

Promoting All Kids Health Insurance: Outreach and Enrollment Tips for Schools

Sept. 28, 2022

In Illinois, almost half of all children are eligible for [All Kids](#) — the state’s Medicaid and Children’s Health Insurance Program (CHIP) that provides free, comprehensive health insurance for children from low-income families.

All Kids is a generous program that covers a broad array of health services for eligible children, regardless of their immigration status or health condition. And, [as of July 2022](#), families no longer have to pay a monthly premium or co-pay. Yet due to limited state outreach, many families are not aware of All Kids or do not realize their children could qualify for coverage.

Schools are ideal partners to help ensure all eligible students enroll in All Kids — and stay enrolled for as long as they are eligible. All Kids makes it possible for children to get the care they need when they need it, and students are healthier and better-equipped to learn when their health needs are met.

Promoting All Kids enrollment also benefits schools, since Medicaid payments are determined in part by the percentage of Medicaid-enrolled students at the October count date. By increasing the number of eligible children who are enrolled, schools can receive additional funds to help support the physical and mental health needs of students. Schools can also receive reimbursement for Medicaid outreach activities.

This document offers suggestions for sharing information with families to encourage students to enroll in and maintain All Kids coverage. These outreach efforts can be tailored to your school and student population. Choose what works best for you!

WHAT SCHOOLS CAN DO

Promote All Kids Enrollment

- **Communicate the benefits of All Kids enrollment**, including [coverage](#) for doctor visits, hospital stays, prescription drugs, vision care, dental care, mental health services, medical devices such as eyeglasses and asthma inhalers, and special services such as speech therapy and physical therapy.
- **Promote the Illinois Application for Benefits Eligibility (ABE) website**, abe.illinois.gov, which families can use to determine if they are eligible for benefits and to complete an application; this handy [user guide](#) offers detailed instructions. Families can also call the ABE hotline (1-800-843-6154).
- **Direct families to [application agents](#)** — approved community-based organizations that can help families apply for All Kids. Knowing this support is available may encourage families who are unsure of their eligibility or who are deterred by the lengthy application. Schools can also consider [becoming an application agent](#) and providing direct assistance with enrollment.
- **Share information about income limits and costs for All Kids**, as many families do not know that income limits (currently 318% of the federal poverty level) are higher for children’s coverage than for adults. Similarly, families may not know that All Kids coverage is [now free for all eligible children](#), with no premiums or co-pays.
- **Help educate families about enrolling in All Kids even if a child already has insurance**, such as through a parent’s job. All Kids can be used as secondary coverage for services that the primary insurance does not cover, such as dental care or mental health services.
- **Provide immigrant families with clear information about eligibility**, as some may fear deportation or think that their child is not eligible. It’s important for families to know that application information is not shared with federal immigration officials. Enrollment will not affect a family’s application for permanent residence or citizenship. It also will not affect an undocumented child’s application for permanent residence (unless the child receives long-term care in a nursing home or mental health facility). More information is available in multiple languages at [Protecting Immigrant Families Illinois](#).

Promote All Kids Renewal

- **Communicate to families the importance of responding to renewal notices** and keeping their address up-to-date with the state benefits agency. Children enrolled in All Kids have 12 months of guaranteed coverage, unless they move out of state or turn 19. Illinois mails a renewal notice to families 10 months after the start of coverage — and every year thereafter — which families must respond to in order to renew coverage.
- **Encourage families to report a change of address** using any of the options below so they do not miss key renewal deadlines. Schools can also include this information on change of address forms as a reminder to families.
 - Call the All Kids unit: 1-877-805-5312
 - Call the Illinois Department of Human Services: 1-800-843-6154
 - Visit www2.illinois.gov/hfs/address and complete the one-page address form
- **Remind families to create a Manage My Case (MMC) account** at abe.illinois.gov so they can update their address, renew coverage and view benefit information online. If families have trouble verifying their identity while signing up for the MMC portal, schools can help them complete and mail [this form](#) to the state for MMC access.

NOTE: Illinois is automatically renewing All Kids enrollment under the COVID Public Health Emergency (PHE) protocol. The PHE is expected to end in 2023, at which point renewal notices will resume. It is estimated that more than half of all enrolled children may lose coverage despite remaining eligible, which could have a significant impact on districts' Medicaid reimbursement amounts. Renewal outreach will be critical once the PHE ends.

Promote All Kids Benefits Utilization

- **Promote Illinois Health Connect (1-877-912-1999)**, which helps families find a health provider who accepts All Kids insurance.
- **Direct families to the Manage My Case section** of the Illinois Application for Benefits Eligibility website (abe.illinois.gov) to access information about their child's coverage.
- **Share information about [covered services](#)** that families may not be aware of, such as transportation to medical appointments.

OUTREACH STRATEGIES

All Kids outreach should be creative and ongoing, and tailored to the unique needs, questions and concerns of families in your school. Use multiple avenues and opportunities throughout the school year to help ensure information reaches families whose children may be eligible for coverage.

Leverage Ready-Made Resources

- Use resources from the [Connecting Kids to Coverage National Campaign](#), which offers [outreach guidance and customizable materials](#) including messaging, posters and social media assets in English and Spanish.
- **Adapt and share** [About All Kids](#), a FAQ prepared by the Illinois Department of Healthcare and Family Services that offers more detailed information about coverage, eligibility requirements and costs.

Consider All Avenues of Distribution

Use existing school channels to identify uninsured students and to disseminate information. Examples are below; these are just suggestions for consideration.

Include health insurance status questions on forms that parents/guardians and students need to complete:

- School registration forms
- Emergency contact forms
- Public benefit forms (i.e., meal program applications)
- School sports forms
- Before- and after-school program registration
- Driver education registration

Include All Kids information in documents regularly shared with families:

- Annual school calendar
- Parent/guardian handbook
- Fliers promoting school events
- School newsletters

Include All Kids information in health-related communications:

- Information sent home by school nurses
- Communications from wellness committees, school health advisory councils, or other similar groups

Distribute All Kids information at school events:

- Immunization and health fairs
- Back-to-School night and parent-teacher meetings
- Extracurricular activities, such as performances or sports events

Tap Into Staff Expertise and Connections

- **Educate staff about All Kids so they can answer questions** or refer interested families to enrollment resources.
- **Ask school staff for ideas on how to reach families with eligible children**, as well as additional distribution channels to leverage such as teacher-maintained websites.
- **Share staff outreach results to encourage engagement** and build support for involving other staff members.

Maximize Reach

Social media is a great way to share information about All Kids. Here are some tips to create posts that receive attention.

- **Use the power of stories:** If families have positive experiences with All Kids, ask if you can share their story.
- **Use photos:** Posts with photos gain more attention. Use ready-made images from the [Connecting Kids to Coverage National Campaign](#), invest in stock photos or use your own photos (with signed permission) to show outreach and enrollment efforts in action at school events.
- **Use text messaging:** Send brief reminders about enrollment and outreach events and about All Kids notices, such as renewals and the importance of updating mailing addresses.



Connecting Kids to Coverage National Campaign

The Connecting Kids to Coverage National Campaign at [InsureKidsNow.gov](https://insurekidsnow.gov) maintains a robust [Outreach Tool Library](#) with numerous resources to help outreach partners connect kids to coverage and spread the word about Medicaid and CHIP resources.

Resources include customizable materials (PDF, 5.1 MB) such as posters and palmcards, social media messages and images (see sample messaging below), and additional strategies and ideas. Explore the resources for materials to help support your outreach initiatives!

BACK-TO-SCHOOL SOCIAL CONTENT – English

Twitter & Facebook Posts

Twitter Copy-English

As kids return to school this fall, make sure they're prepared for the school year - and get health coverage through #Medicaid and #CHIP. If your family is already covered, make sure all contact information is up-to-date with your state #Medicaid office. Find out more: [YOUR ORGANIZATION'S PAGE LINK] #Enroll365

Facebook Copy-English

As kids return to school this fall, having health insurance is important so they can fully engage in the classroom. Make sure you're prepared for the school year - and get health coverage through Medicaid and CHIP. If your family is already covered, make sure all contact information is up-to-date with your state Medicaid office. Find out more: [YOUR ORGANIZATION'S PAGE LINK]

Suggested Graphic-English



"Back To School" in English

[Twitter](#) | [Facebook](#)

BACK-TO-SCHOOL SOCIAL CONTENT – Spanish

Twitter & Facebook Posts

Twitter Copy-Spanish

Si ya está cubierto por #Medicaid o #CHIP, asegúrese de que su toda su información de contacto esté actualizada en su oficina estatal de Medicaid, especialmente si se ha mudado en los últimos dos años. Averigüe más: [PÁGINA DEL SEGURO ESTATAL O ENLACE DE LA PÁGINA DE SU ORGANIZACIÓN]

Facebook Copy-Spanish

Si ya está cubierto por Medicaid o CHIP, asegúrese de que toda su información de contacto esté actualizada en su oficina estatal de Medicaid, especialmente si se ha mudado en los últimos dos años. Averigüe más: [PÁGINA DEL SEGURO ESTATAL O ENLACE DE LA PÁGINA DE SU ORGANIZACIÓN]

Suggested Graphic-Spanish



"Mailing Address" in Spanish

[Twitter](#) | [Facebook](#)



Healthy Schools Campaign

Healthy Schools Campaign (HSC) engages stakeholders and advocates for policy changes at local, state and national levels to ensure that all students have access to healthy school environments, including nutritious food, physical activity and essential health services, so they can learn and thrive. To learn more, visit healthyschoolscampaign.org.

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“Promoting All Kids Health Insurance: Outreach and Enrollment Tips for Schools” was prepared in September 2022 with support from the [Legal Council for Health Justice](https://www.lc4hj.org/). All Kids income limits, costs and other program details are subject to change.