




# Oh The Places We Go!

## Outreach with Rural Folk Experiencing Homelessness

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Congratulations!  
Today is your day.  
You're off to Great Places!  
You're off and away!

You have brains in your head.  
You have feet in your shoes.  
You can steer yourself  
any direction you choose.



# Overview

- Introduction
- ACA in Kentucky
- Outreach and Enrollment Strategy
- Overview of Rural Homelessness
- Rural Homeless Project Plan
- Next Steps

# Kentucky Primary Care Association

- Association of primary care providers across Kentucky
  - 70 members
  - 250 clinic sites
  - Over 800 providers
  - 23 FQHCs serving Kentuckians
    - 6 HCH Grantees
    - 2 in rural areas
- Goal: To help primary care practices provider affordable, accessible, comprehensive, and continuous services to improve the health of patients and communities.
- Outreach and Enrollment
  - FQHCS
  - State contract for one region of the state





# Grace Community Health Center

Federally Qualified Health Center (FQHC) since 2008  
Southeastern Kentucky

- Three Primary Care Sites
- One Women's Health Site
- 17 School Based Health Center Sites

Serving approximately 11,000 patients in over 23,000 patient encounters

MISSION: To show the love and share the truth of Jesus Christ by providing access to high quality healthcare to the whole person.



 **Grace  
Community**

**HEALTH CENTER**

*Providing Christian Health Care for the Whole Family*



# Overview of ACA in Kentucky

- State-based Marketplace
  - Kentucky Health Benefit Exchange (KHBE) or kynect
- Expanded Medicaid
- One streamlined application for:
  - Qualified Private Health Plans
    - Payment Assistance Programs
  - Medicaid
  - KCHIP
  - SHOP
- Assisters:
  - Agents: 2,308
  - kynectors: 1,055
    - 180 health center workers trained as kynectors







# Demographic Landscape

	Kentucky	Region 8
<b>Population</b>	4,339,367	479,896
<b>Uninsured 2013</b>	20.4%	16.1%
<b>Below Poverty Level</b>	18.8%	29.0%
<b>Low Income</b>	39.6%	67.2%
<b>Lack basic prose literacy</b>	12.04	16.7%





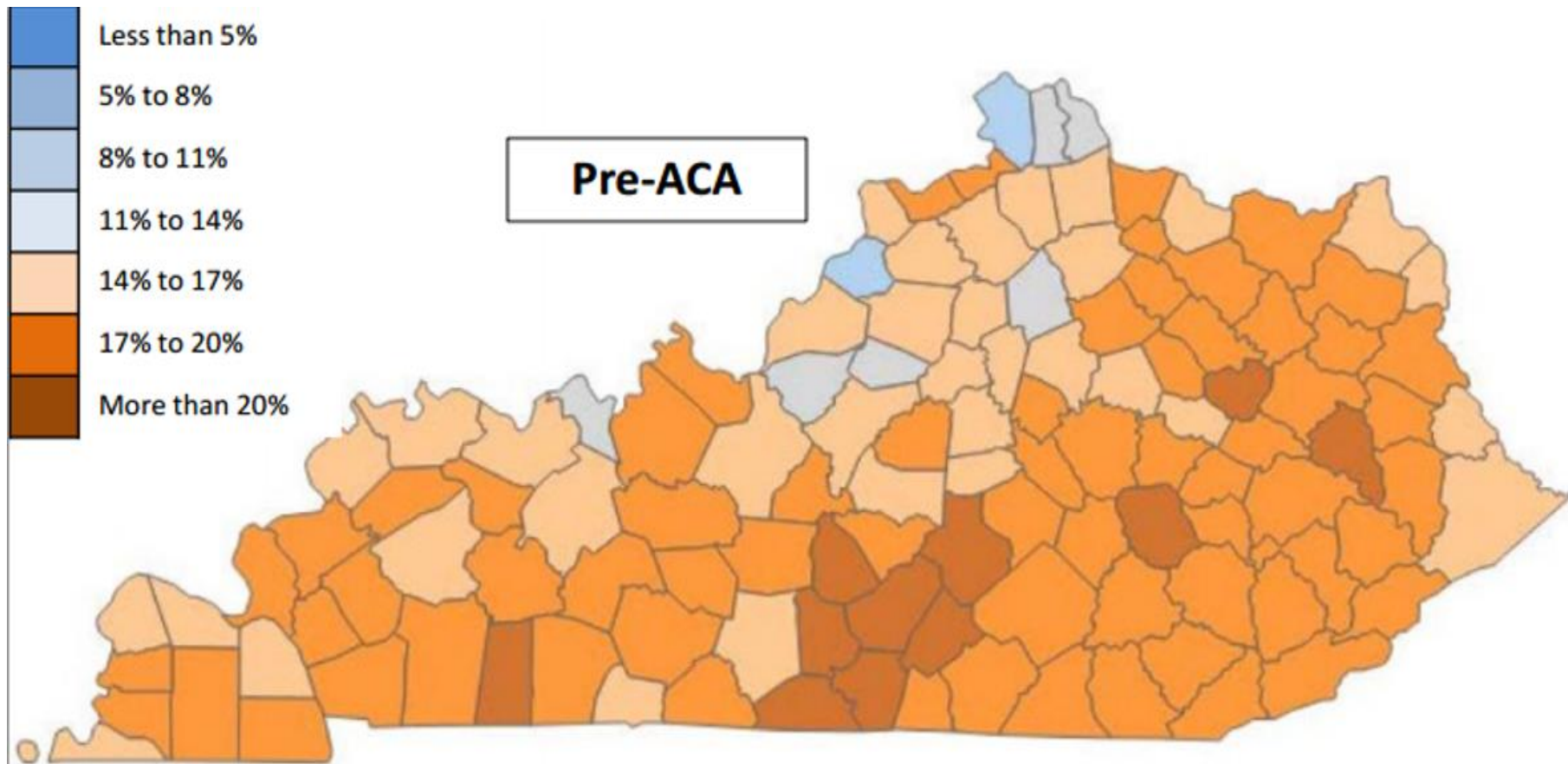
# Pre ACA Landscape

- Estimated 640,000 uninsured in Kentucky
- Health outcomes in Kentucky
  - 50th in smoking
  - 40th in obesity
  - 41st in diabetes
  - 50th in cancer deaths
  - 49th in cardiac heart disease





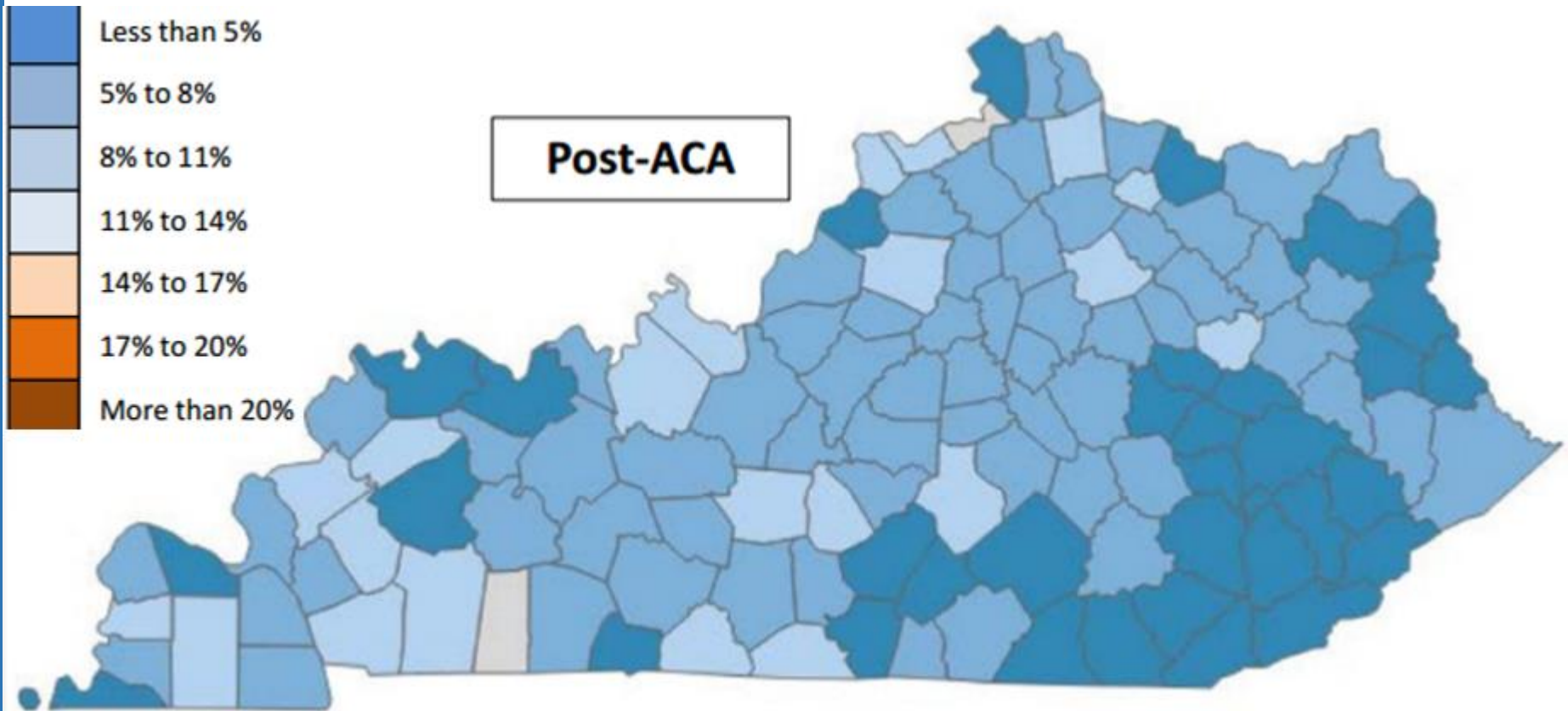
# Uninsured Population 2013



Source: Kentucky Medicaid Expansion Report



# Uninsured Population 2014



Source: Kentucky Medicaid Expansion Report

# ACA Impact Statewide

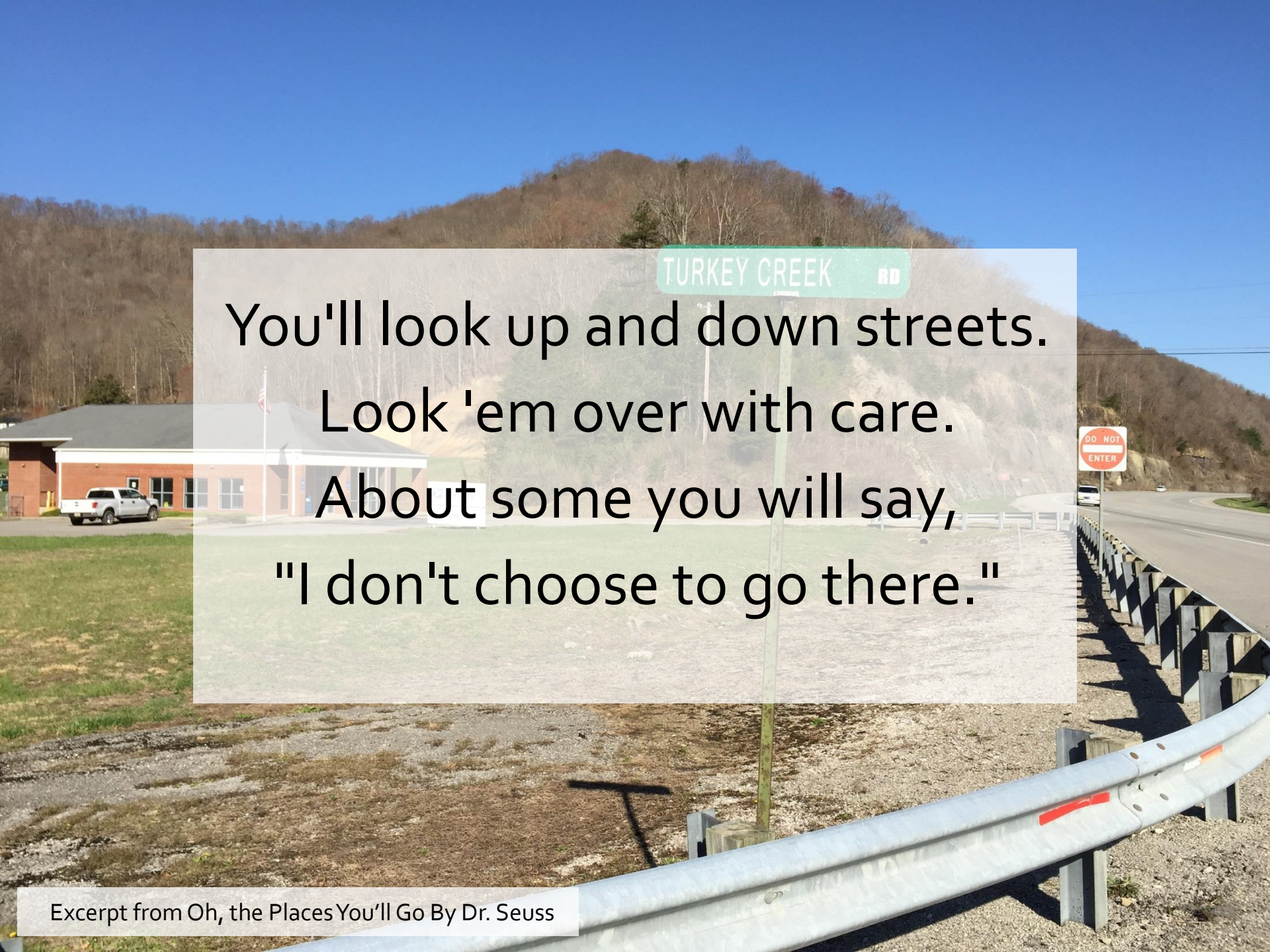
- Before OEP2: 793,667 had enrolled through kynect
  - 91% Medicaid
  - 18% of state population
  - Includes 50,000 conversions
  - Uninsured rate 9.8%
- OEP 2: 108,549 New enrollees
  - Over 1.1 million people enrolled through kynect
  - 27% of the state population enrolled through kynect



# ACA Impact on Region 8

- OEP 1
  - 80,925 enrolled through kynect
  - Estimated uninsured rate after OEP 1: 7.3%
  - 15 of the 19 counties in the region have uninsured rates < 5%
- OEP 2
  - 189,854 enrolled
  - 94.7% Medicaid



A photograph of a road intersection. In the foreground, a metal guardrail runs along the edge of the road. A signpost stands in the middle ground, with a green sign that reads "TURKEY CREEK RD". To the left, there is a brick building with a white pickup truck parked in front. In the background, a hillside with bare trees rises under a clear blue sky. A "DO NOT ENTER" sign is visible on the right side of the road.

You'll look up and down streets.  
Look 'em over with care.  
About some you will say,  
"I don't choose to go there."





# KPCA Outreach and Enrollment Strategy

- Hiring local
- Integrated organizations
  - Strong community ties
- Targeted messaging by county
  - Radio
  - Newspaper
  - Local TV
- Encouraging word of mouth referrals

# KPCA Outreach and Enrollment Strategy

- Outreach
  - No event too small
  - Go to where people already go
    - Schools
    - Stores (Grocery, Check Cashers, Flea)
    - Community events
    - Justice Involved Populations
    - Social Services
    - Hospitals and medical providers
    - Low-income housing





# Grace CHC In-reach

- **Postcards**: Identified uninsured patients of GCHC and mailed postcards informing them about kynect and ways to apply.
- **Open House/Events**: Held open house and child abuse awareness events at our clinics where we distributed information and assisted with enrollment.
- **Offices**: Placed table signs and flyers in our waiting areas. Educated front office and clinical staff about kynect.
- **School Based Health**: Partnered with Family Resource Centers in our local schools to distribute information about kynect during their open house /back to school events.



# Grace CHC Outreach

- **Outreach**: We attended community events/festivals to raise awareness about kynect, advise individuals, families, and small businesses how kynectors can help them with enrollment through kynect and services available through kynect.
- **Education**: We provided information to individuals and small businesses regarding health insurance, insurance affordability programs, Health Insurance Plan selection and other services available through kynect.
- **Enrollment**: Assisted individuals, families, and small businesses with enrollment in Health Insurance Plans, Public Programs, insurance affordability programs and small business programs.



# Grace CHC Outreach and Enrollment - Impact

- 2014 New patients: 4,747
  - 60% of new patients from ACA enrollment via kynect / Outreach

	2013	2014
Uninsured	25.77%	11.9%
Medicaid Patients	21.14%	40.78%



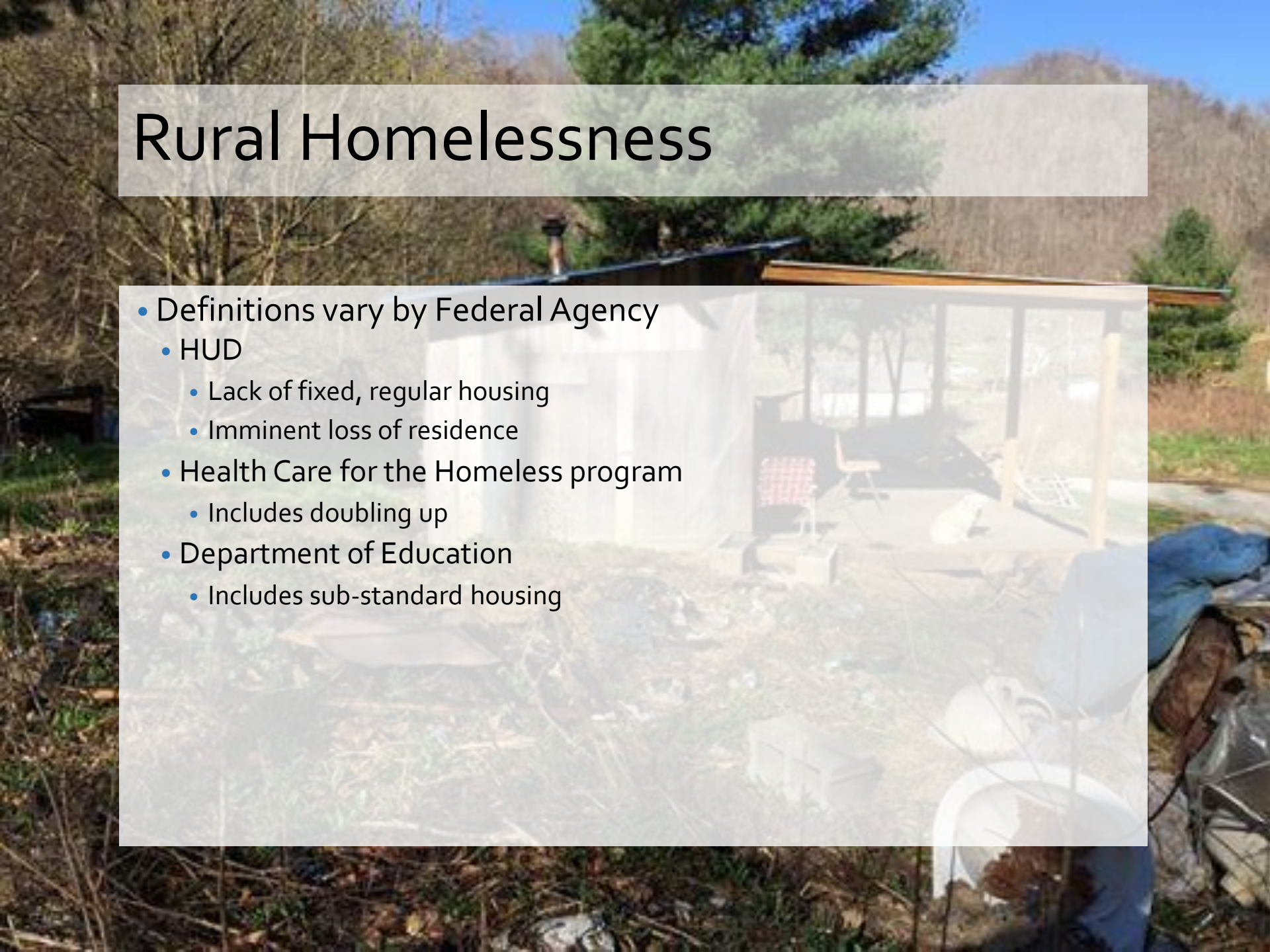
# Why the focus on rural homelessness?

- Very successful OEP<sub>1</sub>
  - Who do we still need to reach?
  - How can we reach them?
- “Invisibility”
- Leveraging enrollment appointment
  - Expanded role of kynector
  - Taking advantage of health center linkage



# Rural Homelessness

- Definitions vary by Federal Agency
  - HUD
    - Lack of fixed, regular housing
    - Imminent loss of residence
  - Health Care for the Homeless program
    - Includes doubling up
  - Department of Education
    - Includes sub-standard housing






# Rural Homelessness

- Little to no data
  - About 7% of homeless live in rural areas.
    - 4% rural
    - 3% mostly rural
  - On average there are 14 people experiencing homelessness for every 10,000 people in rural areas.
  - Problems getting data
    - Point in time counts
- Lack of awareness
- “Invisible”



A photograph of a man in a white polo shirt with thin grey horizontal stripes. He is holding a green Mountain Dew can in his left hand. In the background, a person wearing a bright green hoodie and dark pants is standing on a dirt path, looking down at a device in their hands. The scene is outdoors with trees and grass.

I'm sorry to say so  
but, sadly, it's true  
that Bang-ups  
and Hang-ups  
can happen to you.



# Characteristics of Rural Homelessness

- Lack of transportation
- Unemployment
  - Limited jobs
  - Moving to seek work
- Disability
  - Mental Health
  - SUD
- Persistent poverty/lack of financial resources
  - Rent
  - Eviction
- Discharge from an institution



# Characteristics of Rural Homelessness

- Doubling Up/Couch surfing
- Living outdoors
  - In vehicles
  - RVs and campers
  - In abandoned buildings
- Migration between rural and non-rural
- Substandard living conditions
  - No utilities
  - Dilapidated buildings



# Barriers to Addressing Rural Homelessness

- Transportation
- Isolation
- Shortage of services
- Limited access to services
- Spread out over large areas
- Invisibility
- Sense of pride, self-reliance, privacy
- Mental Health and Substance Abuse



# Grace CHC kynector Whitney Allen



# Putting it in Context

Thinking about your community

- Do you have a homeless shelter?
- What are the characteristics of your homeless population?
- What barriers to accessing services are there in your community?



# Outreach and Enrollment for Rural Homeless Project Plan

## **Objective:**

Develop a strategy for reaching and tracking rural homeless in Grace Community Health Center's service area

Activities conducted at Outreach Monthly Meeting

1. Staff Training
2. Identification and Tracking Strategy
3. Outreach Mapping
4. Resource Mapping
5. Revisit Strategy



# Staff Training

- Discuss definition of homelessness
  - Differences from urban homelessness
- Conversation about barriers
- Discuss cases from the past where someone may have been homeless
- Role of rural culture



# Identifying and Tracking Strategy

- During an enrollment how would you know if someone was homeless?
  - Identified application questions

## Activity!

- Review the Kentucky paper application
- What questions might be indicators that someone is experiencing homelessness?

# Identify Revealing Questions

- Household Composition

Application 200781663

1 Enter and Confirm Application   2 Review and Accept Eligibility   3 Select and Manage Plans

Enter and Confirm Application

Start Your Application

**Build Your Household**

Tax Status and Relationships

Household Details

Household Income\*

Health Coverage Details

Review

Review and Accept Eligibility

Select and Manage Plans

### Applicant Information ? \*=Required field

Time to start sharing your information with us. Please make sure you answer every question. Remember to list all of the dependents in your household, even family members that do not need health coverage. Tell us about anyone who is on your tax return.

#### Household Member 1 of 2

\* First Name: TEST   M.I.: T   \* Last Name: TEST   Suffix: --Select--

\* Date of Birth (mm/dd/yyyy): 01/10/1990   \* Gender:  Male  Female

Race: American Indian or Alaskan Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander

Is this person of Hispanic, Latino or Spanish origin?  Yes  No

[Remove member](#)

#### Household Member 2 of 2

\* First Name: TEST   M.I.:   \* Last Name: TEST   Suffix: --Select--

\* Date of Birth (mm/dd/yyyy): 01/10/1995   \* Gender:  Male  Female



# Identify Revealing Questions

- Household Relationships

## Household Relationships

\*=Required field

Please tell us how the members of your household are related to each other.



Two placeholder boxes for household members. Each box contains a circular icon of a person's head and shoulders. The left icon is blue, and the right icon is grey. Below each icon is the text "TEST".

### TEST's Relationships

\* Relationship to TEST TEST

Mother ▼

# Identify Revealing Questions

- Incarceration Status

1 Enter and Confirm Application    2 Review and Accept Eligibility    3 Select and Manage Plans

Prison Status Information ? \*=Required field

\* Is anyone in your household currently in prison? Please include anyone that has been released in the past three months.

Yes     No



# Identify Revealing Questions

- Home Address/Mailing Address

Everyone in the household has the same contact information.

## Where Do You Live?

I don't have a permanent address

If you have opted to receive paper notifications, please be sure you enter a valid address. If you use a P.O. Box, please enter it as your mailing address.

\* Address Line 1

Address Line 2

\* City

\* State

\* Zip Code

Zip +4

\* County

I live in Kentucky and plan to stay in Kentucky

I pick up my mail from a different address from where I live

# Other Clues

- Driver's license address different from residence/mailling address
- Hotel or shelter address
- Difficulty coming up with a mailing address
- Discussing multiple moves
- With partnerships or through referral
  - Ex: School referrals for people who move mid-year
  - Family Resource Center outreach



# Tracking

- Integrated with what the kynectors were already using
  - Excel Spreadsheet
    - Added a column to indicate possible homelessness
    - Discussed at each outreach meeting





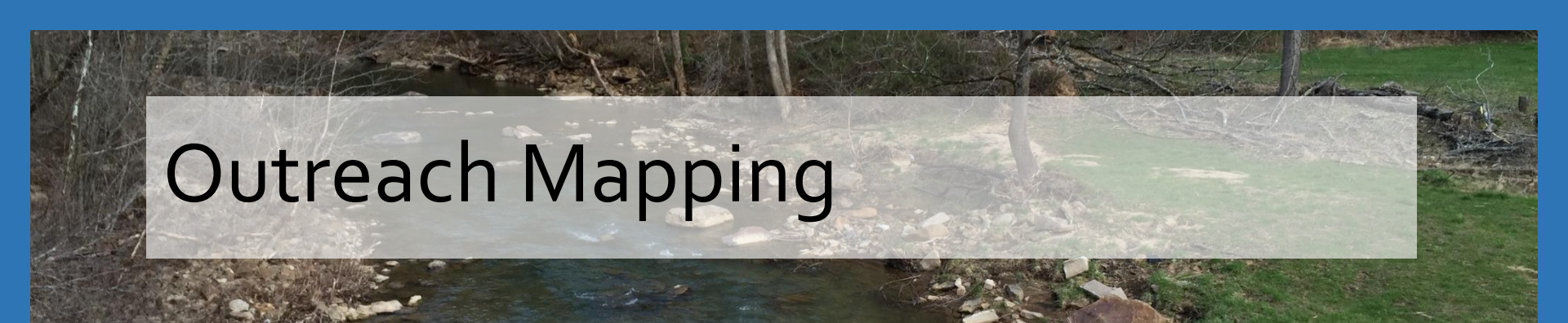
# Outreach Mapping

- Where do you think you reached rural homeless last year?
- Where else could you reach rural homeless this year?

## Activity!

- Where in your community could you reach people experiencing homelessness?
- What service providers would you target?





# Outreach Mapping

- Constructed a list of organizations and locations to reach hard to reach individuals
  - London homeless shelter
  - Red Bird Mission
  - Health Departments
  - Free Clinics
  - RV Park
  - Sprinkler Park
  - Flea Market
  - Food Pantries
  - Faith Based Social Services
  - Utility services (LIHEAP)
  - Family Resource Centers
  - Laundromats

# Resource Mapping

- What other resources can you link people to?
  - Housing applications
  - Shelters that are available
  - Food pantries
  - Clothing closets
  - Transportation services
    - RTEC- free rides for Veteran's
    - Medicaid funded transportation
  - Health services
    - Preventive screens
    - Help make appointment
    - Education around using health services
- Others?



# Revisit Strategy

- Lessons learned
  - Role of culture
  - Structured yet responsive program
  - Intentional
  - Community assets
- Analyze barriers
  - Role of culture
  - Limited resources
    - Opportunity for new and expanded partnerships





# Tips

- Integrate this discussion into outreach meetings
- Assister Driven
  - Develop the motivation
- Build on the existing relationships you have
- Adapt tools you're already using, rather than creating something new
- Test new ideas



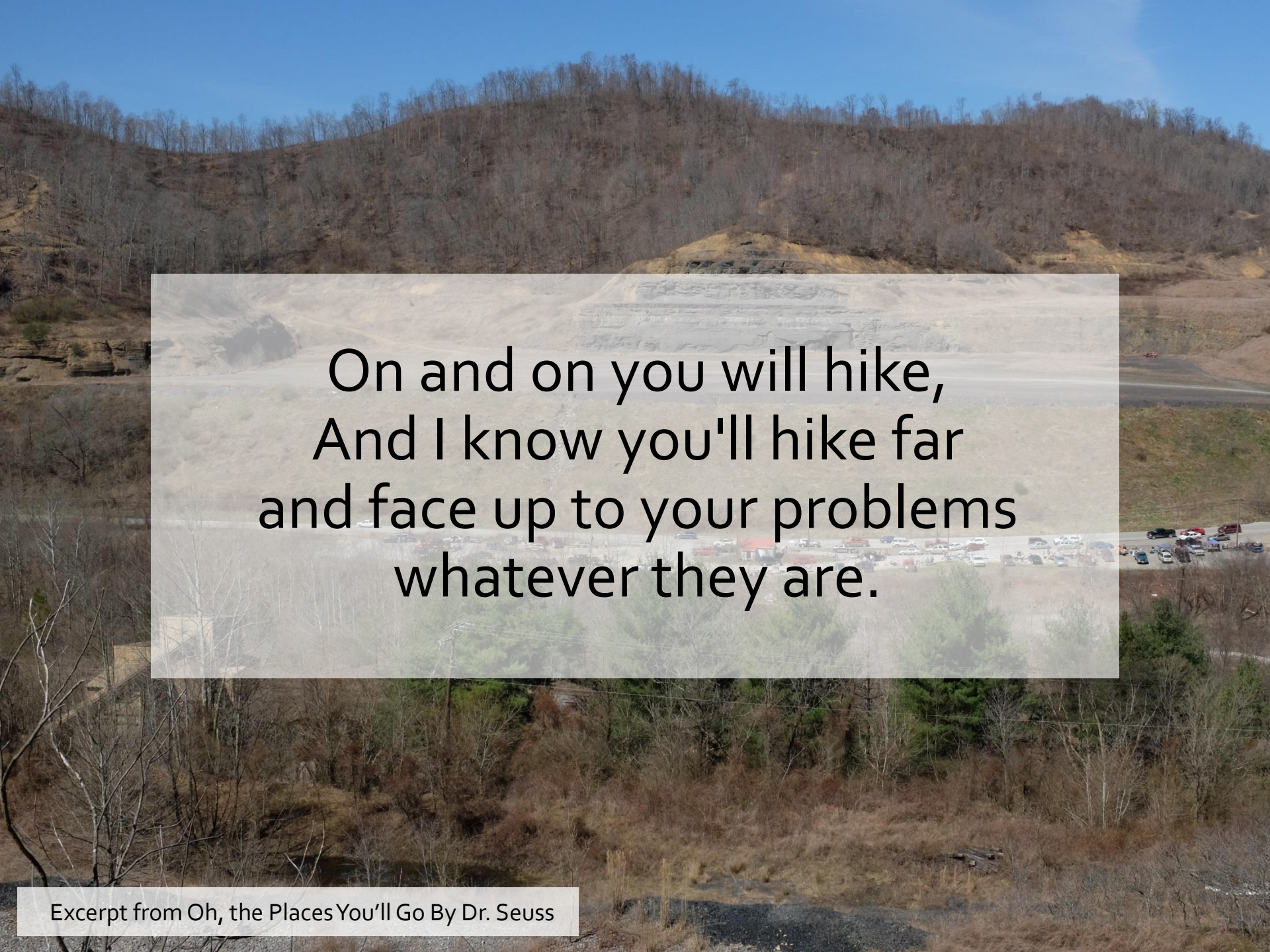


# Expanded Role of the Assister

- It's not just about completing applications!
- Link to resources
- Advocate in the community
- Continuity of coverage
- Coming soon: Community Health Worker Training







On and on you will hike,  
And I know you'll hike far  
and face up to your problems  
whatever they are.

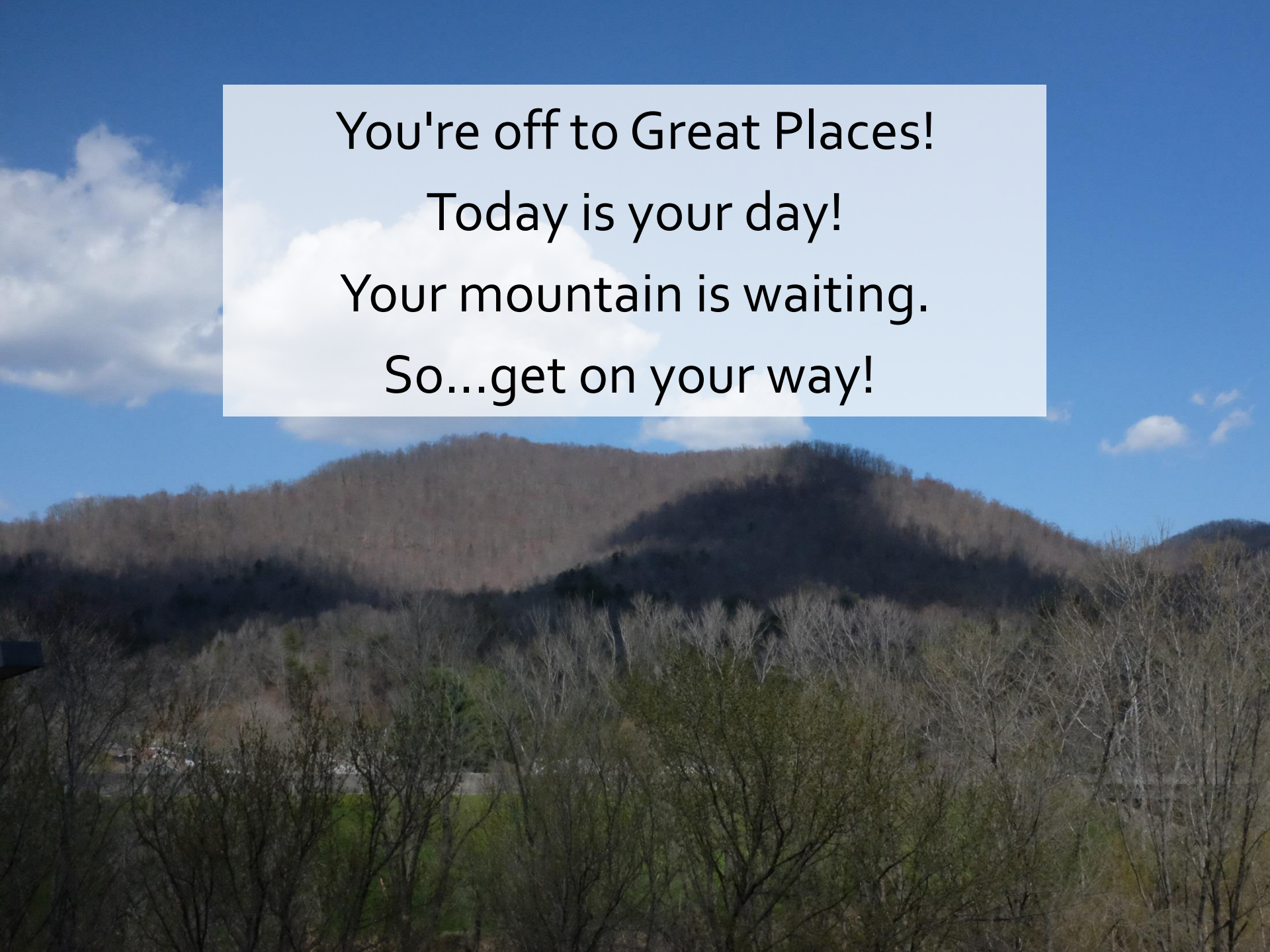
Excerpt from Oh, the Places You'll Go By Dr. Seuss



# Grace CHC Next Steps

- Integrated Outreach into overall programming
- Expanding Outreach Worker role based on her strengths: Health Education and Quality Improvement Efforts
- Created a process for kynecting with all uninsured patients
- Building on community partnerships to address community issues



A scenic view of a mountain range under a blue sky with scattered white clouds. The foreground is filled with dense, leafless trees, while the middle ground shows a large, rounded mountain peak covered in a mix of green and brown foliage. A white rectangular text box is centered in the upper half of the image, containing four lines of black text.

You're off to Great Places!  
Today is your day!  
Your mountain is waiting.  
So...get on your way!