08: Garden City’s Call to Action: Healthy Kids = Healthy Community

Trainer(s):

Monica Fulton
Garden City’s Call to Action: Healthy Kids=Healthy Community
Monica Fulton
For decades, our city:

• Acted primarily as a host site to services provided by other agencies

• Connected families to juvenile delinquency intervention services

• Connected senior citizens with well-being services

• Connected residents with home rehab assistance through CDBG funds
Current Initiative
Cities Enhancing Health Access for Children & Families

Historically, a blue-collar bedroom community whose residents typically worked for one of the Big 3 auto companies.

DRASTIC changes in the financial well-being of our families.

Major increase in vacant and foreclosed homes. Increased transiency.

Multi-generational households became common.

44% of children in our schools receive Free & Reduced lunches

National League of Cities
- Institute for Youth, Education & Families

City of Garden City
- Healthy Kids=Healthy Community Task Force

Outreach & Enrollment Campaign
- Reduce the number of children & families eligible for Medicaid/CHIP, but not enrolled, by 50%

Healthy Kids=Healthy Community Project
- Organizational re-structuring
Planning the Outreach Campaign
A Community Approach

Key Leaders & Stakeholders
- Identify potential members—All sectors of the community
  - City, schools, hospital, State DHS, local businesses, social service agencies, civic organizations & churches

Roles & Responsibilities
- Identify & describe—Decision makers, In-put givers, Buy-in providers & the Hard Truth Squad

Scope of problem
- Data—determine how many children and families are eligible but not enrolled in Medicaid/CHIP
  - WIC, DHS, Hospital, Census, School info, Community Survey

Identify existing "resources"
- What/who is already addressing our problem?
  - WIC, Head Start, Hospital

Identify barriers
- Attitudes, beliefs, financial, organizational, etc.
  - Pride, process is confusing, not know how to apply, where is the money for this coming from? who is taking this on?
Developing a plan for the Project
A Community Approach

**Successful Strategies**
Identify— What has worked for others in the past?
One-on-one application assistance, personal, individualized, follow-up, re-enrollment assistance

**Prioritize Target Audience**
Determine where to focus initial efforts- “low hanging fruit”
Early Childhood Campus-GCPS

**Design Project**
Specifically addressing our needs and resources
Enrollment during mandatory Parent/Teacher conferences at Early Childhood Campus, restructuring city departments, Hospital’s mobile health unit, community center.

**Sustainability**
How do we keep this going beyond initial funding
Continually seek out grant funding, Americorp, Kiwanis, Rotary, Lions, churches, service agencies, embedded into broader services already being provided/funded.
- Community Survey
  On-line
- E-blast through School District email system
- Tweets on Twitter
- Survey Link on City and School District websites
- City & District Facebook pages
Community Survey

Website Link

Garden City Home Page News

HEALTHY KIDS-HEALTHY COMMUNITY SURVEY

The City of Garden City wants to provide residents with clearer information about their access to health insurance. This is an online survey designed to inform the Garden City Healthy Kids-Healthy Community Task Force about how best to reach out to Garden City families like yours. For complete detail CLICK HERE.

DPS IS RECOMMENDING RESIDENTS WITH HOMES ON CRAWL SPACES LEAVE A WATER TAP RUNNING SLIGHTLY TO HELP INSURE PIPES DON’T FREEZE DURING THIS LATEST FRIDgid PERIOD.

The City would also like to remind everyone that the area near your water meter and pipes should be heated enough to avoid damage from freezing even if you have a basement.

CLEAR SNOW 3 FEET FROM FIRE HYDRANTS

Please report any to the FD needing clearing @ 734-793-1780. The Fire Department is out checking hydrants for access daily, but would appreciate any help from the community.
Community Survey

Website Link

Garden City, Michigan

Garden City Home Page News

You may simply click on the headline to read any additional information.

HEALTHY KIDS-HEALTHY COMMUNITY SURVEY

There are a lot of confusing changes taking place in health care insurance in Michigan. It is possible that your family might be experiencing some of these changes. The City of Garden City wants to provide residents with clearer information about their access to health insurance. This is an online survey designed to inform the Garden City Healthy Kids-Healthy Community Task Force about how best to reach out to Garden City families like yours.

This survey is completely anonymous - we don't ask for your name. And it should take only a few minutes to complete.

Please complete one survey per family. A family is a parent or parents in the household and their children who are 18 years old or younger. This does not include other adults in the household such as grandparents, brother/sister of parents, or friends that are living with you. If you have already completed this survey online or on paper through another venue, please do not complete a second one.

To participate, CLICK HERE.
6. If you have any additional comments or ideas about how to improve health care insurance access for residents of Garden City, please record them here.

Thank you very much for participating in our survey. The Healthy Kids-Healthy Community Task Force will be reviewing all of the responses and developing an outreach plan for our City. We thank you for your input.

Please click the submit button below to submit your survey.
Healthy Kids-Healthy Community Survey

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TO TAKE THE SURVEY GO TO...
www.gardencitymi.org
• **Community Survey**

What did we learn?

The data told us:

• Our original *estimated* numbers of uninsured in our City were actually accurate

• The rate of eligible but not enrolled children and families is **AT LEAST** the same as State and National figures.
Parents told us:

• "Have something at community center. Like an insurance fair to help parents fill out the paperwork..."
• "City level people to help. Not County. Not State..."
• "Share the (application) link on the school/city websites..."
• "If I could go somewhere in my city to do this, that would be great..."
• "Have an insurance guru available in the city..."
• "The application is very long and confusing..."
Healthy Kids = Healthy Community

Project overview

On-line Application assistors

- Mobile, we go to them
  - Early Childhood Campus
  - Community Events
  - Hospital’s Mobile Health Unit
  - Scan/upload supporting documents on site
  - Complete application in one visit

Fast & Easy

Local & Convenient
Healthy Kids=Healthy Community

Project overview

Re-enrollment assistors

- Community Center (Office)
  - Application follow-up
  - Track renewal dates
  - Reach-out to re-enroll
  - Enrollment assistance year-round

- Personal, caring, confidential support
  - Year round point-of-contact

Caring & Personal

Confidential
Sustainability Plan
Restructuring Operations-New City Department

- Community Resources Department
  - Family Resource Center
    - Juvenile Delinquency Prevention
  - Senior Center
    - Senior Citizen Well Being
  - Community Resources
    - County Nutrition
      - Tax Assistance
    - Emergency Food
      - Medicaid/CHIP
• **Sustainability Plan**
  Partners and funders

- State DHS
- Americorp
- Non-profit community-based organizations
- Schools
- Hospital/Doctors/Dentists
- Churches
- Service Clubs
  - Kiwanis
  - Rotary
- County/State/Federal grant opportunities
- Insurance Company Foundation grants
- Local area grants
- Philanthropic grants
- Sponsorships
Garden City: A Great Place to Call Home

Questions?