

**Hawai'i Covering Kids Back-to-School 2003
Outreach Activities**

Number	1
Target Population	Windward O'ahu Families
Event Title	Kāne'ohe Day on the Bay
Event Type	Outreach
Date and Time	26 July 2003 from 9:00 AM to 3:00 PM
Location	Kokahi YWCA, Kāne'ohe, 96744
Contact Person	Barbara Luksch
Sponsor	Castle Medical Center
Participating Organizations and/or Businesses	Aloha Physical Therapy, Big Brothers/Big Sisters Honolulu, Hawai'i Behavioral Health, Hawai'i Covering Kids, Hawaiian Human Society, Hina Mauka Recovery Center, Honolulu Community Action Program, Honolulu Police Department, Honolulu Fire Department, Hope Chapel, John Hancock Financial Services, Kama'aina Kids, Kāne'ohe Outdoor Circle, Ku'uila i ka Nu'u, Mad Science, Marimed Foundation, Volunteer Legal Services Hawai'i, Parents and Children Together, Kāne'ohe Community Family Center, Queen Lili'uokalani Children's Center, Windward Children's Council, and YWCA of O'ahu.
Event Description	Activities and events to inspired and encourage healthy families and friendships in Kāne'ohe.

Number	2
Target Population	Boys & Girls Club Participants in Honolulu
Event Title	Go For the Gold
Event Type	Outreach
Date and Time	2 August 2003 from 9:00 AM to 3:00 PM
Location	Spaulding Clubhouse, Honolulu, 96826
Contact Person	Barbara Luksch
Sponsor	Boys & Girls Club of Hawai'i
Participating Organizations and/or Businesses	Hawai'i Covering Kids, others unknown
Event Description	Outdoor and indoor activities and events along with business vendors and community booths.

Number	3
Target Population	Boys & Girls Club Participants on O'ahu
Event Title	National Kids Day
Event Type	Outreach
Date and Time	3 August 2003 from 11:00 AM to 3:00 PM
Location	Kaka'ako Park, Honolulu, 96813
Contact Person	Barbara Luksch
Sponsor	Hawai'i Children's Discovery Center and Boys & Girls Club of Hawai'i
Participating Organizations and/or Businesses	Hawai'i Covering Kids, others unknown
Event Description	Celebration in honor of America's children by providing an opportunity for parents and children to spend meaningful time together. Outdoor activities, events, and community booths.

Number	4
Target Population	Parents and Guardians (General Audience)
Event Title	Outcomes
Event Type	Media
Date and Time	3, 10, 17, and 24 September 2003 from 8:00 to 8:30 PM
Location	Television Channel 52 on O'ahu
Contact Person	Barbara Luksch
Sponsor	Olomana Marketing
Participating Organizations and/or Businesses	Hale Kipa, Hawai'i International Dyslexia Association, and Hawai'i Covering Kids
Event Description	A new television series focused exclusively on Hawai'i's nonprofit organizations. Hawai'i Covering Kids was profiled in September.

Number	5
Target Population	Working Parents and Guardians
Event Title	Jessica's Journal
Event Type	Media
Date and Time	6 September 2003 from 7:00 to 8:00 AM
Location	Radio 94.7 FM (KUMU) and 105.9 FM (The Big Kahuna)
Contact Person	Barbara Luksch
Sponsor	KUMU Radio Station
Participating Organizations and/or Businesses	Hawai'i Covering Kids
Event Description	A 5-minute interview with Barbara Luksch about kids health insurance aired during the show.

Number	6
Target Population	Pālolo Valley Families
Event Title	Pālolo Pride Community Celebration
Event Type	Outreach
Date and Time	6 September 2003 from 10:00 AM to 5:00 PM
Location	Pālolo Valley District Park, Honolulu, 96816
Contact Person	Barbara Luksch
Sponsor	Pālolo Pride Committee
Participating Organizations and/or Businesses	Hawai'i Covering Kids, others unknown
Event Description	Ninth annual event to celebrate the valley's diverse cultures and help build a strong and healthful community.

Number	7
Target Population	Grandparents Raising Grandchildren
Event Title	Hawai'i Seniors' Fair—The Good Life Expo
Event Type	Outreach
Date and Time	26-28 September 2003 from 8:30 AM to 4:30 PM
Location	Neal Blaisdell Exhibition Hall, Honolulu, 96814
Contact Person	Barbara Luksch
Sponsor	Production Hawai'i, Inc.
Participating Organizations and/or Businesses	Centers for Medicare and Medicaid Services, Hawai'i Covering Kids, and over 200 others
Event Description	Annual three-day expo featuring exhibits, educational seminars, lectures, workshops, live musical and dance performances, exercise classes, and cooking demonstrations. Approximately 20,000 visitors attend each year.

Number	8
Target Population	Parents and Guardians (General Audience)
Event Title	Children and Youth Day
Event Type	Outreach
Date and Time	5 October 2003 from 10:00 AM to 3:00 PM
Location	State Capitol, Honolulu, 96813
Contact Person	Barbara Luksch
Sponsors	Honolulu Star-Bulletin, HMSA, State of Hawai'i, and City & County of Honolulu
Participating Organizations and/or Businesses	Hawai'i Covering Kids plus over 75 others
Event Description	Ninth annual family festival celebrating Hawai'i's children and youth month with games, educational information, hands-on activities, and surprising adventures.

Number	9
Target Population	Immigrant Parents and Guardians on O'ahu, Kaua'i, and Hawai'i
Event Title	Immigrant Media Campaign
Event Type	Media
Date and Time	1-19 November 2003
Location	Radio: 1270 AM (KNDI), 1540 AM (Radio Seoul Hawai'i). Television: Channel 9 (KIKU) and Channel 32 (KBFD). Newspaper: <i>The Korea Times</i> and <i>Korea Central Daily</i> .
Contact Person	Barbara Luksch
Sponsor	Hawai'i Community Foundation
Participating Organizations and/or Businesses	Hawai'i State Department of Health, Hawai'i Covering Kids, and Olomana Marketing
Event Description	Phase 2 targeting Vietnamese, Korean, and Marshallese immigrant families. Radio, television, and newspaper advertisements as well as news stories and interviews will encourage parents and guardians to apply for QUEST and Medicaid for their children.

Other Outreach

- * July and August 2003: 15,000 Hawai'i Covering Kids pencils and 15,000 Covering Kids & Families bookmarks distributed by Ready to Learn in school supply packets statewide.
- * August 2003: Hawai'i Covering Kids bus posters displayed in all 525 O'ahu buses.

**Hawai'i Covering Kids Back-to-School 2004
Outreach Activities**

Number	1
Target Population	Boys & Girls Club Participants on O'ahu
Event Title	National Kids Day
Event Type	Outreach
Date and Time	1 August 2004 from 11:00 AM to 2:00 PM
Location	Kaka'ako Park, Honolulu, 96813
Contact Person	Barbara Luksch
Sponsor	Hawai'i Children's Discovery Center and Boys & Girls Club of Hawai'i
Participating Organizations	Hawai'i Covering Kids, Hawai'i Immunization Coalition, and others unknown
Event Description	Celebration in honor of America's children by providing an opportunity for parents and children to spend meaningful time together. Outdoor activities, events, and community booths

Number	2
Target Population	Parents and Guardians
Event Title	Keiki Health and Safety Fair
Event Type	Outreach
Date and Time	28 August 2004 from 8:00 AM to 3:00 PM
Location	4590 Hāna Highway, Hāna, 96713
Contact Person	Barbara Luksch
Sponsor	Hāna Community Health Center
Participating Organizations	Hawai'i Covering Kids and numerous local community organizations
Event Description	Opportunity for families to identify resources and enjoy interactive games

Number	3
Target Population	Early Childhood Educators
Event Title	What About the Children?
Event Type	Outreach
Date and Time	2 October 2004 from 8:00 AM to 3:00 PM
Location	Hawai'i Convention Center, Honolulu, 96813
Contact Person	Barbara Luksch
Sponsors	Hawai'i Association for the Education of Young Children, Hawai'i State Department of Human Services, Hawai State Department of Education, People Attentive to Children
Participating Organizations	Hawai'i Covering Kids, Hawai'i State Department of Health, businesses, and community groups
Event Description	Annual statewide early childhood conference

Number	4
Target Population	Parents and Guardians (General Audience)
Event Title	Children and Youth Day
Event Type	Outreach
Date and Time	3 October 2004 from 10:00 AM to 3:00 PM
Location	State Capitol, Honolulu, 96813
Contact Person	Barbara Luksch
Sponsors	Honolulu Star-Bulletin, Zippy's, State of Hawai'i, and City & County of Honolulu
Participating Organizations	Hawai'i Covering Kids, Aloha United Way 211, plus over 75 others
Event Description	Ninth annual family festival celebrating Hawai'i's children and youth month with games, educational information, hands-on activities, and surprising adventures

Number	5
Target Population	Foster and Adoptive Parents, Social Workers, Guardians <i>Ad Litem</i> , Teachers, Counselors, Health Professionals, Legislators, and Community Members
Event Title	Creating a Brighter Future for Our Children
Event Type	Outreach
Date and Time	7 October 2004 from 8:15 AM to 4:00 PM
Location	Sheraton Waikiki, Honolulu, 96815
Contact Person	Barbara Luksch
Sponsor	Hawai'i Foster Parent Association
Participating Organizations	Hawai'i Covering Kids, community organizations, and businesses
Event Description	Annual conference

Other Outreach

- * July and August 2004: 15,000 Hawai'i Covering Kids pencils and 15,000 Covering Kids & Families bookmarks distributed by Ready to Learn in school supply packets statewide.
- * August 2004: Hawai'i Covering Kids bus posters displayed in all 525 O'ahu buses.

**Hawai'i Covering Kids Back-to-School 2005
Outreach Activities**

Number	1
Target Population	Families on Lāna'i
Event Title	13th Annual Pineapple Festival
Event Type	Media Outreach
Date and Time	2 July 2005 from 4:00 to 10:00 PM
Location	Dole Park, Lāna'i City, 96763
Contact Person	Barbara Luksch
Sponsor	Lāna'i Chamber of Commerce
Participating Organizations	Hawai'i Covering Kids, Ke Ola Hou O Lāna'i, and others unknown
Event Description	Celebration of Lāna'i's pineapple plantation and paniolo history. Includes pineapple eating and cooking contests, entertainment, arts and crafts, and food. We printed a half-page advertisement in the <i>Lāna'i Times</i> and co-hosted a booth with Ke Ola Hou O Lana'i.

Number	2
Target Population	O'ahu Families
Event Title	National Kids Day
Event Type	Outreach
Date and Time	31 July 2005 from 11:00 AM to 2:00 PM
Location	Kaka'ako Park, Honolulu, 96813
Contact Person	Barbara Luksch
Sponsor	Hawai'i Children's Discovery Center and Boys & Girls Club of Hawai'i
Participating Organizations	Hawai'i Covering Kids, WIC Program, and 15 other community-based projects
Event Description	Celebration to honor America's children by providing an opportunity for parents and children to spend meaningful time together. There will be outdoor activities, events, and community booths. We co-hosted a table with Hawai'i State Department of Health's Women, Infant, and Children (WIC) Program including a ring toss game and giveaways.

Number	3
Target Population	Leeward O'ahu Families
Event Title	Wai'anae Coast Sunset on the Beach
Event Type	Outreach
Date and Time	13 and 14 August 2005 from 12:00 NOON to 11:00 PM
Location	Mā'ili Beach Park, Wai'anae, 96792
Contact Person	Airleen Lucero
Sponsor	City and County of Honolulu
Participating Organizations	Wai'anae Coast Comprehensive Health Center and other community organizations
Event Description	A two-day fun-filled community event featuring ethnic food booths, local crafts and arts marketplace, continuous entertainment from two stages, Hawaiian entertainment and dances, numerous activities and a full-feature movie each night. Wai'anae Coast Comprehensive Health Center staff distributed our materials.

Number	4
Target Population	Grandparents Raising Grandchildren
Event Title	Ka Lei Mehana O Nā Kupuna
Event Type	Outreach
Date and Time	15 September 2005 from 8:30 AM to 1:30 PM
Location	Makaha Resort, Wai'anae, 96792
Contact Person	Barbara Luksch
Sponsors	AARP Hawai'i, Alu Like, Hawai'i Intergenerational Network, Queen Lili'uokalani Children's Center, Hawai'i Family Services, Elderly Affairs Division
Participating Organizations	Centers for Medicaid & Medicare Services (CMS), Legal Aid Society, Ho'omau Ke Ola, Wai'anae District Park Complex, and others.
Event Description	Tūtūs raising keiki learned about community resources to help them. CMS distributed our materials.

Number	5
Target Population	Immigrant Families
Event Title	Waipahu 'Ohana Day
Event Type	Outreach
Date and Time	24 September 2005 from 10:30 AM to 2:00 PM
Location	Pūpū'ole Street Mini Park, Waipahu, 96797
Contact Person	David Hirano
Sponsor	Waipahu Community Association
Participating Organizations	Hawai'i Covering Kids, Hawai'i State Department of Health, and community groups
Event Description	Health and community day with health screenings, drug free information, prevention/intervention/treatment information, community resources, and community sharing. We are hosting an information booth.

Number	6
Target Population	Grandparents Raising Grandchildren
Event Title	Hawai'i Seniors' Fair—The Good Life Expo
Event Type	Outreach
Date and Time	24 September 2005 from 8:30 AM to 4:30 PM
Location	Neil Blaisdell Exhibition Hall, Honolulu, 96814
Contact Person	Mary Rydell
Sponsor	Production Hawai'i, Inc.
Participating Organizations	Centers for Medicare & Medicaid Services (CMS) and over 200 others
Event Description	Health and community day with health screenings, drug free information, prevention/intervention/treatment information, community resources, and community sharing. CMS distributed Hawai'i Covering Kids giveaways and flyers.

Number	7
Target Population	Early Childhood Educators
Event Title	Reflections of Children: The Kaleidoscope of Early Childhood
Event Type	Outreach
Date and Time	1 October 2005 from 8:00 AM to 3:00 PM
Location	Hawai'i Convention Center, Honolulu, 96813
Contact Person	Kathy Murphy
Sponsors	Hawai'i Association for the Education of Young Children, Hawai'i State Department of Human Services, Hawai State Department of Education, People Attentive to Children
Participating Organizations	Hawai'i Covering Kids, Hawai'i State Department of Health, businesses, and community groups
Event Description	Annual statewide early childhood conference. We printed a full-page advertisement in the conference program and hosted a booth.

Number	8
Target Population	Parents and Guardians (General Audience)
Event Title	Children and Youth Day
Event Type	Media Outreach
Date and Time	2 October 2005 from 10:00 AM to 3:00 PM
Location	State Capitol, Honolulu, 96813
Contact Person	Barbara Luksch
Sponsors	<i>Honolulu Star-Bulletin</i> , McDonald's, State of Hawai'i, and City & County of Honolulu
Participating Organizations	Hawai'i Covering Kids, Hawai'i State Department of Health Child Wellness Program, WIC, plus over 75 others
Event Description	Annual family festival celebrating Hawai'i's "Children and Youth Month" with games, educational information, and hands-on activities. We printed a full color half-page advertisement in the Honolulu Star-Bulletin's Special Edition insert on 30 September 2005 and co-hosted a table with the Hawai'i State Department of Health's Child Wellness Program featuring a ring toss game, luggage tag creations, and giveaways.

Number	9
Target Population	Foster and Adoptive Parents, Social Workers, Guardians <i>Ad Litem</i> , Teachers, Counselors, Health Professionals, Legislators, and Community Members
Event Title	Turning Ideas into Action
Event Type	Outreach
Date and Time	14-15 October 2005 from 8:00 AM to 4:00 PM
Location	Sheraton Waikiki, Honolulu, 96815
Contact Person	Sarah Casken
Sponsor	Hawai'i Foster Parent Association
Participating Organizations	Hawai'i Covering Kids, community organizations, and businesses
Event Description	Annual conference bringing together over 600 foster and adoptive parents, social workers, guardians <i>ad litem</i> , teachers, counselors, health professionals, legislators, and community members. Our information and giveaways were distributed at a community table.

Other Outreach

- ✿ 2005-2006 Free and Reduced-Price School Meals Application: Hawai'i Covering Kids strip advertisement printed in 250,000 copies distributed statewide.
- ✿ June to August 2005: Presentations to all public and private high school athletic directors at countywide meetings, including Big Island Interscholastic Federation, Interscholastic League of Honolulu, Kaua'i Interscholastic Federation, Maui Interscholastic League, and O'ahu Interscholastic Association.
- ✿ 2005-2006 School Year: Partnership with the Hawai'i High School Athletic Association including a sponsor's advertisement on their home page with a link to coveringkids.com/community.
- ✿ August 2005: Hawai'i Covering Kids bus posters displayed in all 525 O'ahu buses.
- ✿ August 2005: Partnership with Hawai'i State Department of Health and Aloha United Way encouraging families with uninsured children to call 211. They learned about a free service to help their children receive appropriate immunizations and children's health insurance programs.
- ✿ August 2005 through January 2006: Billboard advertisement on *The Honolulu Advertiser's* home page with a link to coveringkids.com/community. The headline for our August and September advertisement was "Back to School Reminder!" and the October headline is "Children and Youth Month!"
- ✿ August to October 2005: AlohaCare partnered with Hawai'i Covering Kids to sponsor children's health insurance television advertisements on KHON2. It was part of the station's First Five Hawai'i series.