



# CHP+ HIGHLIGHTS

ISSUE 3 :: MAY 2006

A Resource for CHP+ Community Partners

## CHP+ News

### A Letter from Barbara Ladon

Dear CHP+ Community Partners:

*I will be leaving my position as Director of the CHP+ program at the end of May after eight years working with you and this great program. It has been extremely fulfilling to develop a new program and see it flourish. With your help, the goal to increase access to health care for Colorado's children is being achieved.*

*The CHP+ program has strong management and a team of professionals dedicated to carrying on our work. We are moving ahead with a new marketing initiative to increase enrollment. Due to bipartisan legislative and gubernatorial support and the passage of the Tobacco Tax, the program is on sound financial footing.*

*It is time for me to explore new avenues and interests. In the immediate future, I will be serving as Campaign Chair for Cary Kennedy for State Treasurer. This will be an exciting new forum in which to use my leadership and organizational skills.*

*After the campaign, I will continue to work to improve health care in Colorado and nationally. Over the summer, as I contemplate the best ways to become involved and have a positive impact, I would welcome any ideas you might have.*

*This is definitely not a good-bye. This is a transition. I look forward to working with you in the future.*

Sincerely,  
Barbara Ladon  
CHP+ Office Manager

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## RESOURCE CONTACT INFORMATION

*Your feedback is important to us. If you have any suggestions for upcoming newsletters, please contact [Tammy Stratton](#).*

*If you are interested in learning more about CHP+, please contact one of our Regional Outreach Coordinators to set up a presentation or training session or if you would like to add a community event to our calendar.*

### Denver Metro Region

**ROC:**  
Peg Martinez  
720-327-7267  
[Email](#)

### Denver Metro and West Region ROC:

Jonathan McDonald  
303-905-2117  
[Email](#)

### Southwest Region ROC:

Raina Cohn  
719-588-8481  
[Email](#)

### Northwest Region ROC:

Candice Talkington  
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### Southeast Region ROC:

Mary Rivera  
719-251-1791  
[Email](#)

### Northeast Region ROC:

Kathy Anderson  
970-526-2991  
[Email](#)

### North Central Region:

Nikki Smyrl Gross  
970-420-9058  
[Email](#)

### MAXIMUS Contacts:

CHP+ marketing and outreach operated by

**BREAKING NEWS!**

 <p><b>KEEPING COLORADO KIDS HEALTHY</b> from their pearly whites to their piggly wiggles.</p> <p><i>Low-cost health insurance for Colorado kids and pregnant women.</i></p> <p style="text-align: center;"><b>CHP+</b> Child Health Plan Plus</p> <p style="text-align: center;"><b>1.800.359.1991</b> or visit <a href="http://www.CHPplus.org">www.CHPplus.org</a></p>	<p>Watch and listen for CHP+ TV, radio and newspaper ads now running in your community. Also be on the lookout for CHP+ billboards throughout the state.</p>
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### Application Available Online

The CHP+ application is now available online for download at [www.CHPplus.org](http://www.CHPplus.org).

### The CHP+ Prenatal Care Program

Reminder: Anthem BlueCross BlueShield is the health plan available for pregnant women. This plan is available in every county throughout Colorado.

### Anthem BlueCross BlueShield Cards

CHP+ membership cards for members enrolled in the CHP+ State Managed Care Network, or Anthem BlueCross BlueShield, are now being mailed to families.

If families have questions about their CHP+ benefits they can contact Anthem BlueCross BlueShield at 1-877-523-8171.

Families should contact CHP+ Customer Service at 1-800-359-1991 to select or change a Primary Care Provider (PCP) or to notify CHP+ of changes to address and/or phone number.

**Health Tip**  
**Allergy Season is Here Again**

*Submitted by pediatricians from Western Colorado Pediatrics (a subsidiary of Primary Care Partners, P.C.) Proud to serve CHP+ children.*

As spring turns into summer, the air is full of pollen from various sources. Pollen can make warm weather miserable for those who suffer with allergies. The symptoms of allergies are similar to those of a cold, with a few key differences. Both can cause nasal congestion and a runny nose, but allergies tend to cause more sneezing and an itchy nose. Kids with allergies often touch and rub their noses. In fact, young children may rub their noses on their sleeves or on their parents shoulder. In addition, many allergy sufferers have an itchy palate which they attempt to relieve by sticking their fingers in their ears and rubbing, by clucking their tongues or noisily clearing their throats.

The eyes can also be plagued by allergies. Allergies can cause the eyes to get very red and the eyelids to swell. The eyes can be itchy but rubbing them will only make the redness and swelling worse. Occasionally, allergies can also trigger a cough.

Treatment for allergies includes removing the pollen from the skin as quickly as possible by taking a cool shower or a bath. Cold compresses applied to the eyes will take way the swelling and an icy drink will help relieve that itchy palate.

Antihistamines are very helpful, and a wide variety are available without a prescription. Benadryl (or its generic equivalent) is safe for almost all children and is available in capsules, chewable tablets and liquid form. Antihistamine eye drops are also available and can offer quick relief for itchy eyes.

With prompt treatment, most allergy attacks can be managed quickly and effectively. If you have any questions about your child's symptoms or if over the counter medicines don't seem to be helping, call your child's doctor. Here's to an itch and sneeze-free summer.

**Community and Training Events**

For more information about community and training events contact the Regional Outreach Coordinator in your area.

**Northeast Region:**

**May 26, 9:00 a.m.**  
 Holyoke Well Child Clinics  
 Junior High School  
 Holyoke

**June 1, by appointment**

Northeast Colorado Health Department  
 Neuro Clinic  
 Sterling

**North Central Region:**

**June 3, 10:00 a.m. - 2:00 p.m.**  
 Estes Park Safety Fair  
 Youth Center  
 Estes Park

**Southeast Region:**

**June 3, 9:00 a.m. - 5:00 p.m.**  
 Cruisin' Into Summer Festival  
 Railroad Park  
 Rocky Ford

**June 16, 1:30 p.m. - 4:00 p.m.**

Kid's Safety Fair  
 Sangre de Cristo Apartments

**MAXIMUS**  
*Manager of Marketing and Outreach for CHP+*  
 Christine Dauchot  
 303-830-3558  
[Email](#)

*Project Director*  
 Sally Harmon  
 303-830-3550  
[Email](#)

**The Bawmann Group**  
**Contact:**  
 Media relations and advertising agency for CHP+  
*Senior Account Manager*  
 Tammy Stratton  
 303-320-7790  
[Email](#)

**Colorado Department of Health Care Policy and Financing**  
**Contact:**  
*Marketing Contract Manager*  
 Joanne Lindsay  
 303-866-3144

**CHP+ Customer Service**  
 1-800-359-1991

**CHP+ HMO Contacts:**  
*CHP+ State Managed Care Network (Anthem BlueCross BlueShield)*  
 1-877-523-8171

**Colorado Access**  
 1-888-214-1101

**Denver Health Medical Plan**  
 720-956-2100

**Kaiser Permanente**  
 1-800-632-9700

**Rocky Mountain Health Plans**  
 1-800-346-4643

**Delta Dental**  
 303-741-9300  
 or  
 1-800-610-0201



Pueblo

**June 24, 8:30 a.m. - 12:30 p.m.**

Community Health Fair  
Ascension Lutheran Church  
Colorado Springs

**Southwest Region:**

**June 3 & 4, 10:00 a.m. - 6:00 p.m.**

Summerfest on the Rio  
Cole Park  
Alamosa

**June 16 & 17, 2:00 p.m. - 7:00 p.m.**

FIBARK Festival  
Salida Steam Plant Theater  
Salida

**A Spotlight on CHP+ Best Practices**

**Jefferson County Public Schools Medicaid & CHP+ Outreach**

In a county with 150 school sites, 28 preschools and an estimated 15,000 children uninsured it is overwhelming to contemplate reaching out to every child in the district and getting them enrolled in a health plan. However, by partnering with the Free and Reduced Lunch Plan and giving families the opportunity to get active, Jefferson County's marketing and outreach efforts have proven to be remarkably effective.

When a family is identified as eligible for the Free and Reduced Lunch Plan they receive a letter in the mail that lets them know they may be eligible for low cost health insurance with CHP+.

In addition to this cooperative communication, the Jefferson County Medicaid and CHP+ office is able to focus its direct outreach by prioritizing the school district. The office is able to query its database and determine which locations had the greatest number of students sign up for the Free and Reduced Lunch Plan and those that indicated a need for health insurance. Jefferson County offers direct outreach to 21 "title 1" schools in the district and direct mail outreach to 68 schools.

Jefferson County provides CHP+ information to as many families as possible. By taking the next step - calling families back and setting up appointments - the outreach office is able to focus its efforts. After a brief phone discussion to verify that the family is potentially eligible, an appointment is set up at the family's home or school to fill out the application together. In these one-on-one meetings the outreach workers enjoy fantastic "show rates" between 86 percent and 89 percent. The outreach office then mails the application in and continues to follow up with the family until the children receive health coverage.

*For more on Jefferson County's efforts, please contact:*

**Rob Hendershot** 303-982-2333

[rmhender@jeffco.k12.co.us](mailto:rmhender@jeffco.k12.co.us)

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