North Carolina's Division of Medical Assistance Presents...

The Coordinator's Chat:

A Monthly Exchange To Inspire Health Check Coordinator Outreach

April 2013

Special Report: Well Child Participation for FFY 2012

Frank Skwara, MA,LMFT, BSN, RN, Nurse Consultant EPSDT

We have submitted our federal report on participation in Well Child Exams and have very good news to share. A more detailed version is being sent to each of the networks this week, but here are the highlights:

More children were eligible for Medicaid in 2012 than were eligible in 2010, and the slope of growth in the population has been aggressive. There were 19,105 more children eligible for Medicaid for 90 continuous days in 2011 than in 2010. In 2012, 28,653 more children were eligible when compared to 2011. Our resources for addressing this growth have remained roughly constant during this three year window. We've not only kept pace, but have increased participation from 55% to 57% without losing ground over the past year. This is an accomplishment deserving of recognition.

As we unfold the data further, the most exciting improvements are to be discovered. Since 2010, our penetration rates into difficult-to-reach populations have dramatically improved, as noted below:

Our 6 through 9 year olds have received ***25%*** more screens in 2012 vs. 2010, and their participation rate has *increased by over 15%.*

Our 10 through 14 year olds have received ***27%*** more screens in 2012 vs. 2010, and their participation rate has *increased by almost 10%.*

Our 15 through 18 year olds have received ***19%*** more screens in 2012 vs. 2010, and their participation rate has *increased by 10%.*

Rates of growth in children receiving essential dental care services are improving as well, with 17% more kids receiving preventive dental care in 2012 than in 2010. At least 12% more children have received dental treatment in that period and over 8% more children have received sealants on permanent molars during ages measured by the CMS 416.

We believe that this success is the result of *synergy*. The emergence of synergy depends upon determined commitment to succeed in the long run by making the best use of all available resources. It involves sometimes selfless sharing and a courage to be undaunted by short term barriers and obstacles. Our state has been incredibly fortunate in its steadfast commitment of providers to child well-being. In its wealth of wise champions for kids, and in the collaborative involvement of stakeholders, we have crafted a continually evolving and unified vision of health for all of our state's children. In our state synergy is in evidence.

We at *NC Health Check* cannot thank you enough for the hard work, for the commitment, and for the results of your efforts. Each one of you involved in this effort is part of a heart that matters for North Carolina's most vulnerable kids!

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Share with DMA!

Thanks for your enthusiastic responses to these first editions of *Coordinators' Chat*, a monthly forum focused on enhancing activities and relationships among the state's *Health Check* Coordinators. We've already begun receiving great ideas and submissions from you to include in your monthly publication. Please keep sending your articles, thoughts and your reports on local activities events, seminars, webinars, and resources our way. We would love to share them with your colleagues across the state.

To have your event or topic of interest shared in an upcoming issue, email Maya Gist at maya.gist@dhhs.nc.gov.

Outreach Observer

National Minority Health Month

Maya Gist, MSW, MPH, Health Check Consultant, Division of Medical Assistance

April is the month designated by The US Department of Health and Human Services' Office of Minority Health, in partnership with The Centers for Disease Control (CDC), to raise awareness about health disparities and advocate for health equity in our minority communities. According to the CDC, this year's National Minority Health Month's theme is ***Health Equity Can't Wait. Act Now in Your CommUNITY!***

In 2013, health-related racial and ethnic disparities continue to include lower rates of access to care, preventive care, and insurance coverage as well as diagnoses of specific medical conditions such as hypertension, infant mortality, mental health, cancer, HIV/AIDS and chronic diseases like diabetes, that affect minorities at a much higher rate than their white counterparts. The Division of Medical Assistance encourages Health Check Coordinators to use the month of April to ignite awareness and continue to step outside of the box in efforts to reach our targeted population of underserved and less than fortunate children who can potentially break the cycle of disparities that history says they will encounter. We are making a difference one family at a time.

As HHS Secretary Kathleen Sebelius stated, "Achieving health equity means each of us has an equal opportunity to attain optimal health. Let's recommit ourselves and our communities to act now to eliminate health disparities and increase access to quality care. We cannot afford to wait."

The Office of Minority Health discusses the US Department of Health and Human Services plans for advancing health equity at http://minorityhealth.hhs.gov/actnow/.

Visit www.cdc.gov/features/minorityhealth/index.html to get the latest updates about how the CDC is celebrating National Minority Health Month.

Diversity in North Carolina

Norma Marti, Public Health Minority Outreach Consultant, NC Department of Public Health

According to the last Census, North Carolina has **a growing** foreign-born population (or immigrants; Census uses these terms interchangeably). Within the past two decades, our resident population in North Carolina has become a more diverse population than ever before in its history. In 2011, the foreign-born represented 7.3 % of North Carolina's total population. Today's diversity reflects our global economy with legally residing immigrants making up more of our population and adding to our already rich heritage of traditional American Indian, African-American, and Euro-American populations of centuries past.

The largest share of the foreign-born population in North Carolina is from Latin America (South America, Central America, Mexico and the Caribbean). Yet, of the total foreign-born population in North Carolina in 2011, other countries represented by immigrants included Africa, Asia, Europe, India, El Salvador, Northern America (Canada, Bermuda, Greenland, and St. Pierre and Miquelon), and Oceania.

The U.S. Office of Minority Health & Health Disparities asks us to focus on improving health disparities with this year's theme, **Advance Health Equity Now: Uniting Our Communities to Bring Health Care Coverage to All.** We are called to unite toward a common goal of improving the health of our communities and increasing access to quality, affordable health care for everyone. There is on-going discussion in North Carolina about the implementation of the Affordable Care Act (ACA) given that our state has chosen not to accept the Medicaid Expansion or the State operated Health Care Exchange.

Keeping our foreign-born citizens in mind – ever sensitive to their barriers to care and health disparities - when providing Health Check Outreach, the U.S. Department of Health and Human Services (HHS) has published a report to address the targeted issues titled *HHS Action Plan to Reduce Racial and Ethnic Health Disparities.* This report outlines goals and actions HHS will take to reduce health

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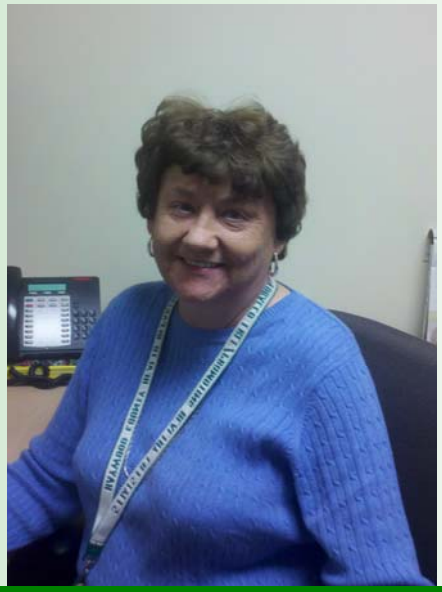
disparities among racial and ethnic minorities. With the *HHS Action Plan*, HHS commits to continuously assessing the impact of all policies and programs on racial and ethnic health disparities, as well as promoting integrated approaches, evidence-based programs and best practices to reduce these disparities. The *HHS Action Plan* builds on the strong foundation of the Affordable Care Act and is aligned with programs and initiatives such as Healthy People 2020, the First Lady's Let's Move initiative and the President's National HIV/AIDS Strategy. Go to this site for a copy of the report: http://minorityhealth.hhs.gov/npa/templates/content.aspx?lvl=1&lvlid=33&ID=285.

Coordinator's Corner



Wilma Young

AccessCare

Wilma Young, AccessCare Health Check Coordinator and active participant in the AccessCare Steering Committee Meetings, serves the Far West 7 counties: Cherokee, Clay, Graham, Haywood, Macon, Jackson and Swain. Over the years, she has established strong partnerships with Haywood County (where she is based in the Health Department); her local Primary Care Physicians; schools nurses; Parent Teacher Organizations; and community agencies. In addition to these partnerships, Wilma enjoys participating in local health fairs to provide Health Check information and education.

AccessCare has recently begun a pilot project to embed Wilma in Haywood Pediatrics. She works with the practice to target children who are past due for asthma checks and well child checkups (WCC); paying special attention to and providing follow-up with families whom have missed appointments. Wilma has been granted access to the practice's Electronic Health Record (EHR) to compare data with the Care Alerts in order to identify patients truly in need of a WCC or asthma checks. As a result of having access to patients' demographics available in the EHR - which are often updated more timely than the Department of Social Services' Eligibility Information System (EIS) - she has noticed an increase in valid phone numbers, and feels that parents are more receptive to her calls when they see that their doctor's office is calling. During contact with Medicaid enrolled families and her community partners, Wilma provides additional information on dental services; transportation services; PCP office hours and after hours availability; the WCC periodicity schedule; Women Infant and Children (WIC); and other human services programs that may be helpful to families experiencing hardships.

Wilma has been a valuable asset to the AccessCare, with her 14 years of service to the Health Check Program, and has provided "job shadow" training for new Health Check Coordinators from other networks. With Wilma's dedication, she will continue to make a positive impact with the children she serves in the Far West counties.

Mark Your Calendars

ADVERTISEMENT FROM NC HEALTHY START FOUNDATION:

You work hard promoting HC/NCHC for Children.

Getting the word out just got easier.

We have just launched an all new mobile marketing campaign to support your efforts to help insure North Carolina's children and teens.

Uninsured children and their parents will be engaged by a mobile, text and web-based program encouraging them to learn more about Health Check/ NC Health Choice and to apply.

NEW EASY STEPS TO PROMOTE!

1. Go to: NCfamilyhealth.org
2. Hover over the "AGENCIES/ ORGANIZATIONS/ PROVIDERS"
3. Click "PROMOTE"
4. Choose which marketing material you would like to use
5. Follow the simple instructions to print or post

Scan our QR or text NCHEALTH to 96362

Share with families NCfamilyhealth.org

"T.A.T.O.O."

(**T**een **A**venues **T**o **O**pportunities and **O**ptions)

The Pitt County Teen RESOURCE & WELLNESS Fair

The TATOO Wellness Fair Committee would like to invite your business and/or organization to participate in the first annual Teen Resource and Wellness Fair. The fair will be held on Saturday, **May 4, 2013** from **5:00 pm until 7:00 pm** at the newly renovated **Drew Steele Center, Elm Street, Greenville, NC.**

We have a responsibility as a community to address the positive development of young people and help facilitate their adoption of healthy behaviors. Our goal is to provide opportunities for teens (and parents) to access information on safety, health and wellness issues. The event will be open to middle school-aged youth (and parents) of Pitt County. We expect an attendance of over 200 participants.

The registration fee for exhibitors of for-profit organizations is **$25.00** *(in the form of a gift card or incentive to be used as a door prize*). There is no fee for non-profit organizations to participate.

If you have any questions, please call (252) 902-2423 or e-mail (vashti.kittrell@pittcountync.gov) .

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Health Check & Healthy and Ready to Learn Outreach Survey

In February's *Coordinator's Chat*, Healthy and Ready to Learn (HRL) shared their current community outreach efforts to reach the uninsured and underserved children and youth population. With their wonderful efforts and a positive history of partnering with Health Check Coordinators to further reach out and make face to face contact with our families, Health Check Coordinators will be sent a survey to share suggestions about best practices to engage children and youth along side of the HRL Local Community Coordinator assigned to your Network.. February's issue can be found here: http://www.ncdhhs.gov/dma/healthcheck/Newsletter022013.pdf

APRIL HEALTH & WELLNESS OBSERVANCES & EVENTS

- **National Minority Health Month,** The Office of Minority Health, www.minorityhealth.hhs.gov/actnow/
- **National Autism Month,** Autism Society, www.autism-society.org/
- **National Infant Immunization Week (April 21-28),** Centers for Disease Control National Immunization Program, www.cd.cgov/vaccines/events/niiw
- **National Cancer Control Month,** American Cancer Society, www.cancer.org
- **National Child Abuse Prevention Month,** Prevent Child Abuse America, www.preventchildabuse.org
- **National STDs/Family Planning Awareness Month,** American Social Health Association, www.ashastd.org

SNEAK PEEK: MAY HEALTH & WELLNESS OBSERVANCES & EVENTS

- **National Teen Pregnancy Prevention Month:** Advocates for Youth, www.advocates for youth.org

9th Annual NC Parent Resource Center Conference

"Save the Date" for the 9th Annual NC Parent Resource Center Conference: "Mobilizing to Fight Back: Harnessing the Power of Parents, Youth, and Providers." This year's conference will focus on community collaboration and the latest science related to adolescent addiction and marijuana use, public drug polices, as well as effective strategies in community prevention and intervention. The conference will be held **May 14 & 15, 2013** in Raleigh, NC. You may contact Anna Godwin at 252-237-1242 or anna@ncparentresourcecenter.org for more information.

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National Smart Start Conference

Join us for the National Smart Start Conference in Greensboro, NC April 29 - May 2, 2013! The 2013 Conference will feature a half-day pre-conference session followed by three days of workshops and networking opportunities. Focus areas include Early Childhood System Development, Early Care and Education, Early Childhood Health, Family Support and Leadership, and Public Engagement and Advocacy. More information: www.ncsmartstart.org