



## BACK TO SCHOOL & BEYOND FAMIS OUTREACH IDEAS

Schools are a trusted source of information for parents. They are well positioned to promote essential information about services that can benefit children throughout the school year, such as how to access quality, affordable health care and free and reduced lunch. It is well known that children who receive regularly scheduled well checkups, immunizations, vision and dental care through private health insurance, the Children's Health Insurance Program (called FAMIS in Virginia) or FAMIS Plus (children's Medicaid) and have access to an adequate food supply, also have a greater chance of achieving academic success throughout the year. The following outreach suggestions are geared specifically towards school staff to help connect families with the FAMIS and FAMIS Plus programs.

- **FAMIS Back to School fliers** – distributed in first day packets and available for order through [www.coverva.org](http://www.coverva.org). These can be made available in school throughout the year.
  - Display prominently in school office & clinics
  - Send out with report cards
  - Distribute with sports team sign-up information,
  - Distribute with 6th grade TDAP information, etc.
- **Automated Telephone system** – Record a FAMIS/FAMIS Plus message on school's automated outbound calling system and distribute messages in mid to late September and again in Jan/Feb and May/June before school ends directing families to call Cover Virginia at 1-855-242-8282. (*sample scripts attached*)
- **School Newsletter** – Include articles on FAMIS/FAMIS Plus and the importance of health insurance in school newsletter/website
- **Add FAMIS logo/banner/widget** – and link to FAMIS at [www.coverva.org](http://www.coverva.org) on school/PTA websites.
- **Share the new FAMIS TV ad** - at Back-to-School functions and on your website:  
<https://www.youtube.com/watch?v=cxFyPfsCDIA>  
<https://www.youtube.com/watch?v=cxFyPfsCDIA>
- **Principal/School Administrator** – Mention FAMIS and the importance of health insurance at school functions like Back-to-School nights, etc.
- **On-line Enrollment events** – Organize online enrollment events making available school computer centers for parents who don't have internet access to complete an application for FAMIS health insurance
- **Emergency Card** – Use insurance information on school's emergency card to reach out to parents and refer them to FAMIS through the Cover Virginia call center at 1-855-242-8282 and [www.coverva.org](http://www.coverva.org)
- **Kindergarten/Preschool Registration** – Distribute special fliers available for Kindergarten and Preschool Registration events in Spring
- **Matching FAMIS/Medicaid eligible children through Free and Reduced Lunch file** – A Business Associates Agreement (BAA) allows School Districts to access the Medicaid eligibility file for its school

district and surrounding districts in order to match and delete from its student outreach list the names of current FAMIS Plus (Children's Medicaid) and FAMIS enrollees in order to target outreach efforts more efficiently.

- **Like us on Facebook** – At [www.facebook.com/FAMISprograms](http://www.facebook.com/FAMISprograms)
- For more information about FAMIS outreach, contact FAMIS via email at [famis@dmas.virginia.gov](mailto:famis@dmas.virginia.gov)

## Sample Scripts for Messaging

### Any time

- Did you know that families can apply for FAMIS health care coverage for their children at any time in the year? There's no open enrollment period, no premiums, and no or very low cost co-pays for most services. Call Cover Virginia at 1-855-242-8282 to find out if your children qualify for FAMIS coverage or go online to [www.coverva.org](http://www.coverva.org) for more information.
- Healthy kids/teens make great students! Make sure your children have health care coverage this school year. Call Cover Virginia at 1-855-242-8282 or go online to [www.coverva.org](http://www.coverva.org) to find out if your children qualify for FAMIS or FAMIS Plus – Virginia's low to no cost health care coverage programs for children.
- Do your children need health insurance? FAMIS covers kids/teens for doctor visits, checkups, glasses, dental and much more for low to no cost. And you can enroll at any time of the year. Call Cover Virginia at 1-855-242-8282 or go online to [www.coverva.org](http://www.coverva.org) to find out if your children qualify for FAMIS.
- FAMIS and FAMIS Plus are Virginia's low to no cost health care coverage programs for kids and teens. There are no monthly premiums and you can enroll at any time of the year. Call Cover Virginia at 1-855-242-8282 or go online to [www.coverva.org](http://www.coverva.org) to find out if your children qualify.

### Seasonal

- Make sure your kids and teens have the health care coverage they need during flu season. If your children need health care coverage, they may be eligible for FAMIS or FAMIS Plus, Virginia's low to no cost health care coverage programs that cover doctor visits, checkups, glasses, dental and much more. Call Cover Virginia at 1-855-242-8282 or go online to [www.coverva.org](http://www.coverva.org) for more information.
- Kids need health care coverage in the summer time too! The FAMIS programs cover children all year round and you can enroll at any time of the year. There's no open enrollment period, no premiums, and no or very low cost co-pays for most services. Call the Cover Virginia Call Center at 1-855-242-8282 to find out if your children qualify for FAMIS or go online to [www.coverva.org](http://www.coverva.org) for more information.