hawk-i Outreach

Division of Health Promotion & Chronic Disease Prevention
Phone: 515-242-5980
www.hawk-i.org

Promoting & Protecting the Health of Iowans

IDPH Iowa Department of Public Health

Karen is a single, working mom who needed health insurance for her child. She couldn't afford it, but heard about the ***hawk-i*** insurance program for children in working families. She heard about the program from a ***hawk-i*** outreach coordinator in her community. She completed and submitted an online application, and soon after her ***hawk-i*** coverage began, her daughter broke her arm on the playground at school. No problem. Her daughter saw the doctor and all turned out well. This story shows how the ***hawk-i*** program works.

Did you know?

Over 230,000 eligible Iowa children are enrolled in Medicaid and ***hawk-i***.

The ***hawk-i*** program offers dental-only coverage for children who have health insurance but may not have dental coverage.

Why is *hawk-i* Outreach important to promoting and protecting the health of Iowans?

- The Iowa Department of Human Services estimates that about 40,000 uninsured Iowa children under the age of 19 are below 300% of the poverty level.
- Research overwhelmingly shows that access to health care coverage increases a child's readiness to learn, improves school performance by nearly 70%, increases focus in class by 68%, and improves school attendance.
- Nearly one-third of all Americans (about 90 million people) have trouble understanding and using health information.
- According to the 2005 Iowa Child and Family Household Health Survey, 97% of those surveyed said it was very important for children to have health insurance.

Which Iowa Public Health Goals are we working to achieve?

Promote healthy behaviors

Strengthen the public health infrastructure

Are your teenagers covered?

- The highest percent of uninsured children occurs in the 13-18 age groups (5.6%).
- The Iowa Department of Public Health recently was awarded a grant to direct a statewide program to implement targeted outreach to families with uninsured adolescents, ages 13-19, eligible for Medicaid and ***hawk-i***. The project will link eligible teens and their families through creative activities that reflect the interest and needs of teenagers to health insurance coverage.

What do we do?

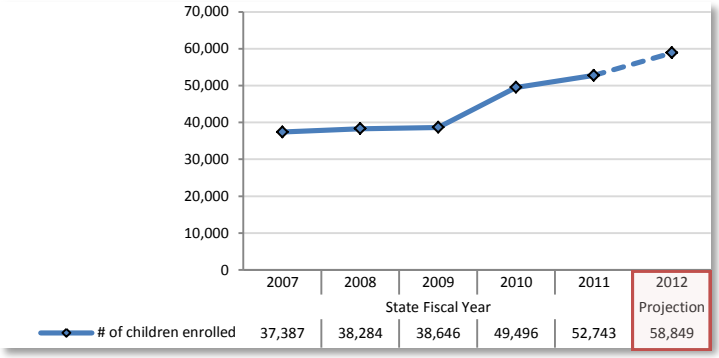
- Work with other organizations and agencies to provide information and ***hawk-i*** applications to families at various locations.
- Help families navigate the Medicaid and ***hawk-i*** enrollment process.
- Develop and deliver timely, culturally-correct education and materials to Iowans through conferences, health fairs, and trainings.
- Encourage policy and procedure changes in the Medicaid and ***hawk-i*** programs to increase the number of people who stay in the programs.
- Consult with other programs, such as Oral Health, to create effective outreach and communication materials for health insurance, and overall child and family health and wellness.
- Plan meetings and trainings to discuss ways to expand health care coverage outreach and education, simplify coverage programs, and coordinate coverage.

How do we measure our progress?

❶ **Number of children enrolled in Medicaid expansion & *hawk-i*.**

Data Source: Iowa Department of Human Services. Data are available monthly. SFY 2012 data are not yet available.

How are we doing? During fiscal year 2011, 52,743 children were enrolled in Iowa's ***hawk-i*** program. Of these, 3,455 were enrolled in the ***hawk-i*** Dental-Only program. It is projected that by end of fiscal year 2012, the total number of children enrolled in Iowa's ***hawk-i*** and ***hawk-i*** Dental-Only program will reach approximately 58,849. With the continuation of expanded outreach efforts and expanded coverage of children in families with countable income up to 300 percent of the FPL, it is expected that enrollment will continue to grow.



What can Iowans do to help?

1. All parents, health care providers, community members, policy makers, and employers can learn about the ***hawk-i*** program at www.hawk-i.org.
2. Parents with questions about their eligibility for the ***hawk-i*** insurance program should contact ***hawk-i*** customer service at 1-800-257-8563. For more information, go to www.hawk-i.org.

Expenditures

Federal funds & Intra state receipts (Dept of Human Services): 0153-0534/ 0618/0688

	State Fiscal Year 2011 Actual	State Fiscal Year 2012 Actual	State Fiscal Year 2013 Estimate
State funds	$0	$0	$0
Federal funds	$0	$61,214	$620,000
Other funds*	$376,129	$380,874	$380,000
Total funds	**$376,129**	**$442,088**	**$1,000,000**
FTEs	1.00	1.00	2.00

Note: Funding information is intended to provide an overview of funding related to the program area. It does not include all federal and state requirements and/or restrictions for the use of funds. Contact the program area for more detailed budget information.

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