

Children's coverage outreach

SFY 2024 campaign
(September 1, 2023 - June 30, 2024)

HB 262

Children's Health Insurance Amendments

During the 2021 General Legislative Session, House Bill 262 directed the Department to promote health insurance coverage for children who may qualify for Medicaid or the Children's Health Insurance Program.

The goal of this effort is to **increase awareness and enrollment** in these public programs available to low-income or uninsured families.

- Online:
 - Facebook, Instagram, Display and Search ads helped us target specific audiences with visual online ads.
- TV:
 - Using YouTube pre-roll (ads before video), CTV (television used to stream video like smart TVs or gaming consoles), and cable TV, we delivered a large volume of impressions and views.
- Direct mail:
 - Thousands of homes were reached through postcards to targeted zip codes.
- Outreach:
 - Grassroots outreach and connections were made through community organizations, community events, and mini grant awards.
- Radio:
 - Broad reach was achieved through streaming radio and terrestrial radio.
- Outdoor:
 - We utilized both billboards and bus transit across the state.
- Research:
 - Conducted former CHIP member survey to better understand program disenrollment.

Campaign overview

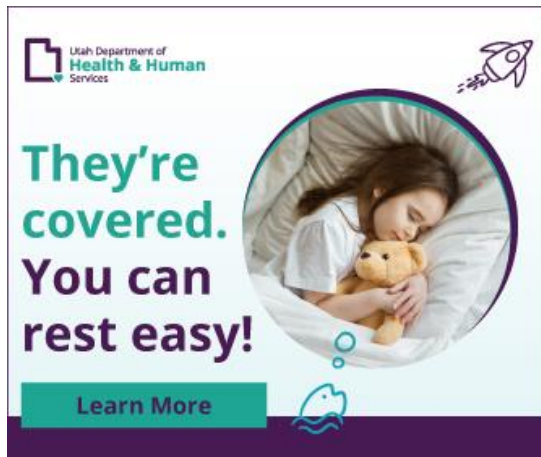
DHHS contracted with Target River, a local advertising and marketing agency, to help implement the campaign.



Ads on Google display, remarketing, search, Facebook and Instagram in English and Spanish were used to deliver the following:

Online Visibility

English	Spanish
Online Eng. Imps 👁️ 29,479,445	Online Span. Imps 👁️ 23,301,522
Display & Search 📌 Google Ads Impressions 20,810,315	Display & Search 📌 Google Ads Impressions 18,909,313
Remarketing 📌 Google Ads Impressions 26,588	Remarketing 📌 Google Ads Impressions 1,089,059
f Ads Impressions 2,208,684	f Ads Impressions 928,002
📷 Ads Impressions 239,536	📷 Ads Impressions 35,863
▶ Ads Impressions 252,401	



Online

Video advertising tactics delivered:

- **YouTube impressions**
 - English: 3,884,674
 - Spanish: 1,592,997
- **Connected Television (CTV) impressions**
 - English: 420,779
 - Spanish: 186,821
 - Clicks: 353
 - View-Completion-Rate (VCR)*: 89%
- **Pre-Roll impressions**
 - English: 867,986
 - Spanish: 370,014
 - Clicks: 1,438
 - VCR*: 65%
- **Cable TV impressions**
 - English: 665,683
 - Spanish: 13,436

*Percentage of viewers who watched the video ad in its entirety



TV

Direct mail delivered the following:

- 20,000 postcards sent to targeted Utah households of families who would likely qualify for Medicaid or CHIP.



Free or low-cost healthcare for your kids & teens

Apply for Medicaid & CHIP health coverage now!

Is your family covered by Medicaid or the Children's Health Insurance Program (CHIP)? Make sure to complete your review to keep your coverage. If you lose your coverage, you can do three things:



If you didn't return your paperwork to DWS, you have 90 days to restore your coverage. Send back the review form or other paperwork that DWS needs right away.



You can apply for coverage through the federal Health Insurance Marketplace or healthcare.gov. Most people qualify for savings that will lower their monthly premium and co-pays. You have 60 days after your Medicaid benefits end to sign up for a new health insurance plan.



If you think you still qualify for Medicaid or CHIP, you can re-apply. You can apply any time, and there's no limit to the number of times you can apply. See below for more details.

If you need help with your application or renewal, **call 211 to schedule a free appointment** with Take Care Utah.



Do you need health insurance for your family?

Apply today for free or low-cost health care for your kids and teens!

Preventive care like doctor visits, dental care, immunizations, and mental health care are all included. Depending on your income and family size, your child (up to age 19) may qualify, too. For example, a family of four earning up to \$60,000 may qualify.



Apply or renew now, keep your family covered!



Visit coveringkids.utah.gov or call us at 1-888-684-1599 to apply today!



Atención médica gratuita o de bajo costo para sus niños y adolescentes.

¡Aplica para obtener cobertura de salud de Medicaid y CHIP ahora!

¿Tu familia está cubierta por Medicaid o el Programa de seguro médico para niños (CHIP)? Asegúrate de llenar tu revisión para conservar tu cobertura.

Si pierdes tu cobertura, puedes hacer tres cosas:



Si no devolviste tu documentación al DWS, tienes 90 días para restaurar tu cobertura. Devuelve el formulario de revisión u otra documentación que DWS necesite de inmediato.



Puedes aplicar para cobertura a través del Mercado de Seguros Médicos federal o healthcare.gov. La mayoría de las personas califican para ahorros que reducirán su prima mensual y sus copagos. Tienes 60 días después de que finalicen tus beneficios de Medicaid para inscribirte en un nuevo plan de seguro médico.



Si crees que todavía calificas para Medicaid o CHIP, puedes volver a aplicar. Puedes presentar tu aplicación en cualquier momento y no hay límite en la cantidad de veces que puedes presentar la aplicación. Lee a continuación para obtener más detalles.

Si necesitas ayuda con tu aplicación o renovación, **llama al 211 para programar una cita gratuita** con Take Care Utah.



¿Necesitas seguro médico para tu familia?

Obtenga atención médica gratuita o de bajo costo para niños y adolescentes: visitas al médico, atención dental, salud mental y más. Los niños hasta los 19 años pueden calificar según los ingresos familiares. Por ejemplo, una familia de cuatro personas que gane hasta \$60,000 puede calificar.

Aplica o renueva ahora. ¡Mantenga a su familia cubierta!
¡Visita cubriendoninos.utah.gov o llámanos al 1-888-684-1599 para presentar tu aplicación hoy!



Direct mail

Targeted emails were sent with program information, resources, and flyers, encouraging recipients to share with their community or organization. 2,419 emails were sent to:

- School districts
- Charter schools
- Private schools
- Youth sports groups
- Churches
- Chambers of commerce
- Community partner and advocacy organizations
- Recreation centers
- Food Banks
- YMCAs
- WIC
- Boys & Girls Clubs

Hello,

At the beginning of the COVID-19 pandemic, the federal government declared a public health emergency (PHE). During that time, state Medicaid agencies were required to continue Medicaid coverage for all members, even if their eligibility changed. As a result, all **Utah Medicaid** members stayed covered for the previous three years regardless of their eligibility. When the PHE ended, the state began to review the eligibility for all Medicaid members. This is being referred to as "unwinding."

Since Utah began "unwinding" in April 2023, many Utah families have lost their Medicaid coverage. We need your help to share the following information with your students!

Is your family covered by Medicaid or the Children's Health Insurance Program (CHIP)?

Make sure to complete your review to keep your coverage. If you lost your coverage, you can do three things:

1. If you didn't return your paperwork to DWS, you have 90 days to restore your coverage. Send back the review form or other paperwork that DWS needs right away.
2. You can apply for coverage through the federal Health Insurance Marketplace or healthcare.gov. Most people qualify for savings that will lower their monthly premiums and co-pays. You have 60 days after your Medicaid benefits end to sign up for a new health insurance plan.
3. If you think you still qualify for Medicaid or CHIP, you can re-apply. You can apply at any time, and there's no limit to the number of times you can apply. See below for more details.

If you need help with your application or renewal, call 211 to schedule a free appointment with **Take Care Utah**. **More information and materials about unwinding are available online at <https://medicaid.utah.gov/unwinding/>.**

Does your family need health insurance?

Apply today for free or low-cost health care for your kids and teens! Preventive care like doctor visits, dental care, immunizations, and mental health care are all included. Depending on your income and family size, your child (up to age 19) may qualify, too. For example, a family of four earning up to \$60,000 may qualify.

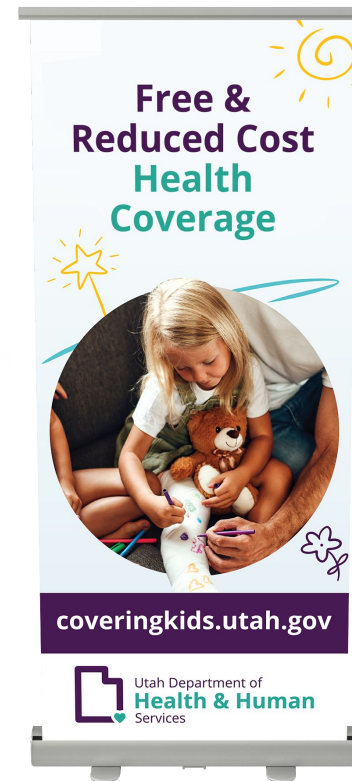
In January 2024, the state of Utah will be offering a **new CHIP benefit for non-citizen children called State CHIP**. Children of working families may be eligible if they do not have other health insurance and cannot qualify for Medicaid or the traditional CHIP program due to citizenship. A special open enrollment for State CHIP will begin on January 1, 2024. More information and materials are available on the CHIP website: <https://chip.health.utah.gov/state-chip/>

Outreach

Community events

- July
 - Partners in the Park (University Neighborhood Partners)
- August
 - Family Safety and Health Fair (West Valley)
 - Summer Fest WVC Night Out
- September
 - Hispanic Heritage Parade and Street Festival (Take Care Utah)
 - University of Utah Housing Block Party
- October
 - Health Fair (Alpha Media)
 - Halloween Town
 - Dia de los Muertos
- November
 - Circle of Kindness (Orem Kindness Week)
 - Orem Tree Lighting Ceremony
- December
 - Orem Holiday Market
- February
 - Mobile Food Pantry (Millcreek)
 - Valentine's Day on the Beat (Valley Fair Mall)
 - Tooele Latino Expo
 - Mobile Food Pantry (Maverick Center)
 - Salt Lake County Housing and Community Development Provider Expo
- March
 - Safe Kids Fair
 - Guadalupe Elementary Community Resource Fair
- April
 - Earth Day Birthday
- May
 - Mobile Food Pantry (West Valley City)
 - Cinco de Mayo
- June
 - Utah Asian Festival
 - Mobile Food Pantry (Sandy)

Outreach



Outreach booth materials

Outreach specialist

The children's outreach funding provided resources to hire a full-time outreach specialist to attend community events, provide trainings in English and Spanish to community partners, distribute materials, and find opportunities to get information into hard to reach communities.



Outreach

Mini-grants

Fourteen \$5,000 mini-grants were awarded to help spread awareness and target underserved populations through grassroots outreach and education in the Spring of 2024:

1. Canyons School District - Medicaid Outreach Services
2. Latino Behavioral Health Services
3. Alpine School District - Student Services (Community and Family Outreach)
4. Utah Valley University - Stronger Family Project (SFP)
5. Utah Health Policy Project/Take Care Utah
6. Urban Indian Center of Salt Lake
7. Comunidades Unidas
8. Children's Service Society of Utah
9. Centro de la Familia de Utah
10. Utah Marshallese Association Organization
11. Utah Partners For Health (UPFH)
12. Holy Cross Ministries (HCM)
13. Southeast Utah Health Department
14. Alliance Community Services (ACS)

Outreach



Mini-Grant Opportunity! Funding provided by the Department of Health and Human Services (DHHS)

We're seeking community partners to help spread the word about free or low-cost public health coverage through grassroots outreach and education! Thanks to funding from DHHS, **Target River** is offering fifteen **\$5,000 mini-grants** to local community organizations across Utah. These grants aim to support outreach and engagement efforts within your communities, promoting the following:

- Enrollment in **Utah Medicaid and the Children's Health Insurance Program (CHIP)**.
- Education and renewal support for enrolled members or members who have lost coverage during the national unwinding.
- Information about the new **State CHIP program** which offers limited enrollment for non-citizen children.



Streaming audio impressions

- English: 768,481
- Spanish: 189,453

Salt Lake City market radio

- Impressions: 3,325,900

Southern Utah market radio

- Impressions: 1,143,052

FY 2024 radio ads

English



Spanish



Radio

- **Bus transit**
 - Total impressions: 19,165,393
- **Billboards**
 - Static: 3
 - Rotate every 4 weeks
 - Total impressions: 25,794,708
- **Billboard locations**
 - 24 total locations
 - Low income areas across the Wasatch Front (Salt Lake, Utah County, Ogden)



Medicaid & CHIP: The superheroes of healthcare for kids!



Knowing they're
protected with

Medicaid or CHIP
-that's peace
of mind.

Outdoor

Message from former Medicaid member:

“As someone whose family was personally affected by Medicaid, I just want to say thank you to Target River for recommending transit to your client. My fiancé and I were in a tough financial situation when we had our first child, and were lucky enough to qualify for Medicaid. Through that, we were saved from what could have been financial ruin, and were still able to give our son great medical care while we built ourselves back up. Having these ads on transit definitely brings awareness to the general population, but it especially does so for the demographic who could benefit from those services the most...ridership. Ridership has a large split of lower HHI demographic, and based on my experience using public transport, we've absolutely put this message in front of many families/parents who can improve their lives and the lives of their children through the Medicaid and CHIP programs.”



Member message

Research

In 2023, DHHS contracted with Lighthouse Research to conduct a CHIP Disenrollment Survey to better understand why CHIP members did not renew their enrollment and solicit feedback regarding the renewal process. Respondents were asked specific questions regarding their reasons for disenrollment, utilization of health care, overall satisfaction with the program, financial burdens, customer service, benefits, and current health status.

Lighthouse Research developed, distributed, and analyzed a 24-question electronic survey administered by email to former CHIP members. DHHS provided Lighthouse Research a list of CHIP members who had been disenrolled in the past six months in which DHHS also had their email address. All data collection for this survey was completed between May 18 and July 28, 2023. Respondents were entered into a drawing to win one of three \$50 Amazon gift cards as an incentive for participation. The total sample consisted of 511 disenrolled CHIP members. Lighthouse Research completed a total of 70 surveys, allowing for an overall confidence level of 95% with a margin of error of $\pm 11.15\%$.

[See the full report issued by Lighthouse.](#)

Research

COVERAGE FOR KIDS IS IMPORTANT

Annual check-ups, healthy play, COVID-19 testing, 100% reimbursement, medical costs paid quarterly based on income.

Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, dental and vision care, hospital care, behavioral health services, prescription and more.

APPLY NOW



MEDICAID

Most children get medical and dental services at no cost or a low price. Qualify for Children's Medicaid. It helps more than 200,000 Utah kids stay healthy and get the medical care they need every year.

CHIP

If your child can't get CHIP, you may still qualify for CHIP every three months. You may also qualify for services like a doctor, therapy or dental care. Apply for CHIP online through our website or call 1-888-684-1599.

APPLY FROM PHONE



Apply Now

1-888-684-1599



Family Size	Annual Income	
	A	B
1	\$20,940	\$36,120
2	\$27,192	\$48,864
3	\$34,344	\$61,608
4	\$41,496	\$74,352
5	\$48,648	\$87,096
6	\$55,800	\$99,840
7	\$62,952	\$112,584
8	\$70,104	\$125,328

Medicaid CHIP

WHO CAN GET IT?

- If your family size is within the allowed range.
- If your family's annual income is less than the amount shown in column A, you may qualify for Medicaid.
- If your family's annual income is higher than the amount shown in column A but lower than the amount shown in column B, you may qualify for CHIP.



One Less Thing For Parents To Worry About



Well-child check-ups, vaccines, dental visits, mental health care, and more are covered by **Medicaid and CHIP.**



Enrollment is always open. See if you qualify

and apply today at coveringkids.utah.gov or call **888-684-1599**





Family Size	Annual Income	
	Medicaid	CHIP
1	\$18,754	\$27,180
2	\$25,267	\$36,620
3	\$31,781	\$46,060
4	\$38,295	\$55,500
5	\$44,808	\$64,940
6	\$51,322	\$74,380
7	\$57,835	\$83,820
8	\$64,349	\$93,260



Website and flyer

Created materials in English and Spanish


Coverage That Fits
 Low-cost or free healthcare for Utah kids.



CHIP Member Update
 CHIP members have the chance to change their health plan once each year. All CHIP members get a letter [HERE](#) in the mail about your enrollment.




This year members can request a health plan change May 2, June 15, 2024. For more information on how to change your health plan visit [CHIP.org](#) or call 1-877-KIDS-NOW.

Changes to CHIP starting in July:

New CHIP health plan
 Beginning July 1, 2024, Healthy U will be added as a new CHIP health plan. Starting July 1, new members will choose Healthy U as their CHIP health plan. Existing members can change their health plan to Healthy U during the annual open enrollment period from May 2 to June 15, 2024. Enrollment in Healthy U will start on July 1, 2024. For more information about Healthy U's provider and benefit network visit [CHIP.org](#) or call 1-877-KIDS-NOW.

No more CHIP premiums
 Beginning July 1, 2024, CHIP will no longer collect health care coverage premiums for new CHIP and State CHIP coverage. Search for more information to be announced on CHIP.

New CHIP logo
 Beginning July 1, 2024, there will be an increase in logos and definitions for who are covered on CHIP. For more information on what the new logo and definitions mean visit [CHIP.org](#) or call 1-877-KIDS-NOW.



What is CHIP?
 CHIP is a state health insurance plan for Utah children who do not have other health insurance. Many children who qualify for CHIP come from working families. Depending on your income and family size, your child may qualify, too. For example, a family of four earning up to \$62,400 per year may qualify (see chart below).

In addition, children must be:

- Under age 19
- U.S. citizens or legal residents
- Not covered by other health insurance

Website

Children's Health Insurance Program (CHIP)


Are your kids covered?

CHIP is a state health insurance plan for children.

CHIP covers Utah children with:

- Well-child exams
- Immunizations
- Doctor visits
- Hospital and emergency care
- Prescriptions
- Hearing and eye exams
- Mental health services
- Dental care

Utah families not having income...


Call for an application or apply online
 1-877-KIDS-NOW
chip.utah.gov

Covering Utah's Children


Poster


Children's Health Insurance Program (CHIP)

CHIP covers:

- Well-child exams
- Immunizations
- Doctor visits
- Hospital and emergency care

CHIP is always open for


Apply online: Call for an application: 1-877-KIDS-NOW
 You may also apply by mail at the Workforce Services office.



Maximum Income Guidelines

Family Size	Per month	Per year
1	\$2,510	\$30,120
2	\$3,407	\$40,884
3	\$4,304	\$51,648
4	\$5,200	\$62,400
5	\$6,097	\$73,164
6	\$6,994	\$83,928
7	\$7,890	\$94,680

*Effective March 2024

Flyer

Updated CHIP materials in English and Spanish

In SFY 2024, the children's coverage outreach campaign delivered **99,787,668** total impressions, **125,576** clicks to the [website](#), from which we tracked **12,869** website events where people showed interest by clicking on an actionable button on the website and **102,241** video views. Additionally, **2,245** unique calls were made to the Health Information Hotline.

Campaign summary

Questions?

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