



Hawai'i Covering Kids

QUEST Is Best 2008 Media Outreach Campaign

by Barbara Luksch
Project Director

December 2008

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

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

There are two public health insurance programs administered by Med-QUEST. QUEST is the state's Medicaid managed care program and the Medicaid Fee-for-Service program provides coverage for children and youths who are certified by the state as blind or disabled. The State Children's Health Insurance Program (CHIP) and Immigrant Children's Program started 1 July 2000. They are not separate health insurance programs but allow children and youths ages 0 to 19 years in families up to 300% family income level to qualify for QUEST or Medicaid Fee-for-Service 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).

Keiki Care

Keiki Care is an individual health insurance plan for children and youths ages thirty-one days through eighteen years who are Hawai'i residents, ineligible for QUEST or Medicaid Fee-for-Service, and uninsured for at least six months. Hawai'i Medical Service Association (HMSA) and the Hawai'i State Department of Human Services cover the full monthly premium costs. Basic health care benefits include preventive services, immunizations, and physician visits with some out-of-pocket expenses. For more information call 948-5555 on O'ahu or 1-800-620-4672 on the Neighbor Islands.

1. Campaign Organizers

Hawai'i Covering Kids and Olomana Marketing coordinated the QUEST Is Best 2008 Media Outreach Campaign.



Hawai'i Covering Kids

Advocating Health Insurance for All Keiki and 'Ōpio

Hawai'i Covering Kids is a 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 Medicaid Fee-for-Service. The major activities are outreach, enrollment, process simplification, and retention through collaboration with federal, state, business, and community agencies.

The state network is comprised of 110 members and 225 organizations participating in the project's activities. Five task forces and four ad hoc workgroups meet regularly to plan and implement its activities. The Hawai'i Covering Kids project director organizes the network, task forces, and workgroups and oversees statewide initiatives.

AlohaCare, Hawai'i State Department of Human Services, HMSA Foundation, and NFL Pro Bowl Charities funded Hawai'i Covering Kids in 2008. For more information about the project and to download a copy of this report, please visit www.coveringkids.com.



This full-service marketing and creative agency specializes in marketing, advertising, corporate communications, community relations, and public and media relations programs. Its major areas of expertise are strategic marketing research and planning, print collateral development, implementation and management, advertising programs and implementation, and e-media projects. Their web site address is www.olomanamarketing.com.

2. Campaign Goal

Aloha Airlines shut down on 31 March 2008 and was soon followed by ATA Airlines on 2 April 2008. These major events immediately prompted Hawai'i Covering Kids to join the state's Rapid Response Team and also create a media outreach campaign targeting Hawai'i's laid-off workers. The goal was to inform parents about free health insurance options for their children. Many of these families had never been connected to government services, therefore emphasis was explaining how the programs operate and enrolling eligible kids in QUEST and Medicaid Fee-for-Service.

3. Media Highlights

The major components were a news release, radio public service announcements, radio interviews, newspaper advertisements, presentations, flyers and letter to recently laid-off workers, and Aloha Airlines outreach event.

a. News Release

We sent a news release (see Appendix A) on 17 April 2008 to 62 radio stations, 38 print publications, 11 television stations, and 1 web site as follows:

Hawai'i	11 radio stations, 4 print publications, and 1 television station
Kaua'i	10 radio stations, 2 print publications, and 1 television station
Lāna'i	1 print publication
Maui	12 radio stations, 4 print publications, and 1 television station
Moloka'i	3 print publications and 1 radio station
O'ahu	28 radio stations, 24 print publications, and 8 television stations
Internet	Hawai'i Health Guide (www.healthguide.com)

One print news article, "Unemployed urged to get kids on QUEST," appeared in *The Honolulu Star-Bulletin* on 18 March 2008 (see Appendix B). Another news article, "Hope rises in the wake of cuts," appeared in *The Maui News* on 30 July 2008 after presentations to Maui Land & Pineapple Company's laid-off workers and it mentioned information about Hawai'i Covering Kids outreach efforts.

b. Radio

Thirty radio stations played our thirty-second PSA throughout May 2008 (see Appendix C).

The Hawai'i Covering Kids project director also participated in two morning radio interviews encouraging laid-off workers to call 211 or visit www.coveringkids.com for information about QUEST health insurance for their children: 25 April 2008 at 8:17 on KRTR 96.3 FM and 29 April 2008 at 8:10 on KDNN 98.5 FM.

c. Community Newspaper Advertisements

We printed a color advertisement (see Appendix D) on 7 May 2008 and 14 May 2008 in *MidWeek*.

We printed black and white advertisements (see Appendix D) in these ten Community newspapers on 11 May 2008: *Central Oahu People*, *East Oahu People*, *Hawaii Tribune Herald*, *Honolulu People*, *Leeward People*, *The Garden Island*, *The Maui News*, *West Oahu People*, *West Hawaii Today*, and *Windward People*.

4. Presentations

The Hawai'i Covering Kids project director participated in nine Rapid Response Team presentations for former employees of Aloha Airlines, Aloha Cargo, Castle & Cooke, Honolulu Advertiser, Maui Land & Pineapple Company, and Sea Life Park. Med-QUEST staff explained children's health insurance information at meetings for displaced workers from Kona Community Hospital and North Hawai'i Community Hospital.

Furthermore, we published and distributed a fact sheet for employers to advise recently unemployed parents about health insurance options for their children (see Appendix E).

5. Flyers and Letter Distribution

The Lōkahi Giving Project mailed our children’s health insurance flyer with its resource packets to 2,875 former Aloha Airlines and ATA Airlines employees. Additionally, we delivered 200 flyers to Aloha United Way’s Community Services Liaison for AFL-CIO members.

The Hawai’i State Department of Labor and Industrial Relations (DLIR) posted a download link—“QUEST Health Insurance Information for Children”—on its Information for Laid-Off/Displaced Workers web page (<http://hawaii.gov/labor/rapidresponse>) with a PDF copy of our flyer and children’s health insurance details (see Appendix F). We also partnered with DLIR Workforce Development Division to post signs and distribute flyers at their Hilo, Honolulu, Kona, Līhu‘e, Wailuku, and Waipahu offices.

Finally, we collaborated with the Hawai’i State Department of Human Services and DLIR to include a letter about children’s health insurance options with May 2008 unemployment checks (see Appendix G).

6. Aloha Airlines Outreach Event

Hawai’i Covering Kids co-sponsored an outreach table with Med-QUEST at the Aloha for Aloha Block Party in downtown Honolulu on 2 May 2008 (see Appendix H). We assisted former Aloha Airlines employees with health insurance information and handed out flyers and giveaways to approximately 380 people.

Partnership Power!



Hawai’i Covering Kids and Med-QUEST help displaced Aloha Airlines workers at the Aloha for Aloha Block Party.

Nicole Tchelistcheff, Hawai’i Covering Kids volunteer, and Alan Takahashi, Med-QUEST Eligibility Branch Administrator, promote children’s health insurance during the event.



APPENDIX A

News Release

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

FOR IMMEDIATE RELEASE
17 April 2008

CONTACT
Barbara Luksch 536-8442

Free QUEST Health Insurance Available for Children Whose Parents Recently Became Unemployed

Family of four can earn around \$73,000 annually

(Honolulu, Hawai'i) — Parents and guardians who recently became unemployed have several health insurance options for their children.

A family of four can earn around \$73,000 annually and their children may qualify for the state's free comprehensive QUEST or Medicaid programs. Children's eligibility is based on household size, income, and citizenship or immigration status and a simplified application makes it easy to sign up. QUEST health plans include AlohaCare, HMSA, Kaiser, and Summerlin.

"Health insurance promotes regular health care so children and youths can participate in school and other activities," explained Hawai'i Covering Kids project director Barbara Luksch. "When an uninsured child is sick, it is difficult for parents and guardians because of the added stress of medical bills. We must alleviate this dilemma by enrolling eligible kids in Hawai'i's free health insurance programs to keep them healthy and give their families peace of mind."

Additionally, HMSA and the Hawai'i State Department of Human Services started a public-private partnership to help children **who are NOT eligible for QUEST due to household income or immigration status**. The program, called Keiki Care, offers a free limited benefit package.

Parents and guardians can call 211 (free from all islands) to talk with a live operator who will mail a Med-QUEST application as well as link each family to an outreach worker for assistance with eligibility questions and completing forms. Detailed information and Med-QUEST's application are also available at www.coveringkids.com/community.

###

Hawai'i Covering Kids is a project of the Hawai'i Primary Care Association currently funded by AlohaCare, Hawai'i State Department of Human Services, HMSA Foundation, and NFL Pro Bowl Charities. The project's overall goal is to decrease the number of uninsured children and youths through outreach, enrollment, and process simplification activities and subsequently increase the number of children and youths who get preventive and ongoing health care.

The attached two-page chart compares QUEST and Medicaid eligibility and benefits with Keiki Care.



Hawai'i Covering Kids

Advocating Health Insurance for All Keiki and 'Ōpio

Free Health Insurance Programs for Children and Youths

QUEST and Medicaid Fee-for-Service

For more information and an application, please visit www.coveringkids.com or call 211.

Keiki Care

For more information and an application, please call 948-5555 (O'ahu) or 1-800-620-4672 (Neighbor Islands).

Information below compares the QUEST and Medicaid Fee-for-Service programs with Keiki Care.

Eligibility	QUEST and Medicaid Fee-for Service	Keiki Care
Child Currently Insured	Some programs require a child be uninsured the month of application.	Child must have been uninsured continuously for at least 6 months.*
Age Groups	0 to 19 years old	31 days to 19 years old
Citizenship Requirement	Generally must be U. S. Citizen, Lawful Permanent Resident, or from Freely Associated States. Other eligibility groups are listed in "Rights and Responsibilities" section of application.	None
Residency Requirement	Child lives in Hawai'i with the intent to remain indefinitely.	Child lives in Hawai'i.
Who Can Apply for Child	No requirement	Parent or court-appointed guardian must complete, sign, and submit application.
Family Income	Household gross income limit is 300% FPL.	None
Other	None	Child must be ineligible for QUEST or Medicaid Fee-for-Service.

* Exceptions are: (1) if the household's income increases beyond the QUEST and Medicaid Fee-for-Service limit, a child may be enrolled upon disenrollment from a Hawai'i public health insurance program, and (2) newborn uninsured since birth.

Benefit	QUEST and Medicaid Fee-for-Service	Keiki Care
Physician Office Visits	No cost per visit; no maximum	Cost \$7 per visit; maximum 12 per year
Well-Child Care	No cost per visit	No cost; count towards maximum 12 physician visits per year
Routine Physical Examinations (school, employment, travel, etc.)	Covered	Not covered
Diagnostic, Laboratory, Pathology, and X-ray	No cost	No cost when provided during covered physician visit
Mental Health Services: Outpatient	No cost per visit; no maximum	Cost \$7 for each individual or group session; maximum 12 sessions per year
Surgery: Outpatient	No limit	Maximum 3 per year
Immunizations	Routine, mass, and new immunizations covered	Standard childhood immunizations covered
Prescription Drugs	Prescribed medication including over-the-counter prescribed drugs and supplies; no cost	Only generic antibiotics and oral contraceptives; cost \$5 per maximum 30-day supply
Contraceptives	Voluntary family planning including sterilization	Oral contraceptives only
Emergency Room Services	No cost per visit; no geographic limit	Cost \$25 per visit; Hawai'i only
Hospital: Inpatient	No cost per stay; no maximum	Cost \$100 per day; maximum 5 days per year for room and care
Surgery: Inpatient	No limit	Inpatient surgery covered if member hasn't had maximum 5 hospital days during the year
Mental Health Services: Inpatient	No cost per stay; no maximum	Cost \$100 per day; count towards 5 per year maximum hospital days
Maternity Services	No waiting period; comprehensive coverage	12-month waiting period; limited coverage
Vision Examinations	Every 12 months	One per year
Eyeglasses	Every 24 months	Not covered
Dental Care	Diagnostic and preventive services; non-emergency and emergency treatment	Diagnostic and preventive services only; treatment not covered

APPENDIX B

News Articles



Vol. 13, Issue 109 - Friday, April 18, 2008

Unemployed urged to get kids on QUEST

By Helen Altonn
haltonn@starbulletin.com

Unemployed families are urged to apply for free health coverage for their children through the state's QUEST or Medicaid programs, says Barbara Luksch, Hawaii Covering Kids project director.

Even children in a four-member family earning about \$73,000 annually can qualify for the comprehensive state health insurance plan, she said.

The children's eligibility is based on household size, income and citizenship or immigration status, Luksch said.

Many families who have lost jobs through company closures or layoffs "are not used to being connected with government services," she said. "They are very confused about the messages they're getting."

For instance, she noted proposed legislation to provide temporary health insurance through Dec. 31 for children of Aloha Airlines workers who lost their jobs when the airline ceased operations March 31.

"We want to help all children," she said. It does not matter how the parents were laid off, she added, listing the rash of companies that have folded or reduced employees. "We really want all the kids eligible for QUEST to get enrolled in QUEST. It's comprehensive and completely free."

Another option is Keiki Care, a free insurance package with limited benefits funded by the state Department of Human Services and Hawaii Medical Service Association, she said.

It was established by the Legislature to help children who are not eligible for QUEST because of household income or immigration status.

QUEST health plans include AlohaCare, HMSA, Kaiser and Summerlin, and the application is simple, Luksch said.

Hawaii Covering Kids is a project of the Hawaii Primary Care Association. It is funded by AlohaCare, the Department of Human Services, the HMSA Foundation and NFL Pro Bowl Charities.

Parents and guardians can call 211 free from all islands to ask for a Med-QUEST application. The operator also will link families to an outreach worker for help with eligibility questions and forms.

Detailed information and the Med-QUEST application are available at <http://www.coveringkids.com/community/>.

For more information and an application for Keiki Care, call 948-5555 on Oahu or (800) 620-4672 from the neighbor islands.

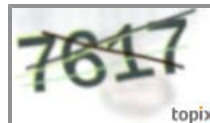
[Read 4 comments »](#)

Type in your comments to post to the forum

Name
(appears on
your post)

Comments

Type the numbers you see in the image on the right:



News

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[<--back to story](#)

Hope rises in wake of cuts

Laid-off ML&P workers look at future options

By CLAUDINE SAN NICOLAS and MELISSA TANJI, Staff Writers

POSTED: July 30, 2008

KAPALUA - Laid-off employees at Maui Land & Pineapple Co. said they're determined to bounce back, despite facing an uncertain future.

"The more you worry, the more you're going to stress and cause more trouble for yourself," said Wailuku resident Jeff Romero after attending a two-hour session held by the state Rapid Response Team, attended Tuesday by about two dozen ML&P employees who lost their jobs last week.

"I've lost jobs before, and I've always been able to land on my feet," said Romero, a husband and father of two who worked in Kapalua Land Co.'s information technology section for seven months.

Another employee, Tom Vrbensky, who works as a concierge and has been a resort employee for 16 years, said the layoff could mean another opportunity.

"It's not the end. It's the beginning," he said.

Led by the state Department of Labor and Industrial Relations, the Rapid Response Team provides job counseling, career planning and information about child care and other issues.

Last week, ML&P announced it is cutting 274 positions. Forty-six employees from Kapalua Resort and 24 from the company's corporate and community development units were invited to Tuesday's session.

Another session for the 204 Maui Pineapple Co. workers has been tentatively scheduled for laid-off pine workers Aug. 11.

"We're here to help them. It's all positive. It really is," said Elaine Young, administrator of the labor department's Workforce Division.

Young and the Maui Branch Manager Kevin Kimizuka said laid-off employees have a wide range of options, including enrolling in job-training courses at Maui Community College at a 50 percent discount.

ML&P Communications Manager Karee Carlucci said the company's Human Resources Department has been relaying possible job opportunities after contacting several other large employers on the island.

"These employees have been with us for years," she said. "They're our ohana. They're our family, and we want to help them wherever we can."

Most of the laid-off employees want to remain on Maui, according to Carlucci, and a number of them have indicated they won't work for a while.

"Some of them say they want to take a break, take time to regroup," she said.

The Rapid Response Team held similar sessions this year for hundreds of laid-off workers from Aloha and ATA airlines and for Molokai Properties Ltd.

Darwin Ching, director of the Department of Labor and Industrial Relations, said the reactions at the Kapalua session were familiar, unfortunately. "There's always a shock and disbelief in terms of what's happening," he said.

There also were representatives from the Department of Human Services to help with child care options and the Department of Health to assist with mental health counseling.

"The governor believes our job is to help people and if this what they need, we want to give them that help," Ching said. "There's a lot of anger. There's a lot of shock. There's disbelief, and people

Article Photos



Laid-off Kapalua concierge Tom Vrbensky gets a hug from Kapalua Resort security guard Carol Coleman as fellow guard Jonah Kekona and Kapalua Land Co. human resources coordinator Lisa Corpuz look on Tuesday morning.

The Maui News / MATTHEW THAYER photo

Fact Box

ONLINE HELP FOR WORKERS

www.hirenet.com

information on unemployment benefits

www.hawaii.gov/labor/aloha

details of Rapid Response Team information

www.coveringkids.com

low-cost health insurance and child care assistance

need help in coping with that."

Still, Romero said he never heard one word of anger during Tuesday's session at the Kapalua Resort. "Everybody's cool with it. They understand what's happening," he said after the meeting.

Many workers declined comment.

In addition to individual counseling, career planning and employment development, workers received information on training options, unemployment benefits, welfare assistance and medical benefits.

Barbara Luksch of Hawaii Covering Kids offered workers help with providing health insurance for their children. She said she expects more layoffs involving other Hawaii companies.

"It's hard, but I see it's going to keep happening," she said.

Carol Reimann, executive director of the Maui Hotel & Lodging Association, said she asked association members to provide information on job openings and received responses from 13 companies with position vacancies.

She didn't have figures on the exact number of openings available, but "we do have some openings for people, and we can find them some jobs," she said.

Reimann said some hotels and condominiums were looking for workers, and other businesses such as banks and Meadow Gold Dairies also have positions open.

"It doesn't look so dismal. At least we have some opportunities for them," Reimann said.

But compared with last year, there are fewer jobs.

At one of the larger member properties, Reimann said there were 200 openings last year, and now there are only 29. She said the property did not want to be identified.

Reimann, who worked at Kapalua for at least two decades, called the job cuts "sad." "It really hits home," she said.

* Claudine San Nicolas can be reached at claudine@mauinews.com. Melissa Tanji can be reached at mtanji@mauinews.com.

[Subscribe to Maui News](#)

APPENDIX C

Radio Advertisements

“QUEST Is Best” PSAs
Radio Companies and Station Web Sites
May 2008

Clear Channel

KSSK

<http://www.ksskradio.com/main.html>

Hot 93.9

<http://www.i-94.net/main.html>

Island Rhythm 98.5

<http://ir985.com/main.html>

Star 101.9

<http://star1019fm.com/main.html>

The Talk Station 990 KHBZ

<http://www.khbz.com/main.html>

News Radio 830 KHVH

<http://www.kvh830am.com/main.html>

Cox Radio

KRTR 96.3

<http://krater96.com/>

KCCN FM 100

<http://kccnfm100.com/>

Power 104.3

<http://power1043.com/>

Hawaiian 105 KINE

<http://hawaiian105.com/>

KONG Radio Group

KONG

<http://www.kongradio.com>

KUAI 720

<http://www.kuai720.com/>

Shaka Rocks

<http://www.shaka103.com/>

Surf 95.9

<http://www.surf959fm.com/>

Pacific Radio Group: Hawai'i

Da Beat

<http://www.dabeatfm.com/index.php?intro=1>

ESPN Radio

<http://www.espnhawaii.com/>

KAPA

<http://www.kaparadio.com/index.php?intro=1>

KBIG

<http://www.kbigfm.com/index.php?intro=1>

Pacific Radio Group: Maui

Da Jam 98-3

<http://www.dajam983.com/>

ESPN Radio KMVI

<http://www.espn550.com/>

KPOA

<http://www.kpoa.com/index.php?intro=1>

99.9 KISS FM

<http://www.kissfmmaui.com/>

X 92.5

<http://www.x925.fm/>

The Talk of Maui 900 KNUI

<http://www.foxnews900.com/>

Salem Media of Hawai'i

97.5 Hawai'i's Country Music

<http://www.hawaiiscountrymusic.com/>

99.5 The Jewel

<http://www.khuiradio.com/>

Kool Gold 107.9

<http://oldies1079honolulu.com/>

The Fish 95.5

<http://www.thefishhawaii.com/>

**“QUEST Is Best” PSAs
Radio Stations by Island
May 2008**

Hawai'i

Da Beat

ESPN Radio

KAPA

KBIG

Kaua'i

KONG

KUAI 720

Shaka Rocks

Surf 95.9

Maui

99.9 KISS FM

Da Jam 98-3

ESPN Radio KMVI

KPOA

The Talk of Maui 900 KNUI

X 92.5

O'ahu

690 AM KHNR News Talk

760 AM KGU Hawaii's Christian Talk

95.5 The Fish

99.5 The Jewel

Hawaiian 105 KINE

Hot 93.9

Island Rhythm 98.5

KCCN FM 100

KHCM 97.5 Hawaii's Country Music

Kool Gold 107.9

KRTR 96.3

KSSK

News Radio 830 KHVH

Power 104.3

Star 101.9

The Talk Station 990 KHBZ

Free QUEST Health Insurance for Kids

Read: Bright, medium-pace

SFX: See below

Talent: Olomana Marketing to produce and provide talent

Radio: 30 seconds

Title: "QUEST Is Best"

Audio Instructions	
(Authoritative but friendly voice)	This is an important message for recently unemployed parents who need health insurance for their kids.
	FREE health insurance is available for your children through QUEST.
	In fact, families earning around seventy-three thousand dollars a year can qualify.
	It's the best choice for kids because complete health care services are FREE.
	QUEST also has four health plans to choose from: AlohaCare, HMSA, Kaiser, or Summerlin.
	Find out more by calling 211 or visit coveringkids.com .
	A message from Hawai'i Covering Kids.

APPENDIX D

Community Newspaper Advertisements

ATTENTION

Recently Unemployed Parents

Free QUEST Health Insurance for Kids

QUEST has 4 plans to choose from:

- AlohaCare
- Kaiser
- HMSA
- Summerlin

QUEST for Kids Family Income Limits	
Household Size	Gross Monthly Income
1	\$ 2,991
2	\$ 4,026
3	\$ 5,061
4	\$ 6,096
5	\$ 7,131
Each Additional Person	\$ 1,035

(Revised 19 February 2008)



CALL 211

(free phone call from all islands)



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www.coveringkids.com

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APPENDIX E

Employer Fact Sheet



Hawai'i Covering Kids

Advocating Health Insurance for All Keiki and 'Ōpio

Fact Sheet
30 July 2008

CONTACT
Barbara Luksch 536-8442

Employers Can Advise Recently Unemployed Parents About Health Insurance Options for Their Children

1. Parents and guardians who recently became unemployed have two free health insurance options for their children:
 - a. A family of four can earn around \$73,000 annually and their children may qualify for the state's free comprehensive QUEST or Medicaid programs. Children's eligibility is based on household size, income, and citizenship or immigration status and a simplified application makes it easy to sign up. QUEST health plans include AlohaCare, HMSA, Kaiser, and Summerlin.
 - b. HMSA and the Hawai'i State Department of Human Services started a public-private partnership to help children **who are NOT eligible for QUEST due to household income or immigration status**. The program is called Keiki Care.
2. QUEST and Medicaid offer comprehensive benefits with no co-payments. Keiki Care has a limited benefit package with out-of-pocket expenses. The attached two-page chart compares QUEST and Medicaid eligibility and benefits with Keiki Care.
3. Parents and guardians can call 211 (free from all islands) to talk with a live operator who will mail a Med-QUEST application as well as link each family to an outreach worker for assistance with eligibility questions and completing forms. Detailed information and Med-QUEST's application are also available at www.coveringkids.com/community.

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Hawai'i Covering Kids

Advocating Health Insurance for All Keiki and 'Ōpio

Free Health Insurance Programs for Children and Youths

QUEST and Medicaid Fee-for-Service

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Keiki Care

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Citizenship Requirement	Generally must be U. S. Citizen, Lawful Permanent Resident, or from Freely Associated States. Other eligibility groups are listed in "Rights and Responsibilities" section of application.	None
Residency Requirement	Child lives in Hawai'i with the intent to remain indefinitely.	Child lives in Hawai'i.
Who Can Apply for Child	No requirement	Parent or court-appointed guardian must complete, sign, and submit application.
Family Income	Household gross income limit is 300% FPL.	None
Other	None	Child must be ineligible for QUEST or Medicaid Fee-for-Service.

* Exceptions are: (1) if the household's income increases beyond the QUEST and Medicaid Fee-for-Service limit, a child may be enrolled upon disenrollment from a Hawai'i public health insurance program, (2) newborn uninsured since birth, and (3) their parent or guardian being employed by a Hawai'i employer who filed for bankruptcy or ceased doing business in Hawai'i between February 29, 2008 and September 30, 2008.

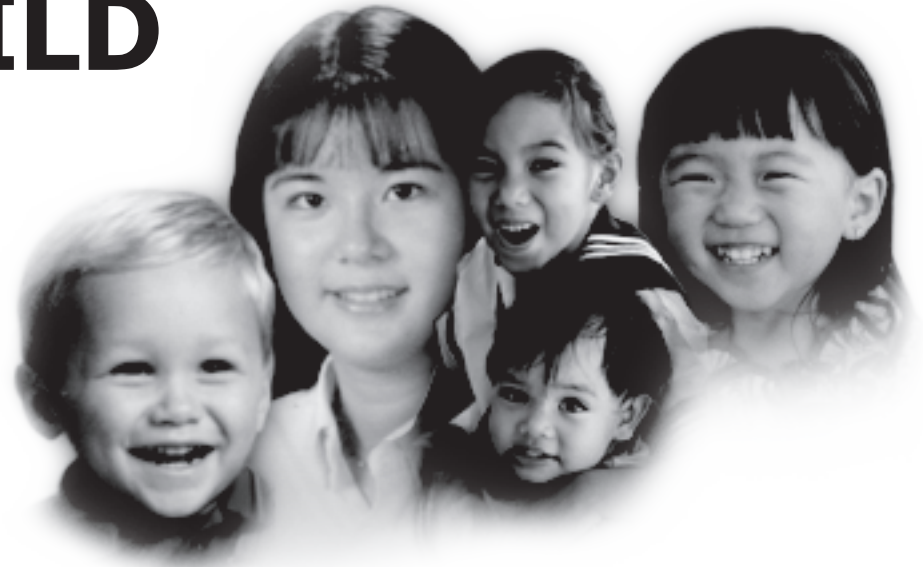
Benefit	QUEST and Medicaid Fee-for-Service	Keiki Care
Physician Office Visits	No cost per visit; no maximum	Cost \$7 per visit; maximum 12 per year
Well-Child Care	No cost per visit	No cost; count towards maximum 12 physician visits per year
Routine Physical Examinations (school, employment, travel, etc.)	Covered	Not covered
Diagnostic, Laboratory, Pathology, and X-ray	No cost	No cost when provided during covered physician visit
Mental Health Services: Outpatient	No cost per visit; no maximum	Cost \$7 for each individual or group session; maximum 12 sessions per year
Surgery: Outpatient	No limit	Maximum 3 per year
Immunizations	Routine, mass, and new immunizations covered	Standard childhood immunizations covered
Prescription Drugs	Prescribed medication including over-the-counter prescribed drugs and supplies; no cost	Only generic antibiotics and oral contraceptives; cost \$5 per maximum 30-day supply
Contraceptives	Voluntary family planning including sterilization	Oral contraceptives only
Emergency Room Services	No cost per visit; no geographic limit	Cost \$25 per visit; Hawai'i only
Hospital: Inpatient	No cost per stay; no maximum	Cost \$100 per day; maximum 5 days per year for room and care
Surgery: Inpatient	No limit	Inpatient surgery covered if member hasn't had maximum 5 hospital days during the year
Mental Health Services: Inpatient	No cost per stay; no maximum	Cost \$100 per day; count towards 5 per year maximum hospital days
Maternity Services	No waiting period; comprehensive coverage	12-month waiting period; limited coverage
Vision Examinations	Every 12 months	One per year
Eyeglasses	Every 24 months	Not covered
Dental Care	Diagnostic and preventive services; non-emergency and emergency treatment	Diagnostic and preventive services only; treatment not covered

APPENDIX F

DLIR Web Site

Flyer and Children's Health Insurance Information

DO YOU KNOW A **CHILD** WHO NEEDS FREE OR LOW-COST **HEALTH CARE?**



QUEST and **Medicaid** cover children
and youth up to age 19 and include:

- ✎ **regular check-ups**
- ✎ **emergency care**
- ✎ **immunizations**
- ✎ **prescription medicines**
- ✎ **doctor visits**
- ✎ **eyeglasses**
- ✎ **counseling**
- ✎ **dental care**

Please tell your friends and neighbors!

Call
211

**free phone call
from all islands**

FREE

Health Insurance for Kids

(QUEST or Medicaid)

Can you answer **YES**
to this information
about your child?

- ✔ 0 to 19 Years Old
- ✔ Hawai'i Resident
- ✔ U.S. Citizen or Legal Immigrant
- ✔ Meets Family Income Limits

Why is health insurance important?

- ✔ Children with health insurance can get regular health care.
- ✔ Regular health care helps children be healthier and less likely to miss school and other activities.
- ✔ Regular health care helps avoid unnecessary emergency room visits.

QUEST and Medicaid for Kids
Free Health Insurance
Family Income Limits

Household Size	Gross Monthly Income
1	\$ 2,991
2	\$ 4,026
3	\$ 5,061
4	\$ 6,096
5	\$ 7,131
6	\$ 8,166
7	\$ 9,201
8	\$ 10,236
9	\$ 11,271
10	\$ 12,306
Each Additional Person	\$ 1,035

(Revised 19 February 2008)

Call for an application or more information!

211 *free call* from all islands

information
provided by

Hawai'i Covering Kids
Advocating Health Insurance for All Keiki and 'Ōpio



www.coveringkids.com



Hawai'i Covering Kids

Advocating Health Insurance for All Keiki and 'Ōpio

Free Health Insurance Programs for Children and Youths

QUEST and Medicaid Fee-for-Service

For more information and an application, please visit www.coveringkids.com or call 211.

Keiki Care

For more information and an application, please call 948-5555 (O'ahu) or 1-800-620-4672 (Neighbor Islands).

Information below compares the QUEST and Medicaid Fee-for-Service programs with Keiki Care.

Eligibility	QUEST and Medicaid Fee-for Service	Keiki Care
Child Currently Insured	Some programs require a child be uninsured the month of application.	Child must have been uninsured continuously for at least 6 months.*
Age Groups	0 to 19 years old	31 days to 19 years old
Citizenship Requirement	Generally must be U. S. Citizen, Lawful Permanent Resident, or from Freely Associated States. Other eligibility groups are listed in "Rights and Responsibilities" section of application.	None
Residency Requirement	Child lives in Hawai'i with the intent to remain indefinitely.	Child lives in Hawai'i.
Who Can Apply for Child	No requirement	Parent or court-appointed guardian must complete, sign, and submit application.
Family Income	Household gross income limit is 300% FPL.	None
Other	None	Child must be ineligible for QUEST or Medicaid Fee-for-Service.

* Exceptions are: (1) if the household's income increases beyond the QUEST and Medicaid Fee-for-Service limit, a child may be enrolled upon disenrollment from a Hawai'i public health insurance program, and (2) newborn uninsured since birth.

Benefit	QUEST and Medicaid Fee-for-Service	Keiki Care
Physician Office Visits	No cost per visit; no maximum	Cost \$7 per visit; maximum 12 per year
Well-Child Care	No cost per visit	No cost; count towards maximum 12 physician visits per year
Routine Physical Examinations (school, employment, travel, etc.)	Covered	Not covered
Diagnostic, Laboratory, Pathology, and X-ray	No cost	No cost when provided during covered physician visit
Mental Health Services: Outpatient	No cost per visit; no maximum	Cost \$7 for each individual or group session; maximum 12 sessions per year
Surgery: Outpatient	No limit	Maximum 3 per year
Immunizations	Routine, mass, and new immunizations covered	Standard childhood immunizations covered
Prescription Drugs	Prescribed medication including over-the-counter prescribed drugs and supplies; no cost	Only generic antibiotics and oral contraceptives; cost \$5 per maximum 30-day supply
Contraceptives	Voluntary family planning including sterilization	Oral contraceptives only
Emergency Room Services	No cost per visit; no geographic limit	Cost \$25 per visit; Hawai'i only
Hospital: Inpatient	No cost per stay; no maximum	Cost \$100 per day; maximum 5 days per year for room and care
Surgery: Inpatient	No limit	Inpatient surgery covered if member hasn't had maximum 5 hospital days during the year
Mental Health Services: Inpatient	No cost per stay; no maximum	Cost \$100 per day; count towards 5 per year maximum hospital days
Maternity Services	No waiting period; comprehensive coverage	12-month waiting period; limited coverage
Vision Examinations	Every 12 months	One per year
Eyeglasses	Every 24 months	Not covered
Dental Care	Diagnostic and preventive services; non-emergency and emergency treatment	Diagnostic and preventive services only; treatment not covered

APPENDIX G

Letter Mailed with Unemployment Checks



STATE OF HAWAII
DEPARTMENT OF HUMAN SERVICES

P. O. Box 339
Honolulu, Hawaii 96809-0339

May 15, 2008

Dear Recipient:

We want you to know about Medicaid Fee-For-Service and QUEST health insurance for children. Please share this information with your family, friends, and neighbors to help uninsured kids. Medicaid Fee-For-Service and QUEST have complete health care services for **FREE** and with QUEST the child will be enrolled in a local health plan.

If the family answers **YES** to two questions, their children could sign up for Medicaid Fee-For-Service or QUEST:

1. Is the child a U.S. citizen, does your child have a "green card," or is your child from the Freely Associated States?
2. Does the household meet family income limits?

2008 Family Income Limits
Medicaid Fee-For-Service and QUEST for Children

Household Size	Gross Monthly Income Limit
1	\$2,991
2	\$4,026
3	\$5,061
4	\$6,096
5	\$7,131
Each Additional Person	\$1,035

If the family answers **YES** to these two questions, they should call 211 (**free** phone call from all islands). A live operator can mail an application and link them to an outreach worker for assistance with questions and filling out forms. Information and an application are also available at www.coveringkids.com/community.

Medicaid Fee-For-Service and QUEST have more health care services and no co-payments. Keiki Care is for children who are **NOT eligible for Medicaid Fee-For-Service or QUEST due to household income or immigration status**. It has limited health care services and some co-payments. Information is available by calling 948-5555 on Oahu or 1-800-620-4672 on the Neighbor Islands.

We are happy to help children be healthy, so we encourage their families to first apply for **FREE** Medicaid Fee-For-Service or QUEST health insurance.

APPENDIX H

Aloha for Aloha Block Party

Aloha for Aloha

First Friday Block Party

Friday May 2, 2008

6:00—10:00 pm



At the corner of Nuuanu and Merchant streets

LIVE Entertainment!!!

Aloha Airlines Memorabilia and T-shirts for sale...

A fundraiser for Aloha Airlines employees who have come
upon serious medical emergencies...



Mahalo to:

- City & County of Honolulu • Mayor Mufi Hannemann • Murphy's Bar & Grill • Don and Marion Murphy • Lokahi Giving Project • KHON-2 • Ikaika Communications • Mona Wood • Alan Yamamoto—Cox Radio • Mark Kelly • Krash Kealoha • Hukilau Restaurant • Better Brands • Anheuser-Busch

