

**Statewide TexCare Partnership Outreach Initiatives
April, 2000 - September, 2000**

Date and Initiative	Geographical Focus								
Initiative	All Regions	TDH Region 1	TDH Region 2/3	TDH Region 4/5N	TDH Region 6/5S	TDH Region 7	TDH Region 8	TDH Region 9/10	TDH Region 11
April, 2000									
Direct mail to 80,000 food stamp recipients/denials with at least one child under 19 years of age not on Medicaid residing in the home									
Direct mail to children on the Texas Healthy Kids Corporation premium assistance waiting list									
Direct mail to 5,000 families who left their name and address on the TexCare Partnership 1-800 phone number prior to going live									
Texas Workforce Commission website link to TexCare Partnership website									
Texas Medical Association TexCare Partnership informational seminars for providers									
National website links updated to link to TexCare Partnership website									
Local press conferences									
Statewide press release									
Video News Releases									
Audio News Releases									
Direct mail to 25,000 custodial parents with at least one uninsured child under 19 years of age that is subject to a medical support order									
Local Community-Based Organization outreach activities									

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Dissemination of 1,850,000 TexCare Partnership tri-fold brochures									
Dissemination of 480,000 TexCare Partnership application booklets									
Dissemination of 20,000 TexCare Partnership posters									
TexCare Partnership website on-line									
TexCare Partnership call-center operational									
TexCare Partnership and insure-a-kid media buy collaboration									
TexCare Partnership training Title IV-D Masters and family law judges									
Outreach proposal to HEB Grocers to print brochures approved									
Outreach proposal to Randalls									
Outreach proposal to March of Dimes									
Outreach proposal to Fiesta Food Stores									
Direct mail to children on Child Care Management Systems' childcare waiting list through local Texas Workforce Centers									
Direct mail to Texas Federation of Teachers Association 34,000 members									
TexCare Partnership outreach materials disseminated at the statewide Summer School Nutrition Program conference.									
Direct mail to Texas Commission on Alcohol and Drug Abuse providers									
Article published in the Texas Center for the Judiciary newsletter									

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Disseminate TexCare Partnership materials in Internal Revenue Service's VITA tax and walk-in offices									
May, 2000									
National website links updated to link to TexCare Partnership website									
Direct mail to 51,100 custodial parents with at least one uninsured child under 19 years of age that is subject to a medical support order									
Direct mail to 110,000 adults on unemployment insurance benefit with at least one child under 19 years of age residing in the home									
Weekly direct mail to 15,000 adults applying for unemployment insurance benefits									
Three week paid media flight in 12 markets which covers 147 out of 254 counties (radio and television)									
Local Community-Based Organization outreach activities									
Present at the Elementary School Counselors statewide meeting									
Present at the Texas Association of Health Care Financial Administration statewide									
Direct mail to Native American organizations									
Reliant Energy to insert TexCare Partnership fliers in 1,500,000 utility bills									

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Conference of Urban Counties TexCare Partnership Application Challenge	■								
Office of the Attorney General's Child Support Division staff to include TexCare Partnership information in their Acknowledgement of Paternity training provided for birthing center and hospital staff.	■								
TexCare Partnership training for Title IV-D Masters and family law judges							■		
Dissemination of TexCare Partnership video, which feautres 5 Texas families.	■								
Maximize effectiveness of media buys through private/public partnerships. Insure-A-Kid paid for media in April for the Austin market and Coalition of Health Services paid for media in the Wichita Falls and Amarillo market for one year through a grant from HCFA.		■				■			
Disseminate TexCare Partnership information through the Texas Opthamalogy Association	■								
TexCare Partnership marketing message developed for employers with guidance from the Texas Workforce Commission	■								
Health Plan marketing	■								

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June, 2000									
Direct mail to 12,000 licensed childcare facilities									
Disseminate 5.3 Million black&white applications to Community-Based Organizations to use at application assistance events									
Weekly direct mail to 15,000 adults applying for unemployment insurance benefits									
HEB Grocers to print TexCare Partnership logo and 1-800 phone number on grocery bags for the last two weeks in June									
Release four stories through the Radio News Network which reaches 700 radio stations									
Develop outreach strategies for farmworkers with the National Association of Farmworkers Union									
Disseminate TexCare Partnership commercials to radio and television stations to run as PSAs in the non-paid media markets.									
Disseminate TexCare Partnership information through temporary employment agencies.									
TexCare Partnership copy points printed in the <u>Take Time for Kids'</u> magazine									

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Office of the Attorney General's Child Support Division staff to include TexCare Partnership information in their Acknowledgement of Paternity training provided for birthing center and hospital staff.									
Non-Medicaid children released from DPRS conservatorship and referred to Texas Health Steps will receive a letter with information about the TexCare Partnership initiative									
Disseminate TexCare Partnership information through the Texas State Board of Plumbing Examiners									
Disseminate TexCare Partnership information through the Texas State Board of Acupuncture Examiners									
Disseminate TexCare Partnership information through the Texas State Association of Fire Fighters									
Disseminate TexCare Partnership information through Texas State Board of Vocational Nurse Examiners									
Disseminate TexCare Partnership information through the Texas State Board of Nurse Examiners									
Disseminate TexCare Partnership information through the Texas Association of Social Workers									

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Disseminate TexCare Partnership information through the Texas Psychological Association									
Disseminate TexCare Partnership information through the Texas Talent Musicians Association									
Disseminate TexCare Partnership information through the Texas Associations of Realtors									
Disseminate TexCare Partnership information through the Texas Real Estate Commission									
Disseminate TexCare Partnership information through the Texas Cosmetology Commission									
Disseminate TexCare Partnership information through the Texas Court Reporters Certification Board									
Disseminate TexCare Partnership information through the Texas Restaurant Association									
Disseminate TexCare Partnership information through the Texas Association of Licensed Clinical Practitioners									
Disseminate TexCare Partnership information through the Texas Association of Marriage and Family Therapists									

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Disseminate TexCare Partnership information through the Texas Commission on Law Enforcement Officer Standards and Education	■								
Disseminate TexCare Partnership information through the Texas Court Reporters Association	■								
Disseminate TexCare Partnership information through the Texas Music Office Health Plan marketing	■								
TexCare Partnership radio ads sponsored by the March of Dimes for the Waco market				■					
Pilot TexCare Partnership telethon in San Antonio							■		
Disseminate/Air TexCare Partnership Cable TV show (15 minutes in length: CBO video with interview from provider). SMA to follow-up with Cable TV stations.	■								
Disseminate TexCare Partnership information through the Texas State Board of Pharmacy	■								
Disseminate TexCare Partnership information through the Society of Child and Adolescent Psychiatrists	■								
Disseminate TexCare Partnership information through the Texas Physical Therapy Association	■								

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Disseminate TexCare Partnership information through the Society of Professional Journalists									
Disseminate TexCare Partnership information through the Texas Hotel and Motel Association									
Present at the statewide Refugee conference									
Disseminate TexCare Partnership information through the Texas Optometric Association									
Disseminate TexCare Partnership information through the Arab American Medical Association									
Disseminate TexCare Partnership information through the Association of Phillipine Physicians									
Disseminate TexCare Partnership information through the American Association of Indian Physicians									
Disseminate TexCare Partnership information to International Medical Graduates									
Disseminate TexCare Partnership information through the Islamic Medical Association									
Disseminate TexCare Partnership information through the Iranian American Healthcare Professionals of Texas									

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Disseminate TexCare Partnership information through the Indian Doctors Club									
Disseminate TexCare Partnership information through the Hispanic American Medical Association									
Disseminate TexCare Partnership information through the Chinese American Doctors									
Disseminate TexCare Partnership information through the Texas Mental Health and Mental Retardation									
Disseminate TexCare Partnership information through the American Occupational Therapy Association									
Local Community-Based Organization outreach activities									
July, 2000									
Weekly direct mail to 15,000 adults applying for unemployment insurance benefits									
Office of the Attorney General's Child Support Division staff to include TexCare Partnership information in their Acknowledgement of Paternity training provided for birthing center and hospital staff.									
Release four stories through the Radio News Network which reaches 700 radio stations									

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TexCare Partnership commercials run as PSAs in the non-paid media markets.									
Air TexCare Partnership Cable TV show (15 minutes in length: CBO video with interview from provider)									
Non-Medicaid children released from DPRS conservatorship and referred to Texas Health Steps will receive a letter with information about the TexCare Partnership initiative									
Local Community-Based Organization outreach activities									
Media Tours in the 12 media markets which reaches 147 out of 254 counties (radio and tv talkshows; interviews; editorial board meetings)									
Health Plan marketing									
August, 2000									
Media Tours in the 12 media markets which reaches 147 out of 254 counties (radio and tv talkshows; interviews; editorial board meetings)									
Exhibit at the Advance Family Law Annual Meeting									
Local Community-Based Organization outreach activities									

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Air TexCare Partnership Cable TV show (15 minutes in length: CBO video with interview from provider)									
TexCare Partnership commercials run as PSAs in the non-paid media markets.									
Non-Medicaid children released from DPRS conservatorship and referred to Texas Health Steps will receive a letter with information about the TexCare Partnership initiative									
Health Plan marketing									
Release four stories through the Radio News Network which reaches 700 radio stations									
Telethons to generate phone applications to the TexCare Partnership call center									
Weekly direct mail to 15,000 adults applying for unemployment insurance benefits									
September, 2000									
Tax Free Weekend Initiative									
Air TexCare Partnership Cable TV show (15 minutes in length: CBO video with interview from provider)									
Release four stories through the Radio News Network which reaches 700 radio stations									

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TexCare Partnership commercials run as PSAs in the non-paid media markets.									
Weekly direct mail to 15,000 adults applying for unemployment insurance benefits									
Local Community-Based Organization outreach activities									
Non-Medicaid children released from DPRS conservatorship and referred to Texas Health Steps will receive a letter with information about the TexCare Partnership initiative									
Health Plan marketing									
Four Week Media Flight (radio, tv, transit) in the 12 media markets which covers 147 out of 254 counties									
Dissemination of 4,000,000 TexCare Partnership fliers to school-aged children in collaboration with Texas Education Agency Free and Reduced Lunch program									