



**Georgetown University
Health Policy Institute
CENTER FOR CHILDREN
AND FAMILIES**

**Charting the Way: Progress and Priorities
for Child and Family Coverage**

**Westin Arlington Hotel
801 North Glebe Road
Arlington, VA 22203**

**July 17-19, 2012
Agenda**

Tuesday, July 17

12:00-1:30 pm **Welcome and Lunch**
Room: Fitzgerald AB

*Speakers: Joan Alker and Wesley Prater, Georgetown University Center for Children and Families
Gene Lewit, The David and Lucile Packard Foundation
Kimberley Chin, The Atlantic Philanthropies*

1:30-3:15 pm **Smooth Sailing Ahead or Turbulent Seas: What's on the Horizon Post-SCOTUS and with the Upcoming Elections?**
Room: Fitzgerald AB

A panel of experts will discuss the outcome of the Supreme Court decision and what this means for health reform. We will also discuss what's at stake with the Congressional and presidential elections and dive into the different opportunities and challenges that lie ahead in 2013.

*Speakers: Judy Feder, Georgetown University Public Policy Institute and The Urban Institute
Jane Perkins, National Health Law Program (NHeLP)
Chris Jennings, Jennings Policy Strategies, Inc.*

Moderator: Jocelyn Guyer, Georgetown University Center for Children and Families

3:15-3:30 pm Break

**3:30-5:00 pm Cruising Through Our 500 Channel Universe
(Without Breaking the Bank)
Room: Fitzgerald AB**

The North Carolina Justice Center has had a lot of success stretching scarce dollars to make a maximum impact through the use of video and has developed a training for state partners. Come learn from your fellow state advocates about how and when to use video.

***Speakers:** Adam Searing, North Carolina Justice Center
Ryan Morris, Florida CHAIN
Meigan Thompson, Mississippi Center for Justice*

***Moderator:** Cathy Hope, Georgetown University Center for Children and Families*

**5:30-7:00 pm Reception
Foyer CDE**

Wednesday, July 18

7:30-8:00 am Breakfast

**8:00-9:15 am Hit the Deck: Mobilizing Constituencies for Health Care Advocacy
Room: Fitzgerald AB**

As we have seen again with the health care debate, engaging and empowering people in your community remains an integral part of advocacy work. In this session, we will highlight effective mobilization strategies and ideas focusing on young adults, ethnic and youth media, community organizing, and public education around the Affordable Care Act.

***Speakers:** Aaron Smith, Young Invincibles
Sandy Close, New America Media
Cheasty Anderson, Center for Public Policy Priorities
Mimi Garcia, Engage Texas*

***Moderator:** Wesley Prater, Georgetown University Center for Children and Families*

**9:15-10:45 am Whither Medicaid: The Shifting Seas Ahead
Room: Fitzgerald AB**

As a result of the Supreme Court decision, Medicaid is at the top of the public agenda. This session will look at the new directions we expect Medicaid to take in the next few years with perspectives from a variety of panelists as well as the most recent data from the Urban Institute.

***Speakers:** Jenny Kenney, The Urban Institute
Judy Solomon, Center on Budget and Policy Priorities
Joan Henneberry, Health Management Associates
Anne Dunkelberg, Center for Public Policy Priorities*

***Moderator:** Joan Alker, Georgetown University Center for Children and Families*

10:45-11:00 am Break

**11:00 am-12:30 pm Know the Ropes: Exchange Development Issues for Kids and Families
Room: Fitzgerald AB**

In just 15 months, state-based and federally facilitated exchanges are scheduled to begin enrolling families in health coverage. This session is intended to assess where states and the federal government are and what remains to be done as both types of exchanges are built. We will discuss policy points relevant to kids and families as well as how advocates can engage, regardless of whether their state is developing its own exchange or using an FFE. Attendees will hear remarks from a representative of HHS's Office of Health Reform and responses from a panel of state advocates and national experts.

***Speakers:** Yvette Fontenot, Office of Health Reform, U.S. Department of Health and Human Services
Sabrina Corlette, Georgetown University Center on Health Insurance Reforms
Christina Peters, Children's Alliance
Anna Strong, Arkansas Advocates for Children and Families*

***Moderator:** Joe Tuschner, Georgetown University Center for Children and Families*

12:30-1:30 pm Lunch

**1:30-3:00 pm Batten Down the Hatches: Medicaid Messaging in a New Era
Room: Fitzgerald AB**

In the wake of the Supreme Court ruling, the public dialogue on Medicaid has become more prominent. Despite a new round of threats, an elevated focus on Medicaid gives advocates an important opportunity to help shape the conversation and to highlight the value of Medicaid and CHIP to kids, families, communities, and states. Panelists will discuss what messages and themes have worked successfully in the past and consider any adaptations that may be needed in the new post-decision world. To prepare for future legislative and budget battles, state advocates are encouraged to come ready with questions from their own state context to help develop strong messages to move states forward in covering kids and families.

*Speakers: Kristen Grimm, Spitfire Strategies
Michael Perry, Lake Research Partners
Ed Walz, First Focus
Gretchen Hammer, Colorado Coalition for the Medically Underserved*

Moderator: Elisabeth Wright Burak, Georgetown University Center for Children and Families

3:00-3:30 pm Break

3:30-5:00 pm Breakout Sessions:

1) Welcome Aboard: Connecting Kids and Families to Coverage in an ACA World

Room: Fitzgerald A

In this workshop, we will review the strategies available to connect children and their parents to affordability programs, including Medicaid, CHIP and advance premium tax credits. With help from the leading HHS staffers on these issues, we'll tackle what the federal law requires, where states have flexibility to strengthen eligibility and enrollment procedures, and ways for state-based advocates to get involved in the decision-making process. Special attention will be paid to how to help families with complex coverage situations secure coverage and how these issues may unfold in states that turn to the federal government to operate their exchanges.

*Speakers: Anne Marie Costello, Centers for Medicare and Medicaid Services
Ben Walker, Centers for Medicare and Medicaid Services*

Moderator: Jocelyn Guyer, Georgetown University Center for Children and Families

2) Wind in Our Sails: Moving State Conversations about Coverage

Room: Fitzgerald B

For those who are new to the Narrative model or would like a refresher, this session will highlight case studies from states that have successfully used the Narrative model to improve the conversation about children's health coverage. The examples will demonstrate how the model can be adapted to address a specific communications challenge and why targeting your audience and understanding your audiences' values are so critical to effective communications. Come prepared to discuss your own messaging challenges and successes with your peers.

*Speakers: Elizabeth Curwen, Spitfire Strategies
Ketayoun Darvich-Kodjouri, Spitfire Strategies
Christie Appelhanz, Kansas Action for Children
Amy Swanson, Voices for Ohio's Children*

Thursday, July 19

8:00-9:00 am **Breakfast Roundtables**
Room: Fitzgerald AB

Immigrant Families

Topic Expert: Dinah Wiley, Consultant to Georgetown University Center for Children and Families

IT Systems

Topic Expert: Jocelyn Guyer, Georgetown University Center for Children and Families

Foster Care and the ACA

Topic Expert: Brooke Lehmann, Georgetown University Center for Children and Families

Storybanking and Storytelling Workshop

Topic Expert: Elizabeth Curwen, Spitfire Strategies

9:00-9:15 am **Break**

9:15-10:30 am **Breakout Sessions:**

1) All Hands on Deck: Assisting Consumers in Connecting to Coverage **Room: Fitzgerald AB**

The reasons for states to maximize enrollment in Medicaid, CHIP and exchanges are many. Higher enrollment minimizes the potential for adverse selection in exchanges. Lower rates of uninsured reduce uncompensated care and unmet health needs. But most importantly, millions will gain access to more affordable health coverage, many for the very first time. This session will explore how outreach, navigators, and consumer assistance provided by exchanges and Medicaid agencies as well as expedited enrollment methods are all needed to get the job done.

*Speakers: Donna Cohen Ross, Center for Medicaid and CHIP Services
Holly Whelan, Center for Consumer Information and Insurance Oversight
Suzie Shupe, California Coverage and Health Initiatives*

Moderator: Tricia Brooks, Georgetown University Center for Children and Families

2) Keeping Kids in Ship Shape: Children's Benefits in 2014 **Room: Virginia Tech East Falls Church/West Falls Church** **(across the street from the Westin at 900 North Glebe Road)**

Since HHS has determined that states will have a large role in selecting the essential health benefits under the ACA, state advocates have the opportunity

to help shape the benefits many kids will receive starting in 2014. The ACA requires pediatric services, including dental and vision benefits, to be part of the essential benefit package, but how this requirement will be fulfilled remains to be determined in many states. This session will feature a discussion of the issues around defining pediatric services and in particular pediatric dental benefits..

***Speakers:** Meg Booth, Children’s Dental Health Project
Mike Odeh, Children Now*

***Moderator:** Joe Touschner, Georgetown University Center for Children and Families*

3) Above Board: Waivers and Medicaid Managed Care Consumer Protections

Room: Virginia Tech Ballston Room

(across the street from the Westin at 900 North Glebe Road)

Waivers are here to stay. This session will cover key issues for kids in Medicaid waivers and describe new requirements for public participation with the head of CMCS’ office on waivers. And we will hear from colleagues in Kansas who have been in an active waiver debate.

***Speakers:** Allison Orris, Center for Medicaid and CHIP Services
Amelia Maxfield, Kansas Action for Children*

***Moderator:** Joan Alker, Georgetown University Center for Children and Families*

10:30-10:45 am Break

10:45 am-12:00 pm Not in the Same Boat: ACA Implementation Breakout Sessions

We will break into three different groups to provide you with an opportunity to meet and strategize with state advocates from similar “Implementation Climates” as your own. Each group will report back during our conference wrap-up.

“Full Speed Ahead”

Room: Fitzgerald AB

***Discussion Leaders:** Amy Smoucha, Families USA
Kate Breslin, The Schuyler Center for Analysis and Advocacy*

“Stuck in the Middle with You”

**Room: Virginia Tech East Falls Church/West Falls Church
(across the street from the Westin at 900 North Glebe Road)**

***Discussion Leaders:** Dave Chandra, Center on Budget and Policy Priorities
Rich Huddleston, Arkansas Advocates for Children and Families*

“Don’t Give up the Ship”

Room: Virginia Tech Ballston Room

(across the street from the Westin at 900 North Glebe Road)

Discussion Leaders: Joan Alker, Georgetown University Center for Children and Families

Diana Ragbeer, The Children’s Trust

12:15-1:30 pm

Lunch

Room: Fitzgerald AB

Guest Speaker: Vikki Wachino, Centers for Medicare and Medicaid Services

Introduction: Karen Crompton, Voices for Utah Children

1:30-2:00 pm

Wrap-up

Room: Fitzgerald AB

Tricia Brooks, Georgetown University Center for Children and Families