

## **WVCHIP School Outreach Campaign**

### **“Simple Ways Schools Can Help Enroll Children in WV CHIP”**

1. Include CHIP flyer in the Back-to-School informational packet.
  - Add CHIP informational number to emergency contact form and the student handbook.
2. Post CHIP flyers at certain locations at the school that would be visible to parents.
3. Distribute CHIP informational insert with report cards.
4. Include CHIP information in school newsletters and program booklets.
5. Include information about CHIP on school lunch statements, lunch menus, monthly calendars and new student enrollment forms.
6. Invite a CHIP representative to exhibit or make a presentation at school functions where parents would attend, such as:
  - Kindergarten screenings and/or registration
  - Athletic events
  - School carnivals, Christmas programs and recitals
  - Parent-teacher conferences
  - Open-House days
  - Sports physical days
  - Health fairs
  - Little league enrollment days
  - New student orientation
  - PTA/PTO meetings
  - Any other event that would be appropriate for CHIP inclusion
7. Implement a CHIP outreach group in each school. This group should include individuals who would interact with students and gain knowledge of their insurance status, such as secretaries, school nurse, PE department (especially coaches), counselors, social worker, School-Based Health Clinic, community service and club coordinators. Their function would be to watch for students who could be in need of health care and make referrals to CHIP by one or more of the following:
  - Speak to the parent directly about CHIP and refer them to the toll-free helpline or a CHIP outreach worker located within your county or give them an application.
  - Send an application and/or informational flyer home with student.
8. Mail CHIP inserts home to every student in the school. A postage paid envelope would be provided by WVCHIP. School would be responsible for placing address labels on envelopes.