



North Carolina Department of Health and Human Services  
**Division of Medical Assistance**

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Beverly Eaves Perdue, Governor  
Lanier M. Cansler, Secretary

Craigian L. Gray, MD, MBA, JD, Director

July 28, 2010

**Re: Healthy and Ready to Learn Outreach Program**

Dear County Director of Social Services:

Please see the attached letter from the North Carolina Pediatric Society Foundation which introduces you to an outreach program to enroll eligible uninsured children into Medicaid and North Carolina Health Choice. The **Healthy and Ready to Learn** program is a partnership with Governor Beverly Perdue and the North Carolina Pediatric Society Foundation, with multiple stakeholders in health, education and human services in both the public and private sectors. I ask for your cooperation and support of this initiative.

If you have any questions regarding this information, please contact your Medicaid Program Representative.

Sincerely,

Craigian L Gray, MD, MBA, JD, Director

Attachment (1)  
CLG/lf



# FOUNDATION

August 3, 2010

Dear Department of Social Services Director,

President  
Peter J. Morris, MD, MPH  
Wake County Human Services  
Raleigh

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Action for Children North  
Carolina  
Raleigh

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UNC School of Public Health  
Chapel Hill

Jennifer Tolle Whiteside  
NC Community Foundation  
Raleigh

Executive Director  
Steve Shore, MSW  
NC Pediatric Society

We are writing on behalf of Governor Perdue's partnership with the NC Pediatric Society Foundation to inform you about the *Healthy & Ready to Learn (HRL)* children's health insurance outreach and enrollment initiative. We recognize the valuable role local departments of social services play in serving the families who apply for children's health insurance programs, and we want you to be aware of the *HRL*. Federal reauthorization of the Children's Health Insurance Program (CHIP) in 2009 provided grants for state initiatives to help find and enroll eligible, uninsured children in Medicaid (Health Check) and CHIP (NC Health Choice).

*Healthy & Ready to Learn* intends to reach families of kindergarten students entering school in 2010 by working with school nurses, school personnel, School Health Advisory Councils (SHACs) and physician offices to promote health insurance enrollment of the uninsured. We asked school systems in 16 counties to participate in outreach efforts in elementary schools to reach "uninsured and eligible" children using the information on the Kindergarten Health Assessment (KHA) form. The high-need pilot counties were chosen based on unemployment rate, poverty rate and number of children. They are: **Cleveland, Columbus, Cumberland, Davidson, Edgecombe, Gaston, Halifax, Harnett, Lenoir, Pitt, Randolph, Robeson, Rutherford, Vance, Wayne and Wilson**. The targeted families will receive outreach materials with income guidelines, an application and directions on how to apply. In year two of the grant, *Healthy and Ready to Learn* plans to expand to more counties and to include families with 4-year-old children. The local departments of social services in counties participating in the initiative may experience a slight increase in the HC/NCH enrollment applications. At the end of this two-year initiative, we are willing to share enrollment statistics with local DSS in *HRL* counties, if they are interested, to show how many targeted children were enrolled due to the project.

When students are healthy, they are ready to learn, attend school regularly and sustain achievement. Many organizations are working together to reach out to families whose children may qualify for the programs and *HRL* is a health care initiative to contribute to this effort by targeting kindergarten students. This is an ambitious agenda in difficult economic times, but doing anything less for our children is not acceptable. We have made great strides in improving access to health care. Now we want to work smarter to assure that eligible families enroll their children in health insurance and take steps toward having a medical home where children get age-appropriate preventive services as well as sick care. Please contact Ania Boer, Project Director for *Healthy and Ready to Learn* for the NC Pediatric Society Foundation, at [ania@ncpeds.org](mailto:ania@ncpeds.org) or call 919-839-1156 with questions. More information is also available at: [www.NCPedsFoundation.org](http://www.NCPedsFoundation.org).

We would appreciate your support of the *Healthy and Ready to Learn* project on behalf of North Carolina's children.

Best regards,



Peter J. Morris, MD, MPH, MDiv  
President, NC Pediatric Society Foundation  
Raleigh



Marian F. Earls, MD  
President, NC Pediatric Society  
Greensboro

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