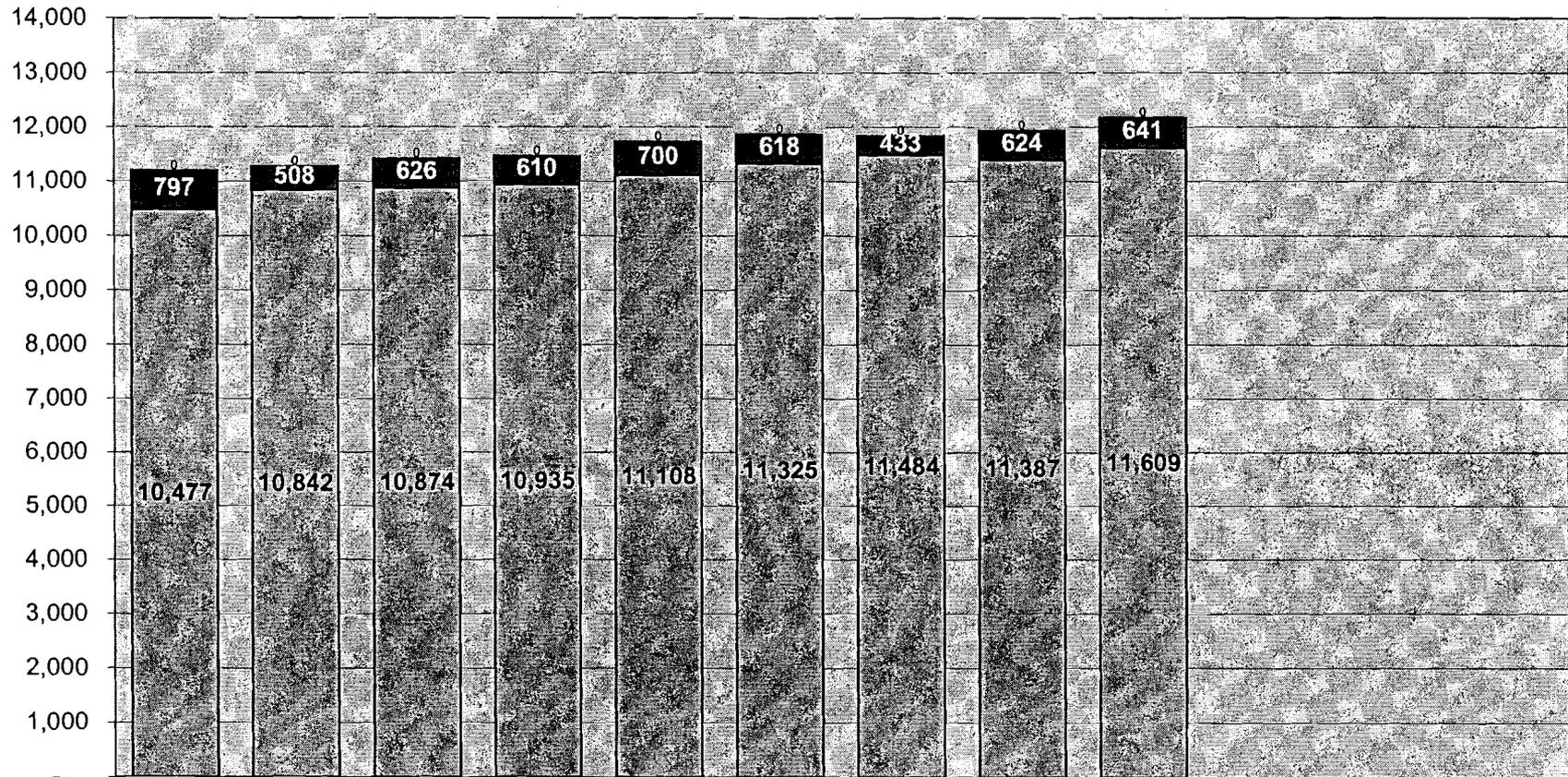


Draft - April #'s not final

CHIP Monthly Enrollment: SFY 2006



	Jul	Aug	Sept	Oct	Nov	Dec	Jan-06	Feb	Mar	*Apr	May	Jun
Total	11,274	11,350	11,500	11,545	11,808	11,943	11,917	12,011	12,250	12,545		
Waiting list	0	0	0	0	0	0	0	0	0			
New enrollment	797	508	626	610	700	618	433	624	641	742		
Continuing enrollment	10,477	10,842	10,874	10,935	11,108	11,325	11,484	11,387	11,609	-	-	-

* These #'s will change slightly when the final run is performed on 4-1-06

Children's Health Insurance Plan - Community Outreach Activities

March 2006

CHIP Media Campaign

"Health Insurance for Kids - Peace of Mind for Parents."

- CHIP launched a statewide media campaign on February 13, 2006, including television, radio, and print advertising. All campaign materials are being developed internally by CHIP and Department staff. The Department worked directly with media outlets to avoid advertising agency fees and commissions.
- Two 30-second television commercials, one of which features Governor Schweitzer and Nancy Schweitzer, began airing statewide on broadcast and cable stations on February 13 and will run for four weeks, concluding on March 10.
- Two 30-second radio commercials began airing on February 13 and will also run for four weeks, concluding on March 10.
- The campaign utilized print advertising in select markets, focusing on rural, weekly newspapers and tribal newspapers and began the week of February 6, 2006 and will conclude at the end of March.
- CHIP will evaluate results in March and April 2006 and follow-up with additional media placements, if necessary.

Health Care Provider Partnerships

- In November 2005, CHIP began partnering with various health care associations and related agencies to increase enrollment by distributing CHIP materials at their locations. To date, 83 new distribution points have been established across the state.
- Current partners include: MHA... An Association of Montana Health Care Providers; Montana Chapter, American Academy of Pediatrics; Montana Primary Care Association; LIEAP Offices; and Family Planning Clinics.
- Partnerships in development: Montana Pharmacy Association; Montana Dental Association; and American Academy of Family Physicians, Montana Chapter.

Other Recent Outreach Activities

- Statewide Press Release announcing increased enrollment issued in early December covered by several major Montana newspapers, including the Billings Gazette, Great Falls Tribune, Montana Standard, and the Helena Independent Record.
- Incorporated printed application into brochure to create a single, easy-to-distribute, marketing tool.

- Developed web-based interactive application allowing parents to complete application on their computer.

Future Outreach Activities

- Follow-up with individuals and organizations contacted during the “Back to School Campaign” in Fall 2005. Provide CHIP brochures and applications, as needed.
- Develop CHIP information packet to be distributed to all state legislators.
- Issue press releases on a regular basis to report on CHIP enrollment and program activities.
- Evaluate the cost effectiveness of contracting with community-based organizations to distribute CHIP information and assist with the completion of applications.

Recent Events

- Helena Job Service Rapid Response Meeting – Montana Tunnels Mine (February 17)
- Bozeman Health Fair (February 18th) Bozeman (cancelled due to poor weather)
- Capital Hill Mall Health Fair (March 4th) Helena

Upcoming Events

- Montana School Nurse Association meeting (March 17) Helena
- Medicaid Provider Fair (March 22-23rd) Helena
- Blackfeet Nation Federal Benefits Workshop (March 28-29th) Browning
- Family Connections- Children’s Activity Fair (April 1st) Billings
- MSU American Indian Council Pow Wow (April 14-16th) Bozeman
- University of Montana Kyi-Yo Pow Wow (April 21-23rd) Missoula
- The Confederated Salish & Kootenai Tribes Federal Benefits Workshop (April 26-27th) Pablo
- MTTA- American Indian Art Encampment (7 Indian Tribes/reservations will participate) (July 22-25th) Pompey’s Pillar (near Billings)

Dalton, Mary

From: Forba, Jackie
Sent: Thursday, February 16, 2006 11:12 AM
To: Kracher, Janet
Cc: Chappuis, John; Suzor, Robin; Mahoney, Michael; Dalton, Mary; Buckley-Patton, Katherine
Subject: RE: CHIP outreach

The following are the CHIP outreach activities to Native American families we are planning to attend in the near future:

- Blackfeet Nation-Federal Benefits Workshop II (March 28-29) Browning
- American Indian MSU PowWow (April 14-15) Bozeman
- Kyi-Yo Pow Wow (April 21-23) U of MT Missoula--Tentative
- The Confederated Salish & Kootenai Tribes-Federal Benefits Workshop II (April 26-27) Pablo
- Native American Days Celebration (July 6-9) Browning--Tentative
- Montana Tribal Tourism Alliance: American Indian Art Market and Encampment (all seven lodges of MT American Indians tribes will attend) (July 22-25) Pompey's Pillar
- Capturing the Vision of Wellness for American Indian Women Conference (October 2006) Billings
- 17TH Annual Indian Child and Family Conference (October 2006) Billings