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State Hawki Outreach Coordinator



Quick Facts:

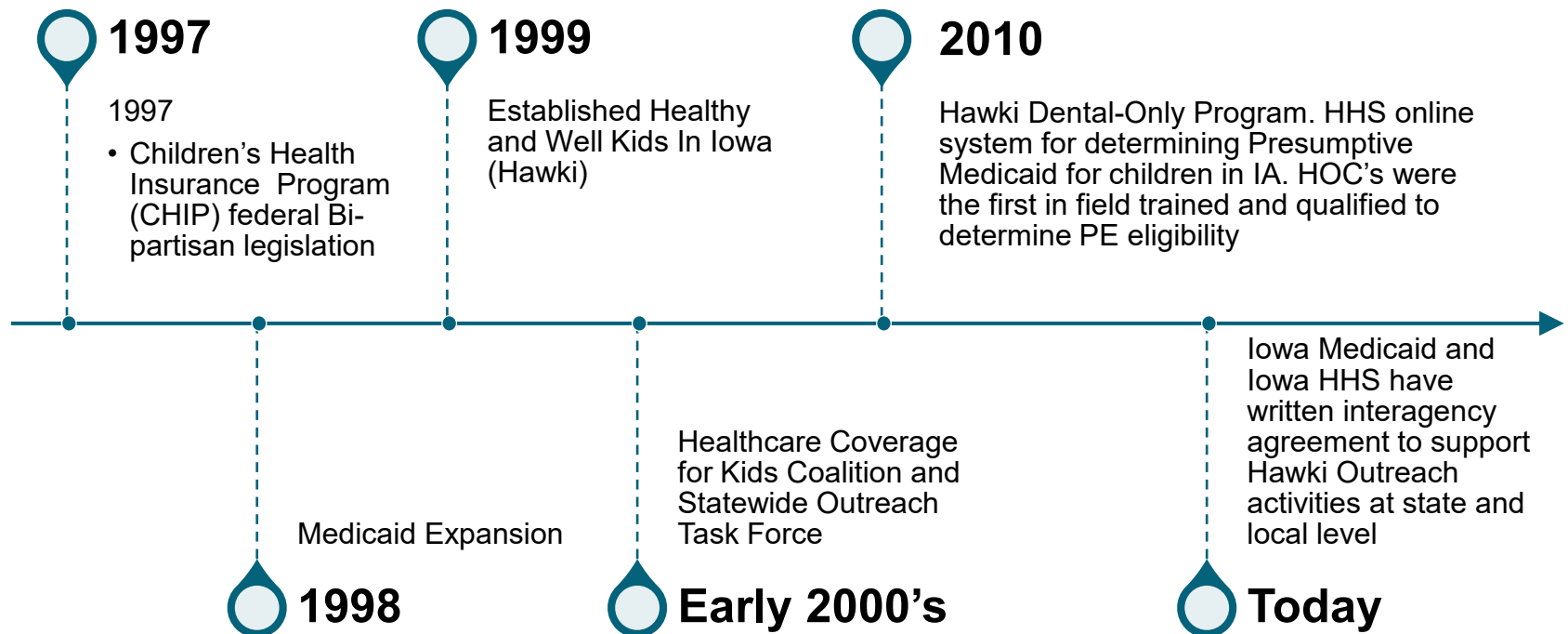
- ▶ Providing health coverage to children and families in Iowa with incomes too high to qualify for Medicaid.
- ▶ Children up to the age of their 19th birthday
- ▶ Whose families' income falls between 167 - 302% FPL and are not eligible for Iowa Medicaid and have no other insurance.



The Healthy and Well Kids in Iowa (Hawki) insurance program is Iowa's part of the federal Children's Health Insurance Program (CHIP).

- ▶ This federal/state partnership provides critical medical and dental health care coverage to children who don't qualify for traditional Medicaid.
- ▶ Outreach activities are administered through a partnership between Iowa Medicaid and Iowa HHS.

Hawki Milestones



Uninsured Children in Iowa

3.4%

of **children** do not have health insurance.

Georgetown University Center for Children and Families analysis of the U.S. Census Bureau American Community Survey (ACS) Health Insurance Historical Table HIC-5. Health Insurance Coverage Status and Type of Coverage by State—Children Under 19: 2008 to 2023. Because of data quality issues related to the pandemic, the Census Bureau did not publish standard, comparable 1-year estimates for 2020; CCF excludes 2020 ACS data from all of its analyses.

Rank among states 2023

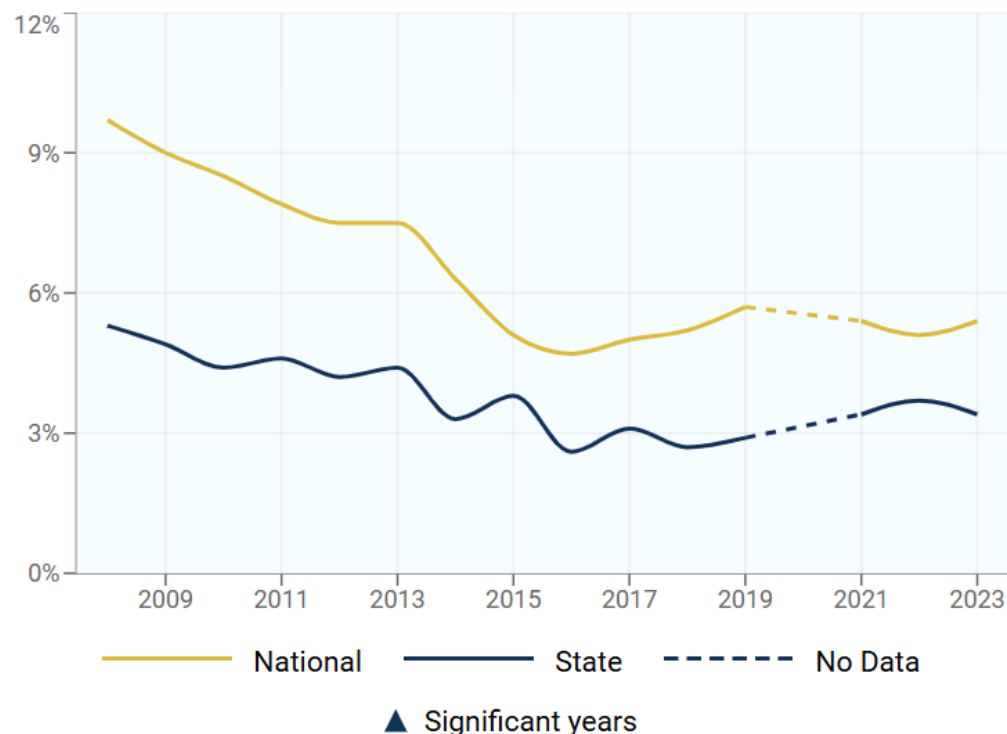
Uninsured Iowa

Children's Health Care Report Card,
Georgetown University

Children

Non-Elderly

Rate of uninsured children under 19.



Uninsured Children in Iowa

Children's Health Care Report Card,
Georgetown University

How are children covered? Iowa

Sources of Coverage for Children in Iowa

Source: KFF, "Health Insurance Coverage of Children 0-18," available at <https://www.kff.org/other/state-indicator/children-0-18/>.

Employer-Sponsored

54.3%

Direct Purchase

3.3%

Medicaid/CHIP

38.3%

Other Public

0.7%

Uninsured

3.3%

Children without insurance in 2023, by age Iowa

Age

6-18 years old

3.2%

Under 6

4%

Source: Georgetown University Center for Children and Families analysis of the U.S. Census Bureau 2023 American Community Survey (ACS), Table S2701: Selected Characteristics of Health Insurance Coverage in the United States.

Hawki Enrollment



Back



Data Reference

STATE OF IOWA DEPARTMENT OF
Health AND Human
SERVICES

Historical Medical Enrollment - MCO & FFS

Reporting Period

SFY25 Q2 (Oct-Dec 2024)

Published

4/4/2025

63,673

Member Counts

Date

All

Health Plans

All

Coverage Group

Hawki

Age Group

All

Gender

All

Race

All

County

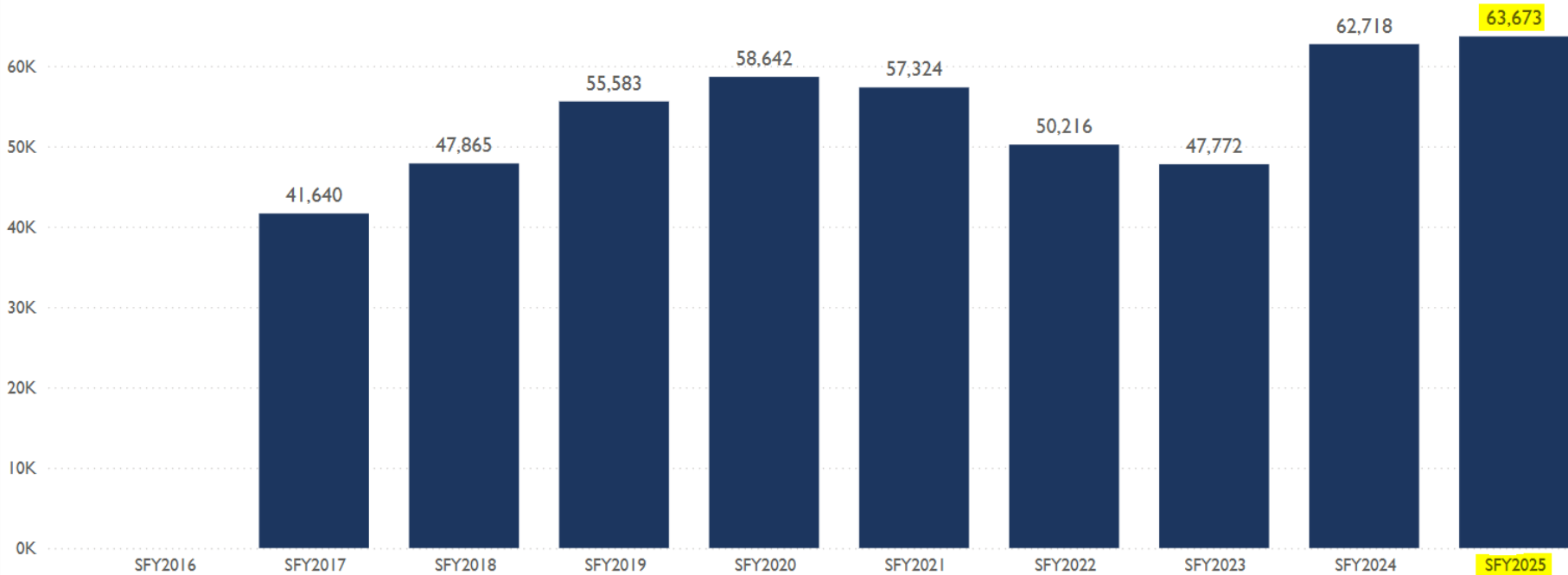
All

Reset

Detail

Bar Chart

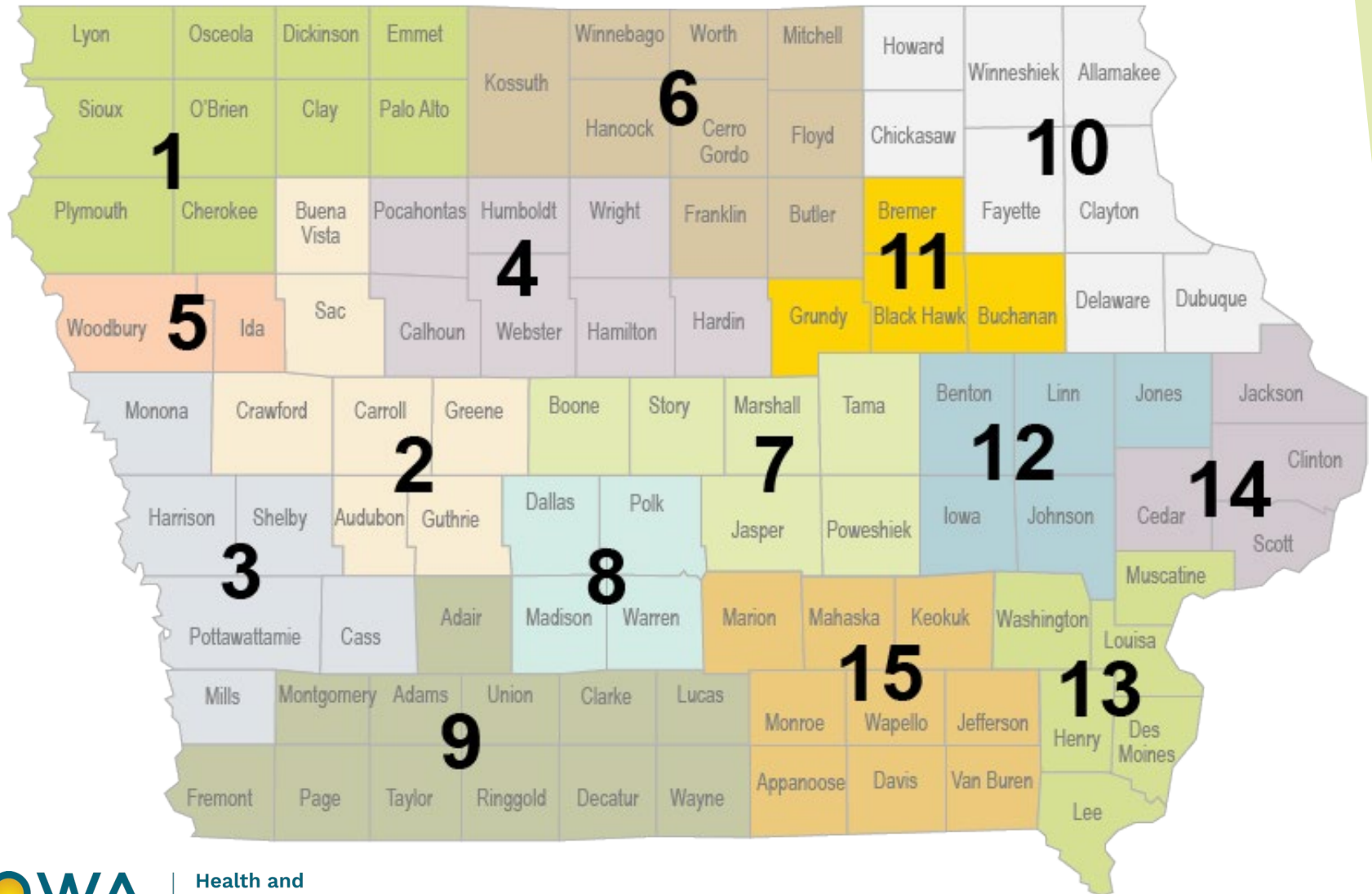
Line Trend



Health and
Human Services

Hawki Outreach Coordinators

Hawki Map for CSA's



Hawki Outreach Coordinators

- ▶ Hawki Outreach Coordinator(s) are the connection point to the local community and its resources, particularly in serving the highest need areas and underserved and uninsured populations.
- ▶ Hawki Outreach Coordinators focus outreach with specific populations of schools, populations with limited access to healthcare services, employees without access to employer-sponsored health insurance, and other sectors.
- ▶ Hawki Outreach Coordinator(s) or HOC build and strengthen local infrastructure through local partnership development, engagement, promotion, and distribution of Hawki materials.



Hawki Outreach Coordinators

Activities FY25 (Oct 1, 2024 – June 1, 2025)

- A total of 1,408 outreach activities completed by HOC's
- Variety of sectors and populations engaged with such as:
 - ✓ Schools
 - ✓ Small Businesses
 - ✓ Urgent Care, Medical, Dental Clinics
 - ✓ Faith-Based Organizations
 - ✓ Chambers of Commerce
 - ✓ Post-Offices
 - ✓ Employers
 - ✓ Iowa Workforce Development
 - ✓ Pharmacies
 - ✓ Libraries
 - ✓ Unions
 - ✓ And more



Questions

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Health and
Human Services

