

Children's Health Insurance Program Reauthorization

September 9, 2014 2:30 Eastern

Ed Walz, First Focus

Erin Campbell, Spitfire Strategies

Beth Jacob, Spitfire Strategies

America Likes Healthy Children

Ed Walz

Vice President
Communications



FIRST FOCUS

MAKING CHILDREN & FAMILIES THE PRIORITY

Grantmakers In Health
September 9, 2014

CHIP?



How We Got Here

- Created in 1997
- Yes, really bipartisan
- Hold the S
- E
- E
- A
- F





What CHIP Does

- Covers 8 million children
- Affordable
- Pediatrician-recommended care
- Efficient



How CHIP Works

- Block grant
- Federal standards, state flexibility
- Private-public

What's the Problem?



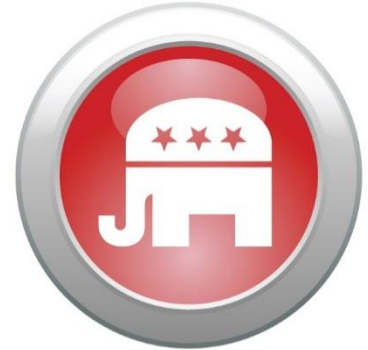
The Beltway Bubble



- Near-Term: Hundreds of thousands
- Long-Term: Millions



Reset Button?



What's Going On?



On the Hill

113TH CONGRESS
2D SESSION

S. 2461



**CONGRESSIONAL
BUDGET OFFICE**

to extend and improve the
for other purposes.

UNITED STATES

which was read twice and
Finance

Security Act to extend
h Insurance Program,

\$0

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE; AMENDMENTS TO SOCIAL SECU-**
4 **RITY ACT; REFERENCES; TABLE OF CON-**
5 **TENTS.**

6 (a) **SHORT TITLE.**—This Act may be cited as the
7 **“CHIP Extension Act of 2014”.**



In the Advocacy World

POLITICO *Pro*

Advocates worrying over CHIP future



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The uncertain future of CHIP, which provides health care coverage for 8 million low-income children. | AP

By PAIGE WINFIELD CUNNINGHAM AND SARAH WHEATON | 6/3/14 12:19 PM EDT | Updated 6/3/14 1:47 PM EDT

The uncertain future of CHIP, which provides health care coverage for 8 million low-income children, already has advocates gearing up to push Congress to act well before current funding ends in 2015.

The New York Times

AP Associated Press

KHN
KAISER HEALTH NEWS

ROLL  CALL

Coordinated Efforts

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN



march  of dimes®



children's
Dental Health Project

 **FamiliesUSA**
The Voice for Health Care Consumers



Children's Defense Fund

A strong, effective, independent voice for *all* the children of America

HOUSTON CHRONICLE

[Opinion > Editorials](#)

CHIP merits support

Congress should act soon to protect funding for children's health care coverage.

Copyright 2014: Houston Chronicle | August 22, 2014 | Updated: August 22, 2014 6:40pm

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Photo By Eric Kayne/Freelance

Feb. 20, 2010 - Ann Marie Vollero, a coordinator of the Keep Fit session, a healthy lifestyle/weight management/obesity prevention program offered to members of the Texas Children's Health Plan, teaches nutrition during a session Feb. 20, 2010 at Hartman Park in Houston. The program helps families make healthy food choices and promotes physical activity.

It's encouraging to have some good news about health care for a change. The number of insured children in this country has reached a record high: 93 percent of children have coverage. Ask any expert, and they'll tell you that the **Children's Health Insurance Program**, or CHIP, as it's commonly called, has played a major role in this success.



On Social Media, Too



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eck it



Creating Hooks

February 20, 2014

The Honorable Barack Obama
1600 Pennsylvania Avenue, NW
Washington, DC 20500

The Honorable Harry Reid
U.S. Senate
Washington, DC 20510

The Honorable Mitch McConnell
U.S. Senate
Washington, DC 20510

The Honorable John Boehner
U.S. House of Representatives
Washington, DC 20515

The Honorable Nancy Pelosi
U.S. House of Representatives
Washington, DC 20515

Dear Mr. President, Majority Leader Reid, Minority Leader McConnell, Speaker Boehner, and Minority Leader Pelosi:

As leading national, state, and local advocates concerned about the health and well-being of America's children, we are writing to thank you for all of your efforts to protect and improve health coverage for our children and to urge you to take action this year to ensure continued funding for the Children's Health Insurance Program (CHIP). Due in no small part to your leadership, today the numbers of uninsured children stand at a record low with 93 percent of children in America enrolled in coverage they can count on. CHIP is a major part of this success story and funding for CHIP is essential if we are to continue this positive coverage trend for children. Congress must act soon to protect and stabilize the CHIP funding stream if this program is to continue to be available for the millions of children who get their coverage through CHIP.

Since its inception in 1997, CHIP has been a vital program for low-income children in working families whose parents earn too much to qualify for Medicaid but too little to purchase private health insurance. It has helped to cut the numbers of uninsured children by an astounding 50 percent while improving health outcomes and access to care for children

Opinion Research

America Likes CHIP

74%

42%





Bipartisan Support

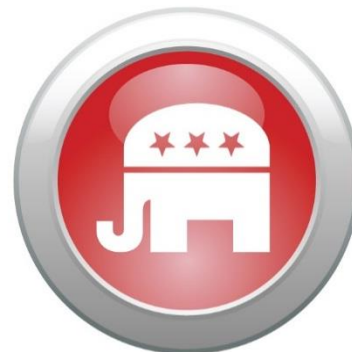
Favor Extending CHIP



80%



75%



66%



And the Tea Party

Favor Extending CHIP



66%

Engaged Voters Really Support

Favor Extending CHIP



78%



83%



A Fight We Can Win

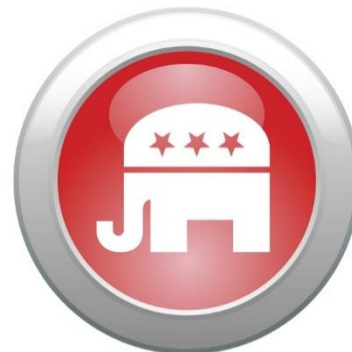
Overall Informed Favor: 67%



84%



63%



54%



Words that Work

MEMORANDUM

To: CHIP advocates
From: Ed Walz
Date: June 2014
Regarding: CHIP opinion research and research-informed messaging for public communications



The First Focus Campaign for Children sponsored nationwide public opinion research in late May 2014, to explore awareness of and attitudes about the Children's Health Insurance Program (CHIP). This research was conducted by the national opinion research firm American Viewpoint, which has worked with a wide range of Republican political candidates, including Romney-Ryan 2012, and the Republican National Committee. The research suite included an online, nationwide survey of 1,200 registered voters and in-depth, online follow-up interviews with 20 survey respondents. Though the Campaign for Children will not widely release detailed findings, this memo summarizes key takeaways from this phase of the research, offers guidance on the applicability and limitations of the research, and makes research-informed messaging recommendations.

OPINION RESEARCH – KEY TAKEAWAYS

Ignorance and Bliss

While nearly 90 percent of respondents felt they knew enough about Medicare to hold an opinion, only 60 percent felt informed enough to offer opinions about CHIP. That share increased only slightly – to 62 percent – when the state-specific name for CHIP was used.

But respondents comfortable assessing CHIP offered very positive impressions. On a “warmness” (positivity) scale of 0 (cold) to 100 (hot), respondents’ average rating for Medicare was 65.5. The corresponding warmness value for CHIP was 62.5 (61.4 when CHIP was used, instead of the state-specific name). Medicaid, the ACA, and health insurance companies all had cooler average ratings.

Selected respondent subgroup analyses offer interesting perspectives:

- Democrats were more familiar with CHIP than Republicans (75 percent vs. 60)
- Even initial impressions demonstrated bipartisan support – while Democrats favor CHIP 5:1 (62 percent to 12), Republicans also favor CHIP nearly 2:1 (39 to 21 percent)
- Initial support transcends respondents’ views about the role of government – even voters who feel government is already doing too much support CHIP 2:1 (39 to 18 percent)
- Parents were much more likely to feel informed enough about CHIP to offer an opinion (75 percent) than non-parents (57 percent), and much more likely to rate CHIP warmly (47 to 35 percent)
- Men age 60 and older were less likely to be familiar with CHIP (50 percent did not know enough to rate CHIP, while just 6 percent of older men were unable to rate Medicare), and less likely to offer initial support CHIP, with just 54 percent 60+ men giving CHIP an initial warm rating (as compared

Insurance Pro

ost of whom earn

Concerns and Limitations

Concerning Counterarguments





Who We Didn't Survey



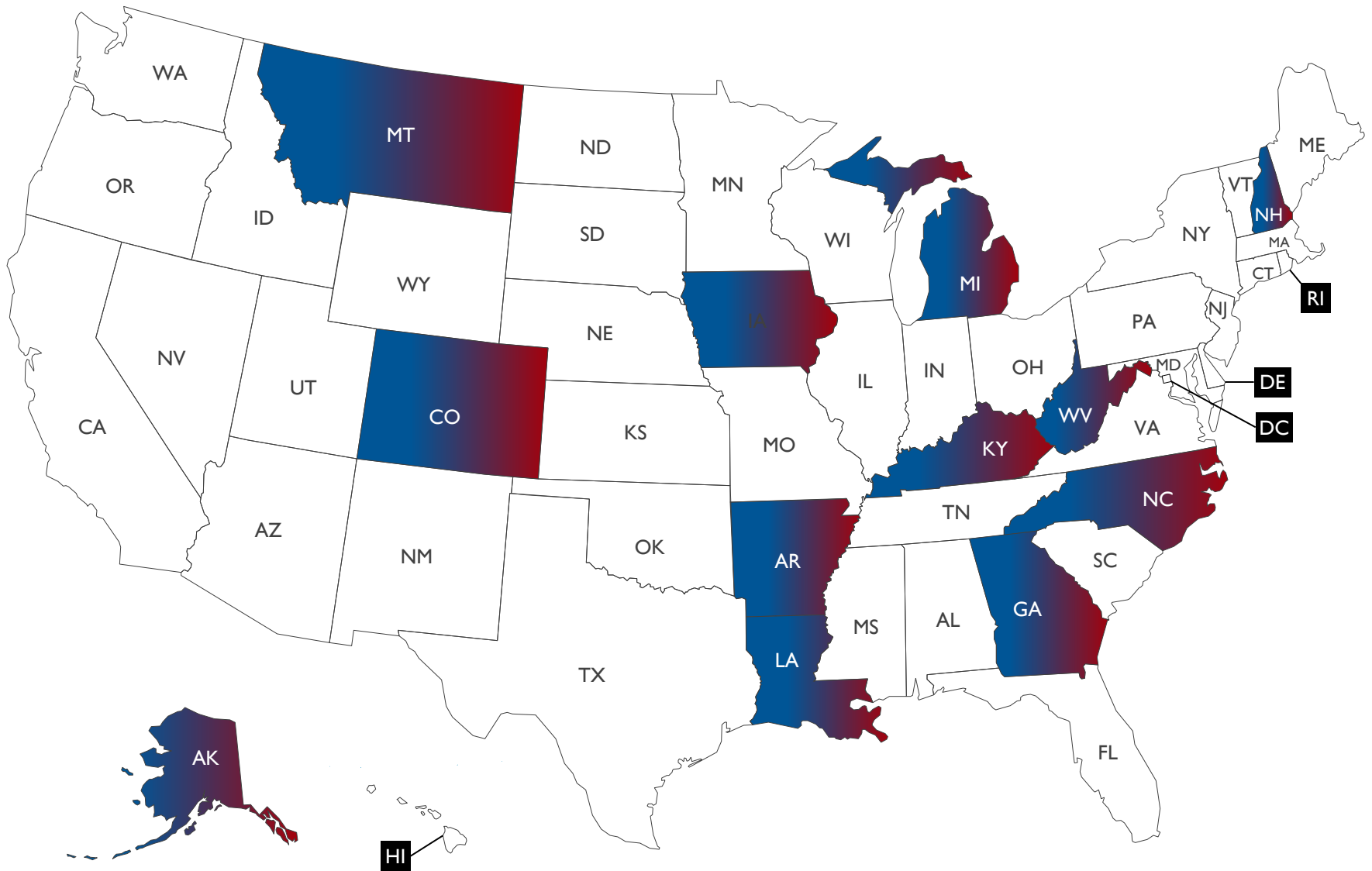


What We Didn't Test





Where We Didn't Test



You Can Help



Top 3 Things

1. Encourage grantees to use the message
2. Speak up about the problem
3. Fund additional research
 - ▶ State-specific
 - ▶ Particular policies
 - ▶ Offset
 - ▶ Emergent problems



Thank You



FIRST FOCUS

MAKING CHILDREN & FAMILIES THE PRIORITY

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Educating Policymakers About the Children's Health Insurance Program (CHIP)



<http://www.kunocreative.com/Portals/32387/images/hc-blog.jpg>



Erin Campbell Boltz
September 9, 2014

The Need

- **36 new governors since 2009**
- **208 new members of congress since 2009**
 - **36 new senators**
 - **172 new representatives**

What Newcomers Need To Know!

- **93% of kids covered through CHIP/Medicaid, but 7 million remain uninsured**
- **Rates of uninsured higher in the South and West**
- **5.2 million eligible for Medicaid or CHIP coverage but not enrolled**



CHIP in a Post-ACA World



Millions of People Have Health Insurance Thanks to Obamacare

At least 9 million people are getting coverage under the health care law.



By Robert Schlesinger

Jan. 3, 2014 | 4:15 p.m. EST



The big number in the news this week was 1.1 million – the number of people who signed up for health insurance through Obamacare's federal insurance marketplace this year. This is an important figure, especially given the fact that it stood at little more than 100,000 at the end of November.

What Should State Advocates Say?

A background image showing a woman with dark hair, wearing a pink shirt, smiling and looking down at a baby. The baby is wearing a colorful striped shirt and has a pink bow in their hair. The image is dimmed to allow the text to be read clearly.

All children need access to quality healthcare.

- **Every child [in STATE] should have a chance to succeed**
- **Few things matter more than good health to set kids up for success**

What Should State Advocates Say?

Proven program with a history of bipartisan support.

- **Thanks to CHIP and Medicaid the number of kids without health insurance is the lowest in history**
- **CHIP is designed for kids with pediatrician recommended services that children need to reach important**

What Should State Advocates Say?



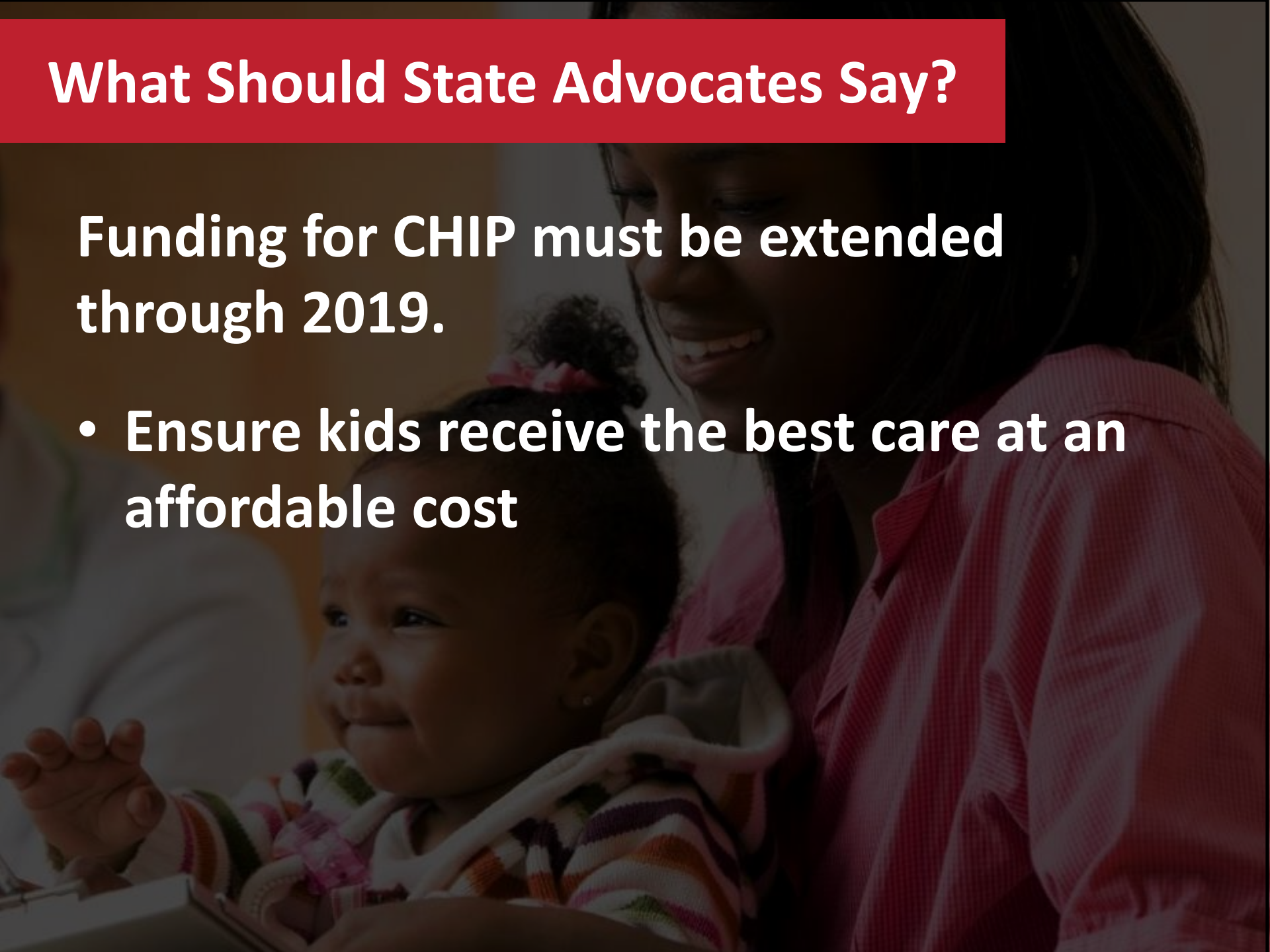
Unless Congress acts, we will reverse our country's historic gains in covering kids.

- **Without federal action we will undo nearly 20 years of progress**
- **Your state will lose as much as [\$X] in federal funds in 2016 alone**
- **Two million children nationally could become uninsured**

What Should State Advocates Say?

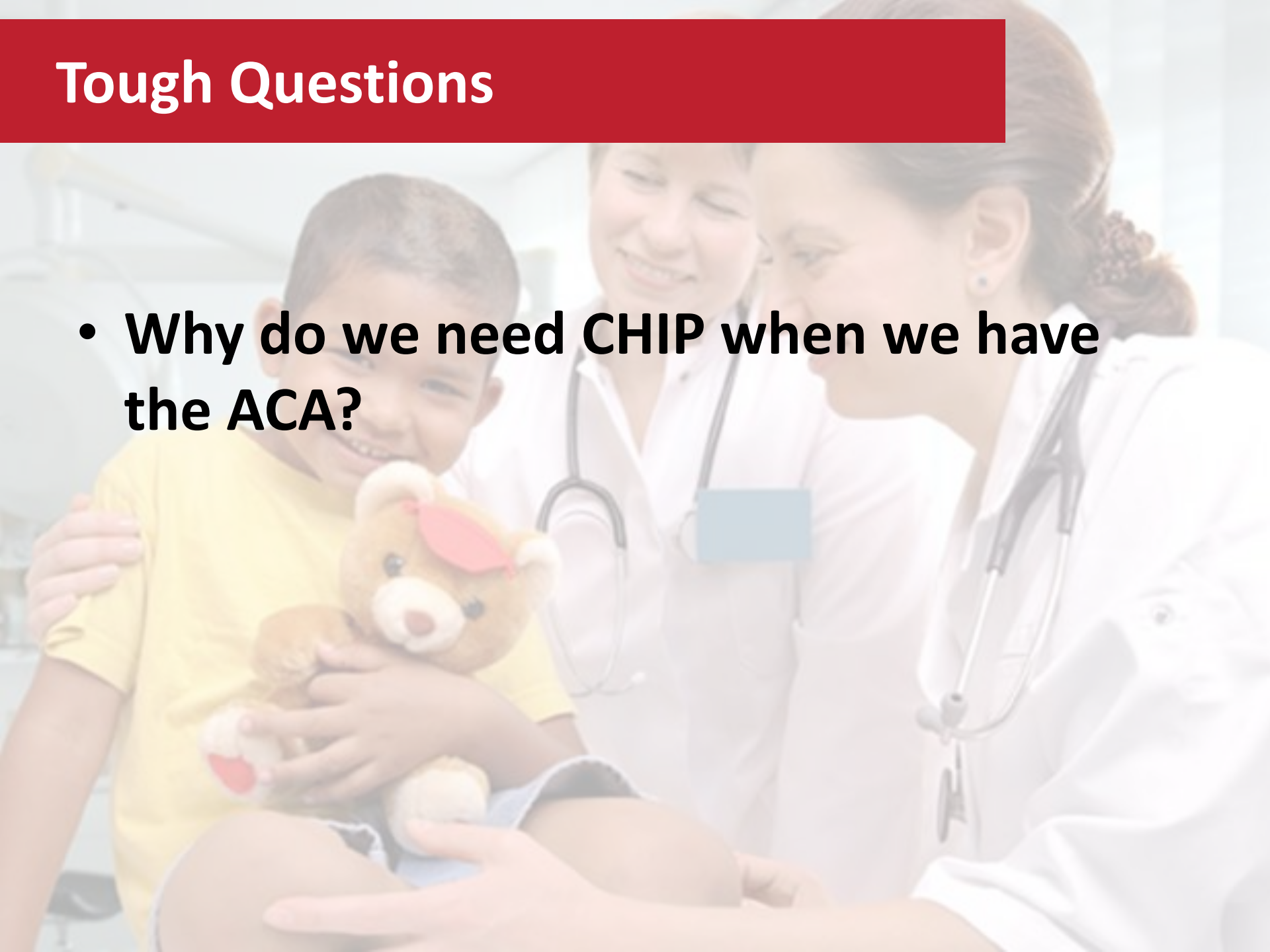
Funding for CHIP must be extended through 2019.

- **Ensure kids receive the best care at an affordable cost**



Tough Questions

- **Why do we need CHIP when we have the ACA?**



What Can Funders Do?

- **Funding technical assistance and learning communities**
- **State-based research**
- **Strategic opportunities where funder voice could be useful**

Thank you!



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Contact us at Access@guh.org



Attend the GIH Fall Forum,
an annual gathering for funders interested in health policy.

Visit **www.gih.org** for details and to register.