



North Carolina Department of Health and Human Services
Division of Medical Assistance

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Beverly Eaves Perdue, Governor
Lanier M. Cansler, Secretary

Craig L. Gray, MD, MBA, JD, Director

June 20, 2011

Re: Healthy and Ready to Learn Outreach Initiative Expansion

Dear County Director of Social Services:

Please see the attached letter from the North Carolina Pediatric Society Foundation which informs counties of the expansion of the **Healthy and Ready to Learn Outreach Initiative**. The Healthy and Ready to Learn Initiative is an outreach program to enroll eligible uninsured children into Medicaid and North Carolina Health Choice, and is a partnership with Governor Beverly Perdue and the North Carolina Pediatric Society Foundation. We continue to ask for your cooperation and support of this initiative.

If you have any questions regarding this information, please contact your Medicaid Program Representative.

Sincerely,

Craig L Gray, MD, MBA, JD, Director

Attachment (1)
CLG/lf



June 20, 2011

Dear Department of Social Services Director,

President
Peter J. Morris, MD, MPH
Wake County Human Services
Raleigh

Vice President
Barbara Bradley
Action for Children North
Carolina
Raleigh

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Greenville

Lewis Margolis, MD
UNC School of Public Health
Chapel Hill

Jennifer Tolle Whiteside
NC Community Foundation
Raleigh

Executive Director
Steve Shore, MSW
NC Pediatric Society

We are writing on behalf of Governor Perdue's partnership with the NC Pediatric Society Foundation to inform you about the expansion of the *Healthy & Ready to Learn (HRL)* children's health insurance outreach and enrollment initiative. We recognize the valuable role local departments of social services play in serving the families who apply for children's health insurance programs, and we want you to be aware of the *HRL*, which was funded by the Children's Health Insurance Program Reauthorization Act (CHIPRA) in 2009 to help find and enroll eligible, uninsured children in Medicaid (Health Check) and CHIP (NC Health Choice).

Last year, school systems in 16 counties participated in outreach efforts in elementary schools to reach "uninsured and eligible" children using the information on the Kindergarten Health Assessment (KHA) form. The high-need counties chosen based on unemployment rate, poverty rate and a number of children, which piloted the initiative, were: Cleveland, Columbus, Cumberland, Davidson, Edgecombe, Gaston, Halifax, Harnett, Lenoir, Pitt, Randolph, Robeson, Rutherford, Vance, Wayne and Wilson. This year, *Healthy & Ready to Learn* intends to reach families of kindergarten students and 4-year-old children entering school in 2011 by working with school nurses, school personnel, School Health Advisory Councils (SHACs) and physician offices to promote health insurance enrollment of the uninsured

In February 2011, *HRL* began expansion in the following counties: **Alamance, Anson, Bladen, Brunswick, Buncombe, Burke, Cabarrus, Caldwell, Catawba, Cherokee, Craven, Duplin, Durham, Forsyth, Guilford, Iredell, Johnston, Lee, Martin, Montgomery, Nash, New Hanover, Onslow, Richmond, Rockingham, Rowan, Sampson, Scotland, Stanly, Surry, Union and Wilkes.**

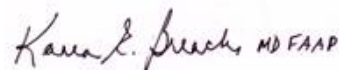
The targeted families will receive outreach materials with income guidelines, an application and directions on how to apply. The local departments of social services in counties participating in the initiative may experience a slight increase in the HC/NCH enrollment applications. Many organizations are working together to reach out to families whose children may qualify for the programs and *HRL* is a health care initiative to contribute to this effort by targeting kindergarten students. When students are healthy, they are ready to learn, attend school regularly and sustain achievement. Please contact Ania Boer, Project Director for *Healthy and Ready to Learn* for the NC Pediatric Society Foundation, at ania@ncpeds.org or call 919-839-1156 with questions. More information is also available at: www.NCPedsFoundation.org, under Healthy and Ready to Learn.

We would appreciate your support of the *Healthy and Ready to Learn* project on behalf of North Carolina's children.

Best regards,



Peter J. Morris, MD, MPH, MDiv
President, NC Pediatric Society
Raleigh



Karen Breach, MD, FAAP
President, NC Pediatric Society
Charlotte