



ISSUE 15 :: APRIL 2007
CHP+ HIGHLIGHTS
 A Resource for CHP+ Community Partners

BREAKING NEWS

CHP+ Forms Partnership with Lieutenant Governor Barbara O'Brien



The CHP+ team is proud to announce that Lieutenant Governor Barbara O'Brien is now the official spokesperson for the CHP+ program. CHP+ is excited to be working with the Lieutenant Governor's team to plan media events and activities throughout the year. We will keep you updated as event details are planned. The CHP+ team would like to thank Lieutenant Governor Barbara O'Brien for her support and involvement in this year's Cover the Uninsured Week activities. The Lieutenant Governor was interviewed live on 7News at 5:40 a.m. on Thursday, April 26 to promote Cover the Uninsured Week and CHP+.

CHP+ News

April 9Health Fairs



In April, the CHP+ team participated in nearly 30 9Health Fairs around Colorado. CHP+ information was offered to thousands of families who attended these special events. CHP+ would like to extend a special thanks to the generous volunteers from the Colorado State Association of Health Underwriters, who gave their time to staff these events.

Web portal updates

Important information for providers regarding the Web portal is available at:

http://www.chcpf.state.co.us/ACS/Provider_Services/provider_services.asp

Cover the Uninsured Week successes

The week of April 23-29 marked the fifth annual Cover the Uninsured Week, a nonpartisan, nationwide effort led by the Robert Wood Johnson Foundation to urge U.S. leaders to make health coverage a top priority for the more than 45 million uninsured Americans, including 9 million children. This year's campaign highlighted the success and importance of covering kids through programs such as CHP+.

During the week, the CHP+ team of Regional Outreach Coordinators held many CHP+ enrollment events and Cover the Uninsured Week informational sessions throughout the state.

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RESOURCE CONTACT INFORMATION

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:

Ileana Perez
 720-940-6969
[Email](#)

Denver Metro Region:

Suzette Elledge
 303-909-2010
[Email](#)

Southwest Region:

Kari Smith

One of the highlights of Cover the Uninsured Week in Denver each year is a free health and enrollment fair for uninsured residents. This year, the fair was held at Church in the City and was expected to see approximately 300 people who will be screened for specific health issues and receive education on available health care resources and public insurance programs. The fair received media coverage on 9News, CW 2 News, and Univision.

Grand Junction also held many successful events throughout the week. Cover the Uninsured Week information and enrollment fairs were held at Mesa Mall, Marillac Clinic and City Market. These events received media coverage throughout the week on KREX (NBC affiliate) and KJCT (ABC affiliate). These media outlets interviewed our very own, Candice Talkington, CHP+ Northwest Regional Outreach Coordinator, about Cover the Uninsured Week and CHP+ enrollment activities that took place during the week.

On Tuesday, April 24, Colorado Springs hosted an interfaith breakfast for faith and lay leaders to discuss the crisis of the uninsured in our state and initiate dialogue on potential solutions. Following the fair, uninsured residents were invited to a community resources fair at Pulpit Rock Church to learn more about available community resources. KOAA (NBC affiliate) reported on the event.

Cover the Uninsured Week also hosted two television call-ins for information on CHP+ and other public insurance programs on 9News and 7News. Joanne Lindsay, CHP+ marketing manager, was interviewed live on 9News the morning of April 23. The morning of April 26, Lieutenant Governor Barbara O'Brien was interviewed live on 7News. We want to thank our wonderful expert volunteers who answered the hundreds of phone calls about health insurance. Our first-class team of volunteers included Maria Zubia, Community Health Services; Emily Arell, Colorado Consumer Health Initiative; Elizabeth Escarcega, Metro Community Provider Network; Michelle Haro, Metro Community Provider Network; Mary Hart, community volunteer; Ann Clemens, Department of Health Care Policy and Financing; Kristy Wilson, Department of Health Care Policy and Financing; Joanne Lindsay, Department of Health Care Policy and Financing.

The CHP+ team would like to thank all of our statewide community partners who helped to make this year's Cover the Uninsured Week successful!

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Northwest Region:

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Southeast Region:

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Northeast Region:

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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

Updated materials now available



New CHP+ brochure inserts and professional deskguides with the updated Federal Poverty Level Guidelines effective April 1, 2007 are now available.

To order professional deskguides [please click here for an order form](#). If you have brochures and

need updated inserts,
[please click here for
an order form.](#)

Health Tip

CHP+ Reminds Parents to take Precautions to Keep Colorado Kids Safe from Poison Exposure

According to the Colorado Department of Public Health & Environment, each year more than one million unintentional poisonings among children ages five and under are reported to U.S Poison Control Centers. In 2006, Denver Health's Rocky Mountain Poison and Drug Center (RMPDC) handled 211,969 calls regarding poisoning incidents. There were more than 45,000 human poisoning exposures in Colorado in 2006, of which more than half involved children under the age of five. CHP+ reminds parents to take precautions to keep Colorado kids safe from poison exposure.

"Parents want to do everything they can to keep their kids safe and healthy. Because most exposures to poison happen in the home, we encourage parents to make sure their homes are poison proof," Lieutenant Governor Barbara O'Brien said. "It is also important to make sure your children have health insurance should an emergency happen. CHP+ is a low-cost solution for parents to provide their children with the health care they need and deserve."

According to RMPDC, parents can keep their home safe from poisons by following some basic steps:

1. Keep all liquids and solids that may be poisonous out of site, locked up and away from children.
2. Always return product or medicine to safe storage immediately (locked up and away from children). If interrupted while using the product or medicine, take the child or the product or medicine with you.
3. Always re-secure the child-resistant closure. Be aware that child-resistant caps are not childproof.
4. Read and follow label directions before giving medication or using any household product.
5. Keep all products and medicines in the original containers. Never transfer products to a bottle without a child-resistant closure.
6. Never call medicine candy.
7. Never take medicine in front of children; they love to imitate adults.
8. Store household products away from food and medications. Look-alike products such as household cleaners may resemble a beverage and could be mistakenly consumed with sickening consequences.

If a poison exposure occurs, call the Rocky Mountain Poison Center anytime, night or day, at 1-800-222-1222. Poison specialists are always available to provide expert assistance. Services are free and confidential. For poison prevention information, visit www.rmpdc.org, and click on Poison Prevention Tips.

Test Your CHP+ Knowledge

Are you a CHP+ expert? Here are a few questions to put your CHP+ knowledge to

MAXIMUS Contacts:

CHP+ marketing and outreach operated by MAXIMUS

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MAXIMUS Project

Director

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The Bawmann Group Contact:

Media relations and advertising agency for CHP+

Senior Account Manager

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Colorado Department of Health Care Policy & Financing (HCPF)

Contact:

Marketing Manager
Joanne Lindsay
303-866-3144

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

the test. The answers can be found near the bottom of the newsletter.

1. How can organizations get new updated CHP+ materials?
2. When did the new Federal Poverty Level guidelines go into effect?
3. Who is the official CHP+ spokesperson?
4. What are two things parents can do to keep their homes safe from poisons?



Community and Training Events

For more information about community and training events or to share news of a community event contact the Regional Outreach Coordinator in your area.

Northwest Region:

May 1, 2007 – 7:30 a.m. – 8:30 a.m.

Kindergarten Round-up
Thunder Mountain Elementary
Mesa County

May 2, 2007 – 1:30 p.m. – 3:30 p.m.

Rocky Mountain Elementary Kindergarten Round Up
Mesa County

Northeast Region:

May 4, 2007 – 8:30 a.m. – 11:30 a.m.

Child Find Clinic – Akron
Washington County

May 4, 2007 – 1:00 p.m. – 3:00 p.m.

Child Find Clinic – Otis
Washington County
Southeast Region:

May 9, 2007 – 9:00 a.m. – 12:00 p.m.

Crowley County Nursing Center Health Fair
Crowley County

CHP+ Spotlight

Family Visitor Programs, Glenwood Springs

Family Visitor Programs was established 23 years ago to address community concerns about increases in child abuse. The agency is the oldest new-parent home visitation program in the State of Colorado offering support and educational services to pregnant women and new parents living in the Aspen to Parachute region at no cost.

Parents can choose the level of services they desire including one-time Bright Beginnings visits, Warm Welcome (birth to 1 year) visits or Moving On (1-2 years) visits. The agency also provides prenatal visits. The visitors assist families in affecting positive birth outcomes and establishing a safe and healthy home environment for the new baby.

The agency staff works closely with an average of 500 families of young children each year. Therefore they have numerous opportunities to assess a family's need for CHP+ and follow up with them on the progress of their application. In addition trained volunteers for Bright Beginnings home visits provide all families with CHP+ materials.

Agency services focus on young children. Many of the region's births are referred for agency visits. The relationship that agency staff has with clients is long term and can last one to 2 _ years. Therefore there are many opportunities to discuss CHP+, follow up on application status and to remind approved families to renew each year.

Nominate a CHP+ Spotlight Candidate!

We would like your help! If you know of community organizations doing great things for CHP+ please nominate them to be featured in the CHP+ Spotlight section. To make a nomination today, simply email chpplushighlights@morethanpr.com. Please include your contact information, the name of the organization(s) you are nominating and the contact information for each organization, if available. Thank you!

Test Your CHP+ Knowledge – Check Your Answers:

1. New CHP+ brochure inserts and professional deskguides with the updated Federal Poverty Level guidelines effective April 1, 2007 are now available. To order professional deskguides [please click here for an order form](#). To order brochure inserts [please click here for an order form](#).
2. The new Federal Poverty Level guidelines went into effect April 1, 2007 and are included in the new brochure inserts and deskguides for professionals.
3. The official spokesperson for CHP+ is Lieutenant Governor Barbara O'Brien.
4. According to RMPDC, parents can keep their home safe from poisons by following some basic steps:
 - Keep all liquids and solids that may be poisonous out of site, locked up and away from children.
 - Always return product or medicine to safe storage immediately (locked up and away from children). If interrupted while using the product or medicine, take the child or the product or medicine with you.
 - Always re-secure the child-resistant closure. Be aware that child-resistant caps are not childproof.
 - Read and follow label directions before giving medication or using any household product.
 - Keep all products and medicines in the original containers. Never transfer products to a bottle without a child-resistant closure.
 - Never call medicine candy.
 - Never take medicine in front of children; they love to imitate adults.
 - Store household products away from food and medications. Look-alike products such as household cleaners may resemble a beverage and could be mistakenly consumed with sickening consequences.

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