



Back to School 2006

Children's Health Insurance Outreach Campaign

SUMMARY:

- For Back to School 2006 the Children's Defense Fund of Texas and the Gulf Coast CHIP Coalition held an intensive month long outreach and awareness campaign with more than 60 events to assist families in applying for the Children's Health Insurance Program (CHIP) and Children's Medicaid.
- The effort was supported by the Robert Wood Johnson Foundation Covering Kids and Families Initiative, Fiesta Mart, Inc., Clear Channel Outdoor, McDonald's Operator Association of Greater Houston, the Houston Dynamo, the Houston Museum of Natural Science and Grammy award winning gospel artist, Yolanda Adams.

HIGHLIGHTS:

- 88 media placements and five hours of live remotes promoted children's health insurance during the Campaign.
- A kick-off press conference was held at the Houston Museum of Natural Science on August 9. Speakers included: Congresswoman Sheila Jackson Lee; State Senator Rodney Ellis; Grammy winning gospel artist, Yolanda Adams; Texas Health and Human Services Commissioner Albert Hawkins; Sarah Shuptrine, President and CEO of Southern Institute on Children and Families and Program Director of Covering Kids and Families; Richard Toth, Director of the Office of Proposal Management, Robert Wood Johnson Foundation; Judy Dubose, Major League Soccer Houston Dynamo; Mariselle Quijano-Lerma, McDonald's Operator Association of Greater Houston; Dr. Lynette Mazur, Children's Memorial Hermann Healthcare System; Nicole Lievsay, Director of Youth Services, Harris County Judge Robert Eckels Office; Lee Vela, Clear Channel Outdoor; Lorna Harvey, CHIP parent and Barbara Best, Texas Executive Director, Children's Defense Fund. The offices of U.S. Senator Kay Bailey Hutchison, State Representatives Alma Allen and Martha Wong and City Councilwoman Sue Lovell were also in attendance.
- CHIP sign-up at the Houston Museum of Natural Science assisted 150 families in applying for health coverage, and over 700 children received backpacks filled with school supplies.
- The 3rd McDonald's CHIP drive at Greater Houston McDonald's Restaurants was held on Saturday, August 19. Children's health insurance tray-liners and billboards were distributed in 260 + stores, and enrollment drive was held at 15 restaurants assisting 170 families and 320 children.
- The 15th Fiesta Mart, Inc. CHIP drive was held at 20 participating Fiesta Mart, Inc. grocery stores on Saturday, August 12. More than 650 families and 1190 children were assisted in applying for children's health insurance. The total number assisted in all drives is 19,397 children and 9,468 families.

- Clear Channel Outdoor and McDonald's sponsored 110 bilingual billboards promoting children's health insurance that were displayed in target zip codes statewide. This represents an advertising value of \$45,000. The billboards were unveiled at the kick-off press conference.
- CDF hosted the 3rd annual Media Appreciation Luncheon to inform media outlets about the Back to School Campaign and 2006-2007 calendar of events. Over 23 partners attended and committed to promote citywide outreach activities.
- During the week of the kick-off press conference, call volume increased to over 100 calls a day from families requesting information about applying for CHIP and Children's Medicaid.
- Major League Soccer the Houston Dynamo donated CHIP PSAs and banners that were displayed at soccer games and is sponsoring Child Health Day, Saturday, September 30.
- The newly formed Southeast Texas CHIP Coalition held their first citywide enrollment drive at twenty-three sites throughout the Southeast area assisting 342 children and 195 families.

PLACEMENTS: 88 Media Placements and five hours of live remotes and 110 billboards

Media Placements: 38 placements, including live remotes with Univision radio and Hip 104.9 FM during the week of the kick off press conference (5 hours)

- 8/01: KPTY FM 104.9, 60 sec PSA
- 8/02: KPTY FM 104.9, 60 sec PSA
- 8/02: KLAT 1010 AM, 10/60 sec PSA
- 8/03: KLAT 1010 AM, 10/60 sec PSA
- 8/04: KLAT 1010 AM, 60 sec PSA
- 8/07: KLAT 1010 AM, 10/60 sec PSAs
- 8/07: KPTY FM 104.9, 60 second PSA
- 8/08: KLAT 1010 AM, 10/60 second PSAs
- 8/08: KPTY FM 104.9, 60 second PSA
- 8/09: KLAT 1010 AM live remote/call-in, 9am-11am at the Houston Museum of Natural Science
- 8/09: KLAT 1010 AM remote, 12pm-2pm at the Houston Museum of Natural Science
- 8/09: KPTY FM 104.9 live remote, 10am-12pm at the Houston Museum of Natural Science

Media Placements: 50 earned placements

- 6/19: Houston Chronicle, City & State, Global honor for child advocate, WHO cites Barbara Best's leadership in CHIP
- 6/25: Radio 92.1 FM Public Affairs Show, La Mera Mera, Martha Martinez Gomez
- 7/19: Media Luncheon with CDF to promote outreach events
- 7/28: The Informer & Texas Freeman, *Covering Kids & Families* and Children's Defense Fund
- 8/1: Fox 26 PSAs, Barbara Best, promoting outreach events
- 8/2: Fox 26 Public Affairs Show, Hola Houston, Martha Martinez Gomez
- 8/3: Fox 26 Public Affairs Show, The Black Voice, Vicki Johnson Stephens
- 8/4: The Epoch Time, Chinese Community Newspaper, promoting sign-up
- 8/5: Univision Channel 45 Public Affairs Show, Nuestra Vida, Martha Martinez Gomez
- 8/9: Univision Channel 45 interview, Barbara Best, CDF
- 8/9: KPFT interview, Barbara Best and Yolanda Adams
- 8/9: Beaumont Journal, announcing outreach events
- 8/9-15: Houston Forward Times, Grammy Winner Helps Enroll Kids in CHIP
- 8/9-15: Houston Forward Times, Helping Uninsured Children, Marian Wright Edelman, Child Watch Column
- 8/10: Beaumont Enterprise, announcing outreach events
- 8/10: Houston Chronicle, Insuring more children is goal; As CHIP rolls fall, there's a new urgency to annual sign-up campaign
- 8/11: Univision Channel 45 interview, Barbara Best, CDF
- 8/11: KUHF 88.7 FM, featuring CDF, CHIP family, Commissioner Albert Hawkins
- 8/11: Praise 92.1 FM gospel station with Yolanda Adams promoting sign-up and children's health insurance
- 8/30: Fort Worth Star Telegram, Poverty rate near double

Billboards: 110 posted

Clear Channel Outdoor posted 110 billboards statewide, and 50 in Houston with high CHIP enrollment loss