monthly. At the upcoming November 10th OC meeting, all the OC members can discuss the brand-new plan of meeting (via conference call) quarterly in January, April, July and August/September instead of monthly meetings. Each of those meetings would be preparation time for the four possible activities listed below.

1. During the January meeting, members will plan for a February **Webinar**;
2. During the April meeting, a May **Webinar / event** will be planned;

3. During the July meeting, an August **community involvement event** (e.g., Badgercare+ signup, speaker, campaign for new members and kindred organizations and have a reception, Membership Feedback Lunch, Membership Appreciation Day, Committee Fair where members learn more about each others' activities and recruit new partners/members, etc.) -- perhaps in cahoots with one of our partners, will be planned; and,

4. During August and September meetings, an October 5th **CKF conference** will be planned.

It was suggested by Andy Heidt to revitalize the *Cover the Uninsured Week* (usually held in early March) as the Spring OC event. Andy Heidt recommended sending out a few reminders about OC meetings in advance instead of just one reminder, so be prepared for more e-mails.

Suggested Outreach Activity: InsureKidsNow.gov provides information about Medicaid and CHIP services for families who need health insurance coverage. These programs are designed to be affordable for families who are not able to afford health-insurance coverage in the private market or do not have coverage available to them. Even if someone has been turned down in the past, they may be able to get health coverage for their child/children now. [Learn more about health coverage programs in your state](#). It was suggested that agencies should sign up with this organization to demonstrate that their organization is doing something out there. Channel our members toward this, and at least register, to show depth and breadth of activities in Wisconsin. Maybe agencies or organizations could do concerted efforts.

Follow up: no

Who's responsible: none

On Future Agenda: no

MA Cuts

Save BadgerCare Coalition is the leading agency that folks are paying attention to. Through the Policy Committee, CKF will seek to add some information to the debate.

Follow up: no

Who's responsible: none

On Future Agenda: no

CKF conference

Largest attendance ever. Even though attendees were grateful to have Brett Davis and Dennis Smith do the opening sessions, the sentiment was one of disappointment. As far as the venue is concerned, the attendees very much like the Arboretum but it might be time to explore new options just because CKF has held it there for a few years now and the Arb has some complications meeting our needs. Other venue options: Warner Park, Goodman Center (questionable parking), Olbrich Gardens, Lussier Heritage Center, Inn on the Park (1/2 price deal for non-profits). Mary Unmuth will investigate these options. It's now established that the first Wednesday in October will be conference day.

SC callers gave feedback on the various presenters, both pros and cons. Andy Heidt suggested Mary Sala, the LogistiCare Ombudsperson, as a very reliable and helpful source for decent problem solving with LogistiCare. Her number is 1-800-9075, Ext. 206.

Follow up: no

Who's responsible: none

On Future Agenda: no

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