



Hawai'i Covering Kids

2009 Outreach and Enrollment Campaign

by Barbara Luksch
Project Director

February 2010

Contents

Hawai'i's Health Insurance Programs for Children and Youths	1
1. Organizers	2
2. Sponsors	3
3. Overview	3
4. Highlights	3
5. Timeline	4
6. Data	5
7. Challenges and Responses	5
8. Collaboration	6
9. Keys to Campaign Success	6
Appendix A Family Stories	
Appendix B Postcard Mailout: Sample, Zip Codes, and Drops	
Appendix C Movie Advertisements: Script and Theater List	
Appendix D Shopping Mall Advertisement: Poster and Mall List	
Appendix E 211 Hotline Data	

Hawai'i's Health Insurance Programs for Children and Youths

Hawai'i State Department of Human Services Med-QUEST Division

Med-QUEST administers two public health insurance programs for children and youths called QUEST and QExA. Those who are certified by the state as blind or disabled are enrolled in QExA and all others participate in QUEST. The Children's Health Insurance Program (CHIP) started 1 July 2000 and is not a separate health insurance program but allows children and youths ages 0 to 19 years in families up to 300% family income level to qualify for QUEST or QExA for free.

For more information, visit www.coveringkids.com/community or contact Aloha United Way's hotline service at 211 (free call from all islands).

Hawai'i Medical Service Association (HMSA)

The HMSA Children's Plan is an individual private plan providing affordable health insurance for children and youths ages thirty-one days through eighteen years who are Hawai'i residents and currently uninsured. It has basic health care benefits such as preventive services, immunizations, and physician visits for a monthly fee of \$55.00. For more information call 948-5555 on O'ahu or 1-800-620-4672 on the Neighbor Islands.

1. Organizers

Hawai'i Covering Kids organized the 2009 Outreach and Enrollment Campaign. Olomana Marketing assisted with the postcard mailout and shopping mall posters.



Hawai'i Covering Kids

Advocating Health Insurance for All Keiki and 'Ōpio

Hawai'i Covering Kids is a ten-year project of the Hawai'i Primary Care Association. It was launched in June 1999 to create a seamless health insurance enrollment process for children and youths eligible for QUEST and QExA. The project's major activities are outreach, enrollment, process simplification, and retention through collaboration with federal, state, and community agencies.

The state network is comprised of 108 members and 226 organizations that participate in Hawai'i Covering Kids events and five task forces meet regularly to plan and implement activities. Its project director organizes the network and task forces and oversees statewide initiatives.

The Identification and Outreach Task Force devised strategies for the 2009 Outreach and Enrollment Campaign. Members represent Aloha United Way 211, American Academy of Pediatrics Hawai'i Chapter, Hawai'i Covering Kids, Hawai'i State Department of Health Adolescent Health Program, Hawai'i State Department of Health Child Wellness Program, Head Start State Collaboration Project, Healthy Mothers Healthy Babies, Outreach Services, and Scott Gardner & Associates.

For information about Hawai'i Covering Kids and to download a copy of this report, please visit www.coveringkids.com. Current updates and photos are also available at www.facebook.com/HawaiiCoveringKids.



This full-service marketing and creative agency specializes in advertising, corporate communications, community relations, and public and media relations programs. The major areas of expertise are strategic marketing research and planning, print collateral development, implementation and management, advertising programs, and e-media projects.

2. Sponsors

The Hawai'i State Department of Human Services and U.S. Department of Health & Human Services currently fund the Hawai'i Covering Kids project. Hawai'i Women's Legal Foundation, NFL Pro Bowl Charities, and Safeway Foundation also provided contributions for the 2009 Outreach and Enrollment Campaign. We greatly appreciate their support and partnership!

3. Overview

Hawai'i Covering Kids conducted a statewide 2009 Outreach and Enrollment campaign that included postcards mailed to all occupied residences and active post office boxes throughout the state, movie theater advertisements, and shopping mall posters. Those who wanted more details about children's public health insurance programs were encouraged to contact a 211 telephone hotline service. Operators answered basic questions and gave callers the name and phone number of a local outstationed eligibility worker who could assist with paperwork.

Mass marketing targeted eligible but unenrolled children ages 0 through 18 years old in low- and middle-income households. Many of their parents are the "hidden casualties" of Hawai'i's economic crisis because they have endured wage reductions. Specific target groups included parents and guardians who: (1) have never been connected to government human services so lack awareness about children's public health insurance, (2) were laid-off or furloughed, (3) are uninsured themselves so cannot add children to dependent coverage, (4) recently graduated from mainland colleges and are moving their families back to Hawai'i, and (5) mistakenly believe assets such as a home or car make their children ineligible for public health insurance. An unexpected positive outcome was the number of grandparents raising grandchildren who were informed through the postcard mailout. Stories about some families helped through this campaign are in Appendix A.

4. Highlights

The campaign was held from 26 October 2009 to 14 January 2010 and its three major components were a postcard mailout, movie theater advertisements, and shopping mall posters.

a. Postcard Mailout

Olomana Marketing designed a colorful postcard (8.5" long x 5.5" wide) with children's public health insurance information on both sides. It encouraged recipients to contact Hawai'i's 211 telephone hotline service for more details and included a household eligibility income chart, a statement that household assets are not counted, and the Hawai'i Covering Kids web site address (www.coveringkids.com). The printer, FCA Hawai'i, purchased an address list from Mailer's Haven and mailed approximately 517,000 postcards to all occupied residences and active post offices boxes in four separate drops from 26 October 2009 to 16 November 2009. (see Appendix B)

b. Movie Theater Advertisements

National Cinemedia and Screenvision Direct coordinate advertising for 187 theaters on the islands of Hawai'i, Kaua'i, Maui, and O'ahu. These Hawai'i theaters are associated with Consolidated, Hollywood, and Regal chains. National Cinemedia produced the 30-second

“Hard Choices” advertisement using a script and graphics provided by Hawai‘i Covering Kids and sent a copy on DVD to Screenvision Direct. A sample video can be viewed at www.facebook.com/HawaiiCoveringKids. There were 84,168 total spots shown from 6 November 2009 to 14 January 2010. (see Appendix C)

c. Shopping Mall Posters

Eighteen advertisements were placed at eleven local shopping malls on the islands of Hawai‘i, Kaua‘i, Maui, and O‘ahu. Fifteen were paid advertisements and Hawai‘i Malls, which managed the activity, donated three spaces. Olomana Marketing designed the poster (50” long x 40” wide) with a headline “Does Your Child Need Health Insurance?” They were printed by Pro Digital and installed from 24 November 2009 to 4 January 2010. (see Appendix D)

5. Timeline

26 October 2009

Postcard Mailout Drop 1: 197,371 postcards to 57 zip codes. (see Appendix B)

2 November 2009

Postcard Mailout Drop 2: 95,213 postcards to 24 zip codes. (see Appendix B)

6 November 2009

Movie advertisements begin at National Cinemedia theaters: Dole Cannery, Front Street, Keauhou, Kress, Makalapua Stadium, Maui Mall, Pearl Highlands, Prince Kūhiō, Wharf, and Windward Stadium. (see Appendix C)

9 November 2009

Postcard Mailout Drop 3: 55,139 postcards to 6 zip codes. (see Appendix B)

16 November 2009

Postcard Mailout Drop 4: 169,284 postcards to 32 zip codes. (see Appendix B)

20 November 2009

Movie advertisements begin at Screenvision theaters: Ka‘ahumanu, Kāhala, Kapolei, Koko Marina, Ko‘olau, Kukui Mall, Mililani, Pearlridge West, and Victoria Ward. (see Appendix C)

24 November 2009

Shopping mall posters installed. (see Appendix D)

31 December 2009

Movie advertisements end at National Cinemedia theaters.

4 January 2010

Shopping mall posters removed.

14 January 2010

Movie advertisements end at Screenvision theaters.

1 February 2010

Stories collected from community outstationed eligibility workers about families assisted through the 2009 Outreach and Enrollment campaign. (see Appendix A)

6. Data

We collected the following data to show our campaign's overall results:

- ✿ 3,082 additional children and youths enrolled in Med-QUEST's health insurance programs, including 913 = 0-5 Years Old, 1,425 = 6-12 Years Old, and 744 = 13-18 Years Old.
- ✿ 751 calls to the 211 hotline. (see Appendix E)
- ✿ 459 applications were mailed to 71 zip codes on 5 islands: 78 Hawai'i, 34 Kaua'i, 3 Lāna'i, 78 Maui, 0 Moloka'i, and 266 O'ahu. (see Appendix E)
- ✿ 3,241 visits per week to the www.coveringkids.com web site, including 784 unique visitors.
- ✿ 4,319 Med-QUEST applications downloaded from the www.coveringkids.com web site.



Gentry Waipio Center



Town Center of Mililani

7. Challenges and Responses

The postcard mailout had three challenges and responses:

- a. The outstationed eligibility worker managing Hale'iwa to Wahiawā was overwhelmed with 211 referrals. Subsequently, the Hawai'i Covering Kids project director routed calls from Mililani to the Waipahu outstationed eligibility worker.
- b. Hawai'i's 211 hotline service also handles influenza vaccination calls. H1N1 vaccines became available during the Hawai'i Covering Kids' postcard mailout campaign, thereby creating occasional busy signals for parents and guardians calling about children's health insurance. 211's manager solved the problem by contacting its telephone company to increase the number of available telephone lines.
- c. There were 5 complaints from people who received postcards. The Hawai'i Covering Kids project director apologized for the inconvenience and suggested they contact Mailer's Haven, the national mail house supplying addresses for the postcards, and Direct Marketing Association to be removed from future mailing lists.

8. Collaboration

Hawai'i Covering Kids collaborated with 33 organizations: Aloha United Way 211, American Academy of Pediatrics Hawai'i Chapter, Community Clinic of Maui, Hamākua Health Center, Hāna Community Health Center, Hawai'i State Department of Health, Hawai'i State Department of Human Services Med-QUEST Division, Head Start State Collaboration Project, Healthy Mothers Healthy Babies, Kalihi-Pālama Health Center, Kapolei Clinic, Kaua'i Community Health Center, Ka'ū Family Health Center, Ke'eaou Family Health Center, Kohala Family Health Center, Kōkua Kalihi Valley, Ko'olau Loa Community Health and Wellness Center, Lāna'i Community Health Center, Moloka'i Community Health Center, Nānākuli Clinic, National Cinemedia, North Shore Clinic, Olomana Marketing, Outreach Services, Pāhoa Family Health Center, Scott Gardner & Associates, Screenvision Direct, Wai'anae Coast Comprehensive Health Center, Waikīki Health Center, Waimānalo Health Center, Waiola Clinic, Waipahu Clinic, and West Hawai'i Community Health Center.

The outstationed eligibility workers who handled 211 referrals in local communities deserve a big mahalo. Their efforts to assist parents and guardians with Med-QUEST eligibility questions and paperwork helped the 2009 Outreach and Enrollment Campaign succeed: Cedric Alonzo, Natasha Andaya, Norma Crouch, Jonnette Kamakea, Jeanine Kaninau, Norma Kaunamano, Kimberly Kealoha-Ho, Wilma Koep, Courtney Kulp, Noe Lecker, Airleen Lucero Catherine Luthe, Michelle Malufau, Camille Mehau, Eve Moreno, June Muñoz, Jasmin Nepomuceno, Charleen Roddy, Teri Roe, Michele Spacek, Jodie Torres, and Charlene Yamamoto.

9. Keys to Campaign Success

- a. Strong collaboration among diverse partners to execute strategies.
- b. Knowledge about effective messages that grab the target population's attention.
- c. Passion and commitment by all partners to the 2009 Outreach and Enrollment Campaign.
- d. Dialogue with outstationed eligibility workers in local communities throughout the state to identify uninsured children and youths, understand why they are uninsured, and determine what strategies could achieve Hawai'i Covering Kids' outreach and enrollment goals.
- e. Well-organized project director with expertise and dedication to implement multiple simultaneous outreach and mass marketing activities.
- f. Centralized 211 telephone hotline service with skilled operators.
- g. Identification and Outreach Task Force representing key stakeholders planned the strategies and reviewed materials.
- h. Hired a marketing company with postcard mailout experience.
- i. Obtained a nonprofit rate for postage expenses.

APPENDIX A

Family Stories

345 Queen Street, Suite 601
Honolulu, HI 96813-4715
Telephone 536.8442
Facsimile 524.0347

Barbara Luksch
Project Director
coverkids@aol.com
www.coveringkids.com



Hawai'i Covering Kids

Advocating Health Insurance for All Keiki and 'Ōpio

Outreach and Enrollment Campaign: 26 October 2009 to 14 January 2010

Family Stories

Hawai'i Covering Kids conducted a mass marketing campaign that included postcards mailed to all occupied residences and active post office boxes throughout the state. Those who wanted more details about children's public health insurance programs were encouraged to contact a 211 telephone hotline service. Operators answered basic questions and gave callers the name and phone number of a local outstationed eligibility worker who could assist with paperwork. Below are stories about some families who were helped through this initiative.

The grandparents received a postcard in the mail and called to find out about health insurance for their two grandsons living with them. The children haven't had health insurance the past two years because the grandparents couldn't afford premium payments. The outreach eligibility worker explained about Med-QUEST's programs and encouraged the grandmother to come by the office to talk more about it and complete an application. The grandmother also explained one grandson desperately needed new eyeglasses and the outreach eligibility worker informed her Med-QUEST covers vision and dental services for children, however currently LensCrafters was offering free eye exams and eyeglasses for individuals without health insurance referred by the community health center. The grandmother was very excited and thankful for the help and came the following afternoon with appropriate documents to complete paperwork and get a LensCrafters referral. The outreach eligibility worker commented, "These real life scenarios make my day and my life very blessed." (Waimānalo, O'ahu)

Most callers were single parents whose health insurance premiums increased and they could no afford to pay for their children's insurance through their employers. The parents are really appreciative of this program. One single father told me, "You made my Christmas good this year. Thank you so much for your help." The outreach eligibility worker explained, "It makes me really happy when I see applications approved for children's health insurance." (Kona, Hawai'i)

A mother has one child and her husband is currently unemployed. Her net income is about \$3,000 per month and the health insurance premium for family coverage is now \$1,000 per month. Enrolling her daughter in the QUEST program provided money for other basic living expenses and thereby reduced the parents' stress. (Kalihi, O'ahu)

A grandmother is taking care of two grandchildren and doesn't ask for help from anyone. She received the postcard and said, "The kids don't see a doctor that often and I didn't know about QUEST." The outreach eligibility worker helped her complete a Med-QUEST application and the kids are now covered. The grandmother was thankful she received information about health insurance for her grandchildren. She was also grateful that she did not have to go to a state office because she is not accustomed to asking for help. (Volcano, Hawai'i)

A single parent moved from California and is employed by a non-profit organization. She explained, "My 17-year-old son was enrolled in Healthy Families and I didn't know where to go in Hawai'i to cover him through a similar public health insurance program. I received the Hawai'i Covering Kids postcard in the mail and immediately took action. Thanks so much for your help!" (Kailua, O'ahu)

A letter was sent to Hawai'i Covering Kids: "QUEST Health Insurance, I received a card that you are offering children's health insurance and I'm so happy because I have a grandson living with me and he doesn't have medical insurance. Can you send me a form please so I could apply? Thank you so much." The project director mailed an application and information about a nearby inreach eligibility worker who could help with required paperwork. A copy of the letter was scanned and emailed to the inreach eligibility worker as an alert that the grandmother may call for assistance. (Kihei, Maui)

A father lost his construction job, therefore household income became solely dependent on his wife. The family was forced to decide whether to make monthly mortgage payments or insure their three children—ages 6, 12, and 14—through her employer. The parents had never previously sought government help, but decided enrolling their kids in QUEST was the only way to keep their home and children's health insurance during this economic crisis. (Ke'eaau, Hawai'i)

A woman was very concerned about her 8-year-old daughter who had recently lost health insurance coverage due to the parents' divorce. The child was recently diagnosed with attention-deficit hyperactivity disorder and was on medication prior to losing her health insurance. At the time of her call, her daughter had medication that would last for a week and the psychiatrist required an office visit to prescribe a refill. The mother couldn't afford the costs for a re-evaluation and the medication so was very desperate. The outreach eligibility worker completed the Med-QUEST paperwork and scheduled an emergency appointment with the community health center psychiatrist. The psychiatrist gave the mother prescription drug samples to help until the application was approved. This mother would have not known what to do if she had not received the postcard and talked with a 211 operator who guided her in the right direction for assistance. Today, this mother can rest assured knowing her daughter has health insurance and a new psychiatrist to help her daughter live normally. Thank you to Hawai'i Covering Kids and 211 for outreach information and the referral. (Kāne'ohe, O'ahu)

A family of six—mother, stepfather and four children—are struggling financially. The mother pays for children's health insurance through her job and recently her husband's work hours were cut. The family's story is similar to others in this situation, "Do we pay for our children's health insurance or pay our mortgage?" They received the postcard, called 211, and the mother was referred to a local outreach eligibility worker. She said, "The postcard was a godsend because we were getting behind with our mortgage payments. I looked at the QUEST income levels and realized our children might qualify. I am a state employee and did not believe our family could get help through any government programs." Currently, her children are covered by QUEST, the family pays their mortgage, and the parents have peace of mind. (Mountain View, Hawai'i)

A single mother working at a hotel had family coverage through her employer's plan. The monthly premiums were affordable, but out-of-pocket costs for dental care were too high and unmanageable. The inreach eligibility worker enrolled her children in QUEST and now the mother breathes easier knowing they receive excellent dental and medical benefits. It has been a tremendous help! (Kapa'a, Kaua'i)

Families are searching for cost-cutting actions during these hard times. One father is self-employed and due to the slow economy must sharply decrease expenses. After receiving the Hawai'i Covering Kids postcard, he called 211 and was referred to a local outreach eligibility worker. He discussed health insurance options for their two children and the parents will decide whether to continue paying expensive private health insurance premiums or go through the bureaucratic process to enroll their children in QUEST.
(Waikane, O'ahu)

A family with two children received information about children's health insurance and needed help. The father works at a local hotel and the mother is unemployed. For the past seven years, the children and their mother have been covered through the hotel's health insurance plan, however business has slowed so the father's work hours were cut. The local outreach eligibility worker helped complete a Med-QUEST application, attached required documents, and the children are now enrolled in QUEST. The parents are very thankful their children continue to have health care benefits during this economic crisis. (Lana'i)

The parents were laid off—mother was working at a hotel and father had a construction job. COBRA family coverage was too expensive so they requested help to enroll their children in QUEST. (Waikoloa, Hawai'i)

There are two children ages four and six years old. The father went on temporary disability insurance (TDI) because of an injury and it's unknown when he can return to work. The mother pays a \$400 monthly premium through her employer for the children's health insurance, however her work hours were recently cut. The mother got the name of a local inreach worker through 211 and called for help. However, she felt shame and said "I hate to do this because I don't want to go on welfare." The inreach eligibility worker helped the mother through Med-QUEST's paperwork process so the family can afford other basic living expenses like food and rent. (Kalaheo, Kaua'i)

A family of six came from Utah so the father could work on a friend's farm. The parents learned about Hawai'i's free health insurance program for their children, but felt overwhelmed with required paperwork. The outreach eligibility worker assisted with forms and document copies to enroll the children in QUEST. (Moloka'i)

APPENDIX B

Postcard Mailout: Sample, Zip Codes, and Drops

Parents do everything possible to keep their children healthy...

Did you know that kids can get
FREE HEALTH INSURANCE
even if their parents work?



Information provided by

Hawai'i Covering Kids

Advocating Health Insurance for All Keiki and 'Ōpio



For more information about
FREE QUEST and QExA health insurance

CALL
211

free phone call from all islands

www.coveringkids.com/community

Is your child:

- 0 to 19 years old?
- Hawai'i resident?
- US Citizen, Lawful Permanent Resident, or COFA Migrant?
- In a family that meets income limits?

If yes, your child could get FREE health insurance.

QUEST and QExA for Kids Free Health Insurance Family Income Limits 2009

Household Size	Gross Monthly Income
1	\$ 3,117
2	\$ 4,191
3	\$ 5,265
4	\$ 6,342
5	\$ 7,416
Each Additional Person	\$ 1,074

**Household assets
are NOT counted.**

For more information about FREE QUEST and QExA health insurance

CALL 211

free phone call from all islands
www.coveringkids.com/community

Hawai'i Covering Kids is a project of the Hawai'i Primary Care Association. It is currently funded by the Hawai'i State Department of Human Services, Hawai'i Women's Legal Foundation, NFL Pro Bowl Charities, Safeway Foundation, and U.S. Department of Health & Human Services.

Hawai'i Primary Care Association
345 Queen St., Suite 601
Honolulu, HI 96813-4715

NONPROFIT ORG
U.S. POSTAGE
PAID
HONOLULU, HI
PERMIT NO. 1522

Zip	City	Residences	P. O. Box	Total	Drop	Island
96703	ANAHOLE		748	748	Drop 1	Kaua'i
96704	CAPTAIN COOK	1,240	1,007	2,247	Drop 1	Hawai'i
96705	ELEELE		927	927	Drop 1	Kaua'i
96708	HAIKU	2,667	1,095	3,762	Drop 1	Maui
96710	HAKALAU		217	217	Drop 1	Hawai'i
96713	HANA	112	713	825	Drop 1	Maui
96714	HANALEI		1,149	1,149	Drop 1	Kaua'i
96715	HANAMAULU		260	260	Drop 1	Kaua'i
96716	HANAPEPE		831	831	Drop 1	Kaua'i
96718	HAWAII NATIONAL PARK		267	267	Drop 1	Hawai'i
96719	HAWI		489	489	Drop 1	Hawai'i
96720	HILO	14,646	4,821	19,467	Drop 1	Hawai'i
96721	HILO POB		2,080	2,080	Drop 1	Hawai'i
96722	PRINCEVILLE	766	662	1,428	Drop 1	Kaua'i
96725	HOLUALOA	816	646	1,462	Drop 1	Hawai'i
96726	HONAUNAU		672	672	Drop 1	Hawai'i
96727	HONKAA	304	1,533	1,837	Drop 1	Hawai'i
96728	HONOMU		310	310	Drop 1	Hawai'i
96729	HOOLEHUA		335	335	Drop 1	Moloka'i
96732	KAHULUI	6,357		6,357	Drop 1	Maui
96733	KAHULUI		2,149	2,149	Drop 1	Maui
96737	OCEAN VIEW		1,439	1,439	Drop 1	Hawai'i
96738	WAIKALOA	1,827	1,628	3,455	Drop 1	Hawai'i
96739	KEAUHOU		848	848	Drop 1	Hawai'i
96740	KAILUA KONA	10,984		10,984	Drop 1	Hawai'i
96745	KAILUA KONA POB		3,344	3,344	Drop 1	Hawai'i
96741	KALAHEO	967	1,081	2,048	Drop 1	Kaua'i
96742	KALAUPAPA		78	78	Drop 1	Moloka'i
96743	KAMUELA	3,714	2,476	6,190	Drop 1	Hawai'i
96746	KAPAA	5,796	1,678	7,474	Drop 1	Kaua'i
96747	KAUMAKANI		273	273	Drop 1	Kaua'i
96748	KAUNAKAKAI	220	1,413	1,633	Drop 1	Moloka'i
96749	KEAAU	2,941	2,389	5,330	Drop 1	Hawai'i
96750	KEALAKEKUA	304	2,104	2,408	Drop 1	Hawai'i
96751	KEALIA		214	214	Drop 1	Kaua'i
96752	KEKAHA		1,125	1,125	Drop 1	Kaua'i
96753	KIHEI	12,276	1,699	13,975	Drop 1	Maui
96754	KILAUEA	576	1,209	1,785	Drop 1	Kaua'i
96755	KAPAAU		1,414	1,414	Drop 1	Hawai'i
96756	KOLOA	1,207	1,303	2,510	Drop 1	Kaua'i
96757	KUALAPUU		255	255	Drop 1	Moloka'i
96760	KURTISTOWN	4	1,168	1,172	Drop 1	Hawai'i
96761	LAHAINA	7,145	1,669	8,814	Drop 1	Maui
96763	LANAI CITY		1,232	1,232	Drop 1	Lana'i
96764	LAUPAHOEHOE		392	392	Drop 1	Hawai'i
96765	LAWAI		1,072	1,072	Drop 1	Kaua'i
96766	LIHUE	4,209	1,726	5,935	Drop 1	Kaua'i
96783	PEPEEKEO	221	694	915	Drop 1	Hawai'i
96784	PUUNENE		1,086	1,086	Drop 1	Maui
96785	VOLCANO		1,100	1,100	Drop 1	Hawai'i
96788	PUKALANI POB		845	845	Drop 1	Maui
96790	KULA	2,782	627	3,409	Drop 1	Maui
96793	WAILUKU	9,041	2,125	11,166	Drop 1	Maui
96701	AIEA	13,618	1,474	15,092	Drop 1	O'ahu
96786	WAHIAWA	12,286	1,253	13,539	Drop 1	O'ahu
96791	WAIALUA	2,106	962	3,068	Drop 1	O'ahu
96792	WAIANAE	11,892	2,041	13,933	Drop 1	O'ahu
96767	LAHAINA POB		987	987	Drop 2	Maui
96768	MAKAWAO	5,404	1,208	6,612	Drop 2	Maui
96769	MAKAWELI		240	240	Drop 2	Kaua'i
96770	MAUNALOA		276	276	Drop 2	Moloka'i
96771	MOUNTAIN VIEW	6	1,435	1,441	Drop 2	Hawai'i

96772	NAALEHU	1	930	931	Drop 2	Hawai'i
96773	NINOLE		122	122	Drop 2	Hawai'i
96774	OOKALA		107	107	Drop 2	Hawai'i
96776	PAAUILO		432	432	Drop 2	Hawai'i
96777	PAHALA		677	677	Drop 2	Hawai'i
96778	PAHOA	3,481	2,099	5,580	Drop 2	Hawai'i
96779	PAIA	719	1,582	2,301	Drop 2	Maui
96780	PAPAALOA		202	202	Drop 2	Hawai'i
96781	PAPAIKOU	134	580	714	Drop 2	Hawai'i
96796	WAIMEA	864		864	Drop 2	Kaua'i
96797	WAIPAHU	19,114	1,161	20,275	Drop 2	O'ahu
96706	EWA BEACH	16,931	860	17,791	Drop 2	O'ahu
96707	KAPOLEI	11,280	214	11,494	Drop 2	O'ahu
96709	KAPOLEI		886	886	Drop 2	O'ahu
96712	HALEIWA	2,438	873	3,311	Drop 2	O'ahu
96717	HAUULA	1,138	679	1,817	Drop 2	O'ahu
96718	KAHUKU	550	679	1,229	Drop 2	O'ahu
96730	KAAAWA	253	396	649	Drop 2	O'ahu
96734	KAILUA	15,449	826	16,275	Drop 2	O'ahu
96744	KANEOHE	16,982	2,101	19,083	Drop 3	O'ahu
96759	KUNIA		170	170	Drop 3	O'ahu
96762	LAIE	764	281	1,045	Drop 3	O'ahu
96789	MILILANI	12,044	7,334	19,378	Drop 3	O'ahu
96782	PEARL CITY	11,385	1,299	12,684	Drop 3	O'ahu
96795	WAIMANALO	2,384	395	2,779	Drop 3	O'ahu
96801	HONOLULU POB		91	91	Drop 4	O'ahu
96802	HONOLULU POB		114	114	Drop 4	O'ahu
96803	HONOLULU POB		128	128	Drop 4	O'ahu
96804	HONOLULU POB		131	131	Drop 4	O'ahu
96805	HONOLULU POB		124	124	Drop 4	O'ahu
96806	HONOLULU POB		125	125	Drop 4	O'ahu
96807	HONOLULU POB		132	132	Drop 4	O'ahu
96808	HONOLULU POB		125	125	Drop 4	O'ahu
96809	HONOLULU POB		145	145	Drop 4	O'ahu
96810	HONOLULU POB		121	121	Drop 4	O'ahu
96811	HONOLULU POB		51	51	Drop 4	O'ahu
96812	HONOLULU POB		387	387	Drop 4	O'ahu
96813	HONOLULU	10,075		10,075	Drop 4	O'ahu
96814	HONOLULU	10,596		10,596	Drop 4	O'ahu
96815	HONOLULU	19,960		19,960	Drop 4	O'ahu
96816	HONOLULU	18,385	578	18,963	Drop 4	O'ahu
96817	HONOLULU	19,022	791	19,813	Drop 4	O'ahu
96818	HONOLULU	16,743		16,743	Drop 4	O'ahu
96819	HONOLULU	10,225		10,225	Drop 4	O'ahu
96820	HONOLULU		1,109	1,109	Drop 4	O'ahu
96821	HONOLULU	6,884		6,884	Drop 4	O'ahu
96822	HONOLULU	13,737	4,977	18,714	Drop 4	O'ahu
96823	HONOLULU		1,507	1,507	Drop 4	O'ahu
96824	HONOLULU		434	434	Drop 4	O'ahu
96825	HONOLULU	11,275	550	11,825	Drop 4	O'ahu
96826	HONOLULU	15,463		15,463	Drop 4	O'ahu
96828	HONOLULU		1,032	1,032	Drop 4	O'ahu
96830	HONOLULU		2,255	2,255	Drop 4	O'ahu
96836	HONOLULU		405	405	Drop 4	O'ahu
96837	HONOLULU		727	727	Drop 4	O'ahu
96939	HONOLULU		723	723	Drop 4	O'ahu
96940	WAKE ISLAND		157	157	Drop 4	O'ahu

404,710 112,297 517,007

	131,024	66,347	197,371	Drop 1	10/26/09
	77,762	17,451	95,213	Drop 2	11/02/09
	43,559	11,580	55,139	Drop 3	11/09/09
	152,365	16,919	169,284	Drop 4	11/16/09

APPENDIX C

Movie Advertisements: Script and Theater List

Hawai'i Covering Kids
Statewide Movie Theater Advertising
 6 November 2009 to 14 January 2010

Read Bright, medium-pace
 Talent National Cinemedia to provide voices and produce animated visual
 Length 30 Seconds
 Title "Hard Choices"

Audio Instructions	Voice-Over
Slack Key Hawaiian Music	
Male Announcer	Today, parents have a lot of hard choices.
Mom	Pay the rent...
Dad	or pay the doctor.
Mom	Fill the refrigerator...
Dad	or fill a prescription.
Mom	But there's a choice that can make life easier. Calling two one one.
Male Announcer	Thousands of Hawai'i's keiki can get free health insurance—even if their parents work.
Dad	We both have jobs so I didn't think we could apply. But I called two one one and now our kids are covered.
Male Announcer	Many working families can get free health insurance for their kids. Call two one one or visit coveringkids dot com. A message from Hawai'i Covering Kids.

Movie Theater Advertisements

6 November 2009 to 14 January 2010

Island, Theater, Number of Screens, Location, and Spots Per Week

Hawai'i

Keauhou	7	Kailua-Kona	735
Kress	4	Hilo	196
Makalapua Stadium	10	Kailua-Kona	350
Prince Kūhiō	9	Hilo	315

Maui

Front Street	4	Lahaina	140
Ka'ahumanu	6	Kahului	420
Kukui Mall	4	Kihei	280
Maui Mall Megaplex	12	Kahului	420
Wharf	3	Lahaina	105

O'ahu

Dole Cannery	18	Honolulu	630
Kāhala Mall	8	Kāhala	560
Kapolei	16	Kapolei	1,120
Ko'olau	10	Kāne'ohe	700
Koko Marina	8	Hawai'i Kai	560
Mililani	14	Mililani	980
Pearl Highlands	12	Pearl City	420
Pearlridge West	16	'Aiea	1,120
Victoria Ward	16	Honolulu	1,120
Windward Mall	10	Kāne'ohe	350

APPENDIX D

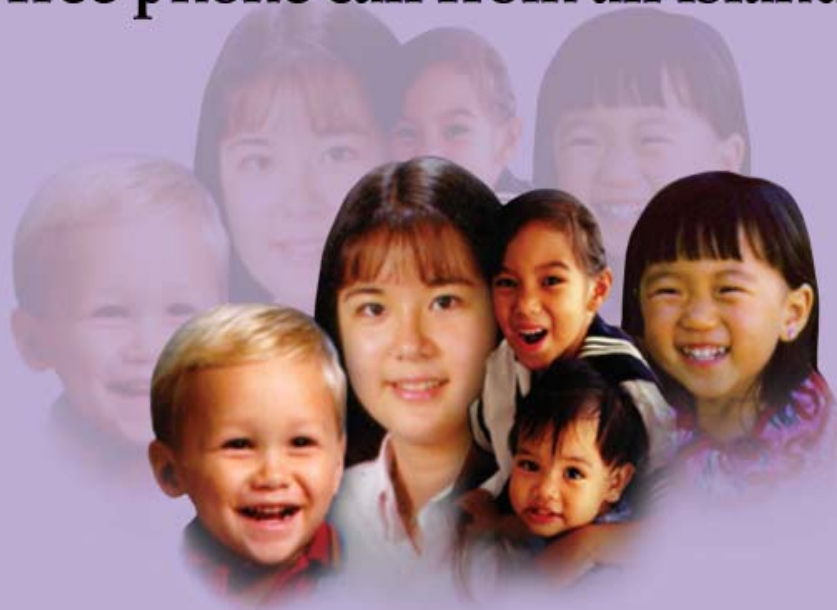
Shopping Mall Advertisements: Poster and Mall List

Does Your Child Need Health Insurance?

Free QUEST and QExA
Health Insurance for Kids

CALL 211

free phone call from all islands



Information provided by

Hawai'i Covering Kids

Advocating Health Insurance for All Keiki and 'Ōpio

www.coveringkids.com/community

Shopping Mall Advertisements

24 November 2009 to 4 January 2010

18 Total Signs

Island, Location, Number of Signs, Area, and Zip Code

Hawai'i

Prince Kūhiō Plaza Mall	1	Hilo	96720
Keauhou Shopping Center	1	Kailua-Kona	96740

Kaua'i

Kukui Grove Center	2	Lihu'e	96766
--------------------	---	--------	-------

Maui

Maui Mall	2	Kahului	96732
Queen Ka'ahumanu Center	2	Kahului	96732

O'ahu

Gentry Waipi'o Center	1	Waipahu	96720
Pearlridge Center	2	'Aiea	96701
Pearl Highlands Center	1	Pearl City	96782
Town Center of Mililani	2	Mililani	96789
Windward City Shopping Center	1	Kāne'ohe	96744
Windward Mall	3	Kāne'ohe	96744

APPENDIX E

211 Hotline Data



Aloha United Way 211: Children's Health Insurance Calls

In partnership with Hawai'i Covering Kids, Aloha United Way 211 answers calls from the public on obtaining children's health insurance. Trained information and referral specialists explain children's health insurance options, mail Med-QUEST applications, and link callers with application assistants.

Number of Calls Concerning Children's Health Insurance 25 October 2009 to 30 January 2010

Total: 751

Demographics of Callers

Female	78%
Male	21%
Unknown	1%
0-17 years old	1%
18-39 years old	57%
40-59 years old	39%
60+ years old	3%
Calling for self	72%
Family member or friend	25%
Agency calling for customer	3%

How They Heard about Children's Health Insurance

Have called AUW 211 in the past	35%
First time callers	65%
<i>Of first time callers, where they heard about it</i>	
Postcard Mailed to Home	64%
Family/Friend/Neighbor	11%
Agency	10%
Movie Advertisement	6%
Shopping Mall Advertisement	3%
Employer/Work	1%
Physician	1%
School	1%
Social Worker	1%
Unemployment Office/Work Links	1%
The Bus	1%

Number of Referrals to Agencies and Programs

DHS Med-QUEST Offices (Total = 732)

Note: these referrals include applications mailed to callers who live near the Med-QUEST office listed below.

Hawai'i (East)	58
Hawai'i (West)	57
Kaua'i	45
Lāna'i	2
Maui	98
Moloka'i	1
O'ahu (Honolulu)	368
O'ahu (Kapolei)	103

Other (Total = 663)

Community Clinic of Maui	103
Hāmākua Health Center	1
Hāna Community Health Center	0
Kalihi-Pālama Health Center	58
Kapolei Clinic	32
Kaua'i Community Health Center East	39
Kaua'i Community Health Center West	12
Ka'ū Family Health Center	1
Ke'eau Family Health Center	43
Kohala Family Health Center	8
Kōkua Kalihi Valley Comprehensive Family Services	26
Ko'olau Loa Community Health Center: Hau'ula	11
Ko'olau Loa Community Health Center: Kahuku	2
Lāna'i Community Health Center	3
Moloka'i Community Health Center	2
Nānākuli Clinic	1
North Shore Clinic (Hale'iwa)	28
Pāhoa Family Health Center	4
Wai'anae Coast Comprehensive Health Center	24
Waikīkī Health Center	109
Waimānalo Health Center	35
Waiola Clinic	0
Waipahu Clinic	88
West Hawai'i Community Health Center	33

HMSA Children's Plan 0

Applications Mailed

Island	Number
Hawai'i	78
Kaua'i	34
Lāna'i	3
Maui	78
Moloka'i	0
O'ahu	266

TOTAL = 459

2009 Outreach and Enrollment Campaign

Post Office	Island	Zip Code	Total Mailed
Captain Cook	Hawai'i	96704	3
Hakalau	Hawai'i	96710	
Hawai'i National Park	Hawai'i	96718	
Hāwī	Hawai'i	96719	
Hilo	Hawai'i	96720	14
Hilo P. O. Boxes	Hawai'i	96721	3
Hōlualoa	Hawai'i	96725	
Hōnaunau	Hawai'i	96726	1
Honoka'a	Hawai'i	96727	1
Honomū	Hawai'i	96728	
Kailua-Kona	Hawai'i	96740	10
Kailua-Kona P. O. Boxes	Hawai'i	96745	2
Kamuela	Hawai'i	96743	7
Kapa'au	Hawai'i	96755	3
Kea'au	Hawai'i	96749	12
Kealakekua	Hawai'i	96750	4
Keauhou	Hawai'i	96739	
Kurtistown	Hawai'i	96760	
Laupāhoehoe	Hawai'i	96764	
Mountain View	Hawai'i	96771	3
Nā'ālehu	Hawai'i	96772	1
Ninole	Hawai'i	96773	
Ocean View	Hawai'i	96737	
'O'ōkala	Hawai'i	96774	
Pā'auhau	Hawai'i	96775	
Pa'auilo	Hawai'i	96776	1
Pāhala	Hawai'i	96777	1
Pāhoa	Hawai'i	96778	5
Pāpa'aloa	Hawai'i	96780	
Pāpa'ikou	Hawai'i	96781	
Pepe'ekeo	Hawai'i	96783	
Volcano	Hawai'i	96785	
Waikoloa	Hawai'i	96738	7
Anahola	Kaua'i	96703	2
'Ele'ele	Kaua'i	96705	2
Hanalei	Kaua'i	96714	1
Hanamā'ulu	Kaua'i	96715	
Hanapēpē	Kaua'i	96716	
Kalāheo	Kaua'i	96741	4
Kapa'a	Kaua'i	96746	6
Kaumakani	Kaua'i	96747	
Keālia	Kaua'i	96751	

Post Office	Island	Zip Code	Total Mailed
Kekaha	Kaua'i	96752	1
Kīlauea	Kaua'i	96754	2
Kōloa	Kaua'i	96756	3
Lāwa'i	Kaua'i	96765	1
Līhu'e	Kaua'i	96766	10
Makaweli	Kaua'i	96769	
Princeville	Kaua'i	96722	2
Waimea	Kaua'i	96796	
Lāna'i City	Lana'i	96763	3
Ha'ikū	Maui	96708	9
Hāna	Maui	96713	2
Kahului	Maui	96732	4
Kahului	Maui	96733	3
Kihei	Maui	96753	14
Kula	Maui	96790	6
Lāhainā	Maui	96761	14
Lāhainā P.O. Boxes	Maui	96767	1
Makawao/Pukalani	Maui	96768	10
Pā'ia	Maui	96779	4
Pukalani P. O. Boxes	Maui	96788	2
Pu'unēnē	Maui	96784	
Wailuku	Maui	96793	9
Ho'olehua	Moloka'i	96729	
Kalaupapa	Moloka'i	96742	
Kaunakakai	Moloka'i	96748	
Kualapu'u	Moloka'i	96757	
Maunaloa	Moloka'i	96770	
'Aiea	O'ahu	96701	10
'Āina Haina P. O. Boxes	O'ahu	96824	
'Ewa Beach	O'ahu	96706	29
Hale'iwa	O'ahu	96712	4
Hau'ula	O'ahu	96717	5
Hawai'i Kai	O'ahu	96825	9
Honolulu	O'ahu	96846	
Honolulu (Chinatown) P. O. Boxes	O'ahu	96827	
Honolulu (Downtown)	O'ahu	96813	5
Honolulu (Downtown)	O'ahu	96814	4
Honolulu (Downtown) P. O. Boxes	O'ahu	96801	
Honolulu (Downtown) P. O. Boxes	O'ahu	96802	
Honolulu (Downtown) P. O. Boxes	O'ahu	96803	
Honolulu (Downtown) P. O. Boxes	O'ahu	96804	
Honolulu (Downtown) P. O. Boxes	O'ahu	96805	
Honolulu (Downtown) P. O. Boxes	O'ahu	96806	
Honolulu (Downtown) P. O. Boxes	O'ahu	96807	
Honolulu (Downtown) P. O. Boxes	O'ahu	96808	

Post Office	Island	Zip Code	Total Mailed
Honolulu (Downtown) P. O. Boxes	O'ahu	96809	
Honolulu (Downtown) P. O. Boxes	O'ahu	96810	
Honolulu (Downtown) P. O. Boxes	O'ahu	96811	
Honolulu (Downtown) P. O. Boxes	O'ahu	96812	
Honolulu (Main) P. O. Boxes	O'ahu	96820	1
Honolulu (Military Areas)	O'ahu	96818	12
Honolulu (Uptown) P. O. Boxes	O'ahu	96837	1
Ka'a'awa	O'ahu	96730	1
Kahuku	O'ahu	96731	
Kailua	O'ahu	96734	15
Kāne'ohe	O'ahu	96744	6
Kapahulu P. O. Boxes	O'ahu	96835	
Kapalama	O'ahu	96817	12
Kapalama	O'ahu	96819	13
Kapolei	O'ahu	96707	5
Kapolei	O'ahu	96709	
Kunia	O'ahu	96759	
Lā'ie	O'ahu	96762	1
Makiki	O'ahu	96822	10
Makiki	O'ahu	96826	9
Makiki P. O. Boxes	O'ahu	96823	
Mānoa P. O. Boxes	O'ahu	96839	
Mililani	O'ahu	96789	10
Mō'ili'ili P. O. Boxes	O'ahu	96828	
Pearl City	O'ahu	96782	12
Schofield Barracks	O'ahu	96857	
Wahiawā	O'ahu	96786	11
Wa'ialae Kāhala	O'ahu	96816	16
Wa'ialae Kāhala	O'ahu	96821	3
Wai'anae	O'ahu	96791	4
Wai'anae	O'ahu	96792	8
Waikīkī	O'ahu	96815	10
Waikīkī (Eaton Square) P. O. Boxes	O'ahu	96836	
Waikīkī P. O. Boxes	O'ahu	96830	1
Waimānalo	O'ahu	96795	2
Waipahu	O'ahu	96797	37

OVERALL TOTAL

459

Island	
Hawai'i	78
Kaua'i	34
Lāna'i	3
Maui	78
Moloka'i	0
O'ahu	266