



# **Lessons from the Narrative Project**

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..... Half-Full or Half-Empty?



the David &  
Lucile Packard  
FOUNDATION

## ..... The Conversation – Opponents



Failure  
Kids Suffering  
Partisan  
Ineffective  
Lots Uninsured  
Expensive

## ..... The Conversation – Supporters



## ..... The Conversation



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# **Narrative Messages**

## Narrative Messages – Chapter 1

If you want to provide cost-effective health care, look to the programs that are doing the best job for children: Medicaid and CHIP.



## Narrative Messages – Chapter 2

This is a problem we can solve  
– and solving it helps childhood  
illnesses from becoming life-  
long health problems.

## Narrative Messages – Chapter 3

Medicaid and CHIP have proven successful at covering Wisconsin's uninsured children.

## Narrative Messages – Chapter 4

Health care helps families grow and thrive. When kids are healthy, they can focus on learning, and parents can spend their days at work instead of at the emergency room.

## Narrative Messages – Chapter 5

Wisconsin has made progress thanks to smart leadership in Madison. We have a clear and practical path to covering all kids. We can reach the finish line by AGENDA.

## Narrative Messages – Chapter 6

Wisconsin is leading the way.  
Now is the time to provide all  
our children the health care  
coverage they need.

## ..... New Conversation



..... Half-Full or Half-Empty?







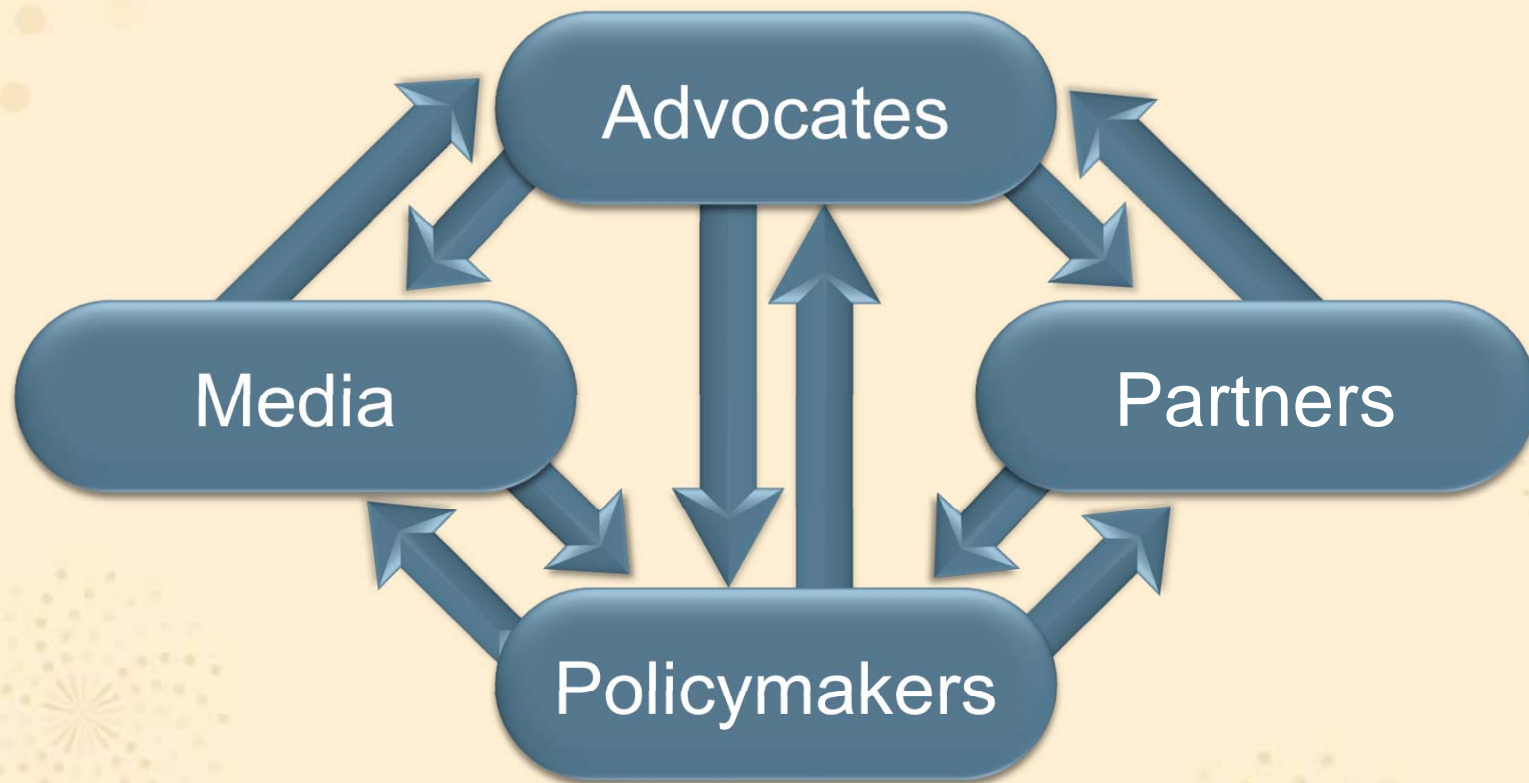


# **The Theory of Change**

# ..... Volume Matters Too



## ..... The Theory of Change



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# **The Success Story**

# ..... The Success Story

## The Dallas Morning News

### **Dallas chamber backs annual re-up of kids' Medicaid coverage**

by Robert T. Garrett – 4.14.09

Business groups today joined doctors, hospital executives and advocates for the poor in urging the House add money to the budget so poor children only have to renew their Medicaid coverage annually, instead of every six months.

Arlington hospital executive Joel Ballew, speaking for the Healthcare Legislative Task Force of the Dallas Regional Chamber, said Texas needs to boost state funding of the Medicaid and Children's Health Insurance Program to draw down the maximum amount of federal matching funds possible. The Dallas chamber and its counterparts in the state's eight biggest urban areas said annual renewals for the 1.9 children on Medicaid would put more youngsters on the rolls, by reducing gaps in coverage caused by excessive red tape and the state eligibility system's problems.

"How would y'all like to sign up for your health insurance twice a year?" Bruce LaBoon of the Greater Houston Partnership said at a news conference. "I doubt if you'd like it very much. And the paperwork of course for Medicaid is significant. The [processing] delays are significant. ... In order to retain your eligibility in a children's Medicaid program in this state, you pretty much have to start signing up as soon as your coverage is approved for the last time. It's a continuous process of applying and applying and applying again."

In the past, some lawmakers have opposed what's known as "12 months' continuous eligibility" because they want families' income checked more often than once a year. That way, they argued, those over the income ceilings wouldn't get free care.

However, speakers at the news conference said semiannual renewals have gummed up an overtaxed eligibility-determination system. They said Texas takes as long as three months to



# The Success Story







## ..... Our Challenge





# Thank You!



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