



hawk-i Outreach

Phone: 515-725-2856
www.hawk-i.org

Promoting & Protecting the Health of Iowans



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 300,000 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 2010 Iowa Child and Family Household Health Survey:
 - 3% of Iowa children are uninsured, and most of these children are eligible for **hawk-i** or Medicaid. If all **hawk-i** and Medicaid eligible children were enrolled, 99% of Iowa children would have health insurance coverage.
 - Almost a quarter of uninsured children have an unmet healthcare need.
 - 18% of Iowa children do not have dental insurance. This has decreased from 20% in 2005. However, the majority of these children are also eligible for **hawk-i**, **hawk-i** dental only coverage, or Medicaid.

Which Iowa Public Health Goals are we working to achieve?

Promote healthy behaviors

Strengthen the public health infrastructure

hawk-i outreach in 2014

- Beginning December 1st, families will use the streamlined application through HealthCare.gov or the state eligibility portal to apply for **hawk-i**.
- Effective January 1st, the **hawk-i** income guidelines will also increase to 302% of the federal poverty level. Under the new income limits, a family four can make up to \$71,121.
- Outreach coordinators will continue to promote **hawk-i** to eligible families, and assist them in accessing the new application. The local coordinators will also provide information to families about local navigators and Certified Application Counselor Organizations for applications to the Health Insurance Marketplace.

What do we do?

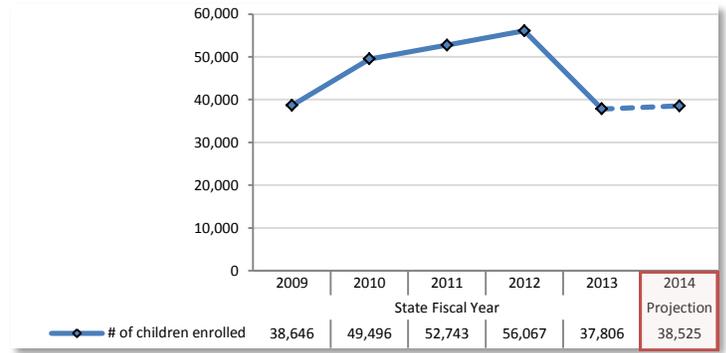
- Work with other organizations and agencies to provide information and **hawk-i** applications to families at various locations.
- Help families navigate the Medicaid and **hawk-i** enrollment process.
- Develop and deliver timely, culturally-correct education and materials to Iowans through conferences, 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?

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

Data Source: Iowa Department of Human Services. Data are available monthly.

How are we doing? During fiscal year 2013, 37,806 children were enrolled in Iowa's *hawk-i* program. Of these, 4,331 were enrolled in the *hawk-i* Dental-Only program. It is projected that by end of fiscal year 2014, the total number of children enrolled in Iowa's *hawk-i* program will reach approximately 38,525, and 4,653 in the *hawk-i* Dental-Only program. With the continuation of expanded outreach efforts and expanded coverage of children in families with countable income up to 302% 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 2012 Actual	State Fiscal Year 2013 Actual	State Fiscal Year 2014 Estimate
Federal funds	\$61,214	\$332,051	\$356,619
Other funds*	\$380,874	\$336,405	\$380,000
Total funds	\$442,088	\$668,456	\$736,619
FTEs	1.00	1.46	1.10

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.

Iowa Department of Public Health  Division of Health Promotion & Chronic Disease Prevention  *hawk-i* Outreach

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