

## NOFO: Connecting Kids to Coverage

### OVERVIEW

On January 27<sup>th</sup>, the Centers for Medicare and Medicaid Services (CMS) issued a Notice of Funding Opportunity (NOFO) for activities aimed at increasing enrollment of children that are eligible for, but not currently enrolled in, Medicaid and the Children's Health Insurance Program (CHIP) and improving retention of enrolled children.

Through this NOFO, CMS will award \$49.4 million in total funding available through the HEALTHY KIDS Act to eligible entities over the three-year project period. Funding will support activities/strategies aimed at educating families about the availability of free or low-cost health coverage under Medicaid and CHIP, identifying children likely to be eligible for these programs, and assisting families, including parents and pregnant individuals, to apply for coverage. Funds will also support efforts to assist families with the annual renewal process.

The full NOFO is available [here](#) and the CMS press release is available [here](#). Applications are due on March 28<sup>th</sup>.

### FUNDING

CMS will award a maximum of 36 applicants with between \$500,000 and \$1.5 million of funding over the three-year project period. Funding may be used for:

- Personnel costs (including project support staff and contracts for collaboration);
- Data collection and transmission costs;
- Travel costs as they pertain to the administration and conduct of the grant;
- Training costs for program participants;
- Promotional items and incentives up to one percent of the annual cooperative agreement award per budget period (subject to prior approval by CMS); and
- All travel, conference, and meeting expenses (may require additional CMS prior approval).

Contracts will last for three years starting on July 1<sup>st</sup>.

### ELIGIBLE APPLICANTS

Eligible applicants include:

- National, state, local, or community-based public or not-for-profit private organizations, including organizations that use community health workers, community-based doula programs, or parent mentors;
- Federal health safety-net organizations;
- Faith-based organizations or consortia; and
- Elementary or secondary schools.

### PROGRAM ACTIVITIES

Applicants are encouraged to consider any of the following outreach strategies:

- Engaging schools and other programs serving young people in outreach, enrollment and retention activities;
- Bridging racial and demographic health coverage disparities by targeting subgroups of children with lower than average health coverage rates (e.g. adolescents, Latino, AI/AN or children in rural areas);
- Establishing and developing application assistance resources to provide high quality, reliable Medicaid/CHIP enrollment and renewal services in local communities;
- Using social media to conduct virtual outreach and enrollment assistance; and
- Using parent mentors and community health workers to assist families with enrolling in Medicaid and CHIP, retaining coverage and finding resources for addressing social determinants of health.

CMS is encouraging applicants to include pregnant individuals as a target population to facilitate enrollment of newborn children.

## APPLICATION

Proposals will be scored based on the following criteria:

- Project Narrative (75 points)
- Data Collection and Reporting Plan (20 points)
- Work Plan and Timeline (15 points)
- Budget and Budget Narrative (15 points)
- Evaluation Plan (5 points)
- Staffing Plan (20 points)

CMS will consider the geographic diversity and scale of all applications when making final award determinations.

## Timeline

Proposals must be submitted by March 28<sup>th</sup>. CMS will hold two applicant webinars to address questions regarding the NOFO:

- February 9<sup>th</sup> from 12pm-2pm (registration [here](#))
- February 23<sup>rd</sup> from 12pmm-1pm (registration [here](#))

Questions may be submitted to [HealthyKids@cms.hhs.gov](mailto:HealthyKids@cms.hhs.gov).