

covering kids™  
& families

## PROGRAM OVERVIEW

*Covering Kids & Families* is a national program of the Robert Wood Johnson Foundation, the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans.

**There are nearly 8.3 million uninsured children in the United States.** Most are eligible for low-cost or free health care coverage through Medicaid or the State Children's Health Insurance Program (SCHIP). *Covering Kids & Families* is a national program designed to link eligible children and families with health care coverage.

The *Covering Kids & Families* initiative has benefited from the work of coalitions in 50 states and the District of Columbia with members representing more than 5,500 organizations. Their statewide and local coalitions work with public officials, health professionals, educators, businesses, social service agencies, faith-based organizations, sports teams and others to design and implement strategies to:

- Simplify enrollment and renewal processes for Medicaid and SCHIP in an effort to make them more family-friendly
- Coordinate Medicaid and SCHIP to achieve administrative efficiency and reduce enrollment and renewal complexity for children and adults
- Conduct and coordinate outreach programs to identify, enroll and retain children and adults who are eligible for coverage under Medicaid and SCHIP

The coalitions are also building national and regional capacity to sustain program activities to enroll eligible children and families in Medicaid and SCHIP.

The Southern Institute on Children and Families, located in Columbia, S.C., serves as the National Program Office for *Covering Kids & Families*.

### ***Covering Kids & Families* Back-to-School Campaign**

On August 9, 2006, the Robert Wood Johnson Foundation will kick off the seventh annual *Covering Kids & Families* Back-to-School Campaign in cities across the country. The campaign encourages parents to include enrolling their eligible, uninsured children in Medicaid or SCHIP as an important part of getting their children ready for the new school year.

The campaign works with statewide and local *Covering Kids & Families* coalitions and uses paid and public service advertising, earned media, and corporate, organizational and media partnerships to get the word out to working families that they may be eligible for public health coverage programs.

Please visit [www.coveringkidsandfamilies.org](http://www.coveringkidsandfamilies.org) to order free materials, learn more about available resources and to get involved. Or contact the Communications Team at (202) 338-7227 or [coveringkidsandfamilies@gmmb.com](mailto:coveringkidsandfamilies@gmmb.com).

