



ARKids First Outreach

The Arkansas Finish Line Coalition is committed to completing three major goals: **(1) Reduce the number of uninsured children below 200% of the federal poverty line from 44,000 to 22,000; (2) Expand coverage from 200% to 300% of poverty line; and (3) Develop a buy-in program for children in families with incomes above 300% of poverty.**

Currently, over 40,000 Arkansas children below 200% of poverty are eligible for ARKids First but are not enrolled. They represent over half of all uninsured children in the state. To address this issue, Arkansas Advocates for Children and Families (AACF) is working with partners across the state to find and enroll these children. Through a renewed outreach campaign in partnership with the Arkansas Department of Human Services and Arkansas Finish Line Coalition, we seek to increase public awareness of this crisis as well as identify and address enrollment and reenrollment barriers to ensure that children receive continuous ARKids First coverage. Seven regional sites or liaisons will work with local organizations, policymakers, leaders, and citizens to inform the public of the importance of health care coverage for all children.

Outreach sites partner with various community organizations, conduct local forums, provide ARKids trainings, and use other activities to increase awareness and identify the challenges and solutions to ensuring all children have health insurance.

To learn more about the Finish Line Coalition, contact:

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Arkansas Finish Line Outreach Contacts

Organization Name	Contact Names	Address	Phone	Email	Counties Covered
Arkansas Advocates for Children and Families (AACF)	Kara Wilkins	1400 W. Markham, Ste. 306 Little Rock, AR 72201	(501) 371-9681 Ext. 113	kwilkins@aradvocates.org	Faulkner, Grant, Jefferson, Lonoke, Perry, Prairie, Pulaski, Saline, White, Baxter, Clark, Cross, Hempstead, Independence, Lincoln
AACF Northwest Office	Laura Kellams	614 E. Emma Ave., Ste. 127 Springdale, AR 72764	(479) 927-9800	lkellams@aradvocates.org	Benton, Boone, Carroll, Crawford, Madison, Sebastian, Washington
Child Development, Inc.	Lisa Miller	2707 East H. Russellville, AR 72802	(479) 968-6493	lmiller@childdevinc.org	Conway, Franklin, Johnson, Logan, Perry, Pope, Scott, Yell
Delta Area Health Education Center	Errin McRae & Taylor Kent	Hwy 242 and 49B Helena- West Helena, AR 72342	(870) 572-2727	EMcrae@uams.edu LTkent@uams.edu	Chicot, Crittenden, Desha, Lee, Monroe, Phillips, St. Francis
Healthy Connections, Inc.	Bob Young & Leta Carreira	1201 S. Mena St. Mena, AR 71953	(479) 437-3449	bob_young@healthy-connections.org icarreira@healthy-connections.org	Garland, Howard, Hot Springs, Little River, Miller, Montgomery, Polk, Pike, Servier
Mid-South Health Systems	Cheryl Goad & Matt Knight	2707 Browns Lane Jonesboro, AR 72401	(870) 972-4000	cgoad@mshs.org mknight@mshs.org	Clay, Craighead, Greene, Lawrence, Mississippi, Poinsett, Randolph,
South Arkansas Regional Health Center	Rebekah Dixon	715 North College El Dorado, AR 71730	(870) 864-2423	rdixon@sarhc.org	Calhoun, Columbia, Dallas, Nevada, Ouachita, Union