



# C OMPREHENSIVE

**There is a reason CHIP starts with Comprehensive. The problems facing many Virginia families are not one-dimensional, so the solutions can't be either.**

Virginia's at-risk families face a multitude of challenges every day. They are living in poverty, working low-wage jobs. They live in substandard housing, struggle to pay rent or live together with other families in cramped quarters just to get by. They have hard choices to make, like whether to buy food, diapers or medicine. They have chronic

conditions, like asthma or diabetes, and no medical care. And in the midst of it all, what they really want is the best for their children, just like we all do.

Low-income families must be expecting or have a child under age six to be eligible for CHIP.

With CHIP's comprehensive, nationally-recognized home visiting model, families overcome these challenges and achieve measurable results after just one year of services.

- CHIP families are more stable and self-sufficient
- CHIP children have a primary care doctor and live in a healthy, supportive environment

Average age of moms: **26**

Average # of kids: **2**

**28%** have **2 parents in the home**

**51%** of moms have a **high school diploma or GED**

**27%** of moms have a **chronic health condition**

**27%** have a **diagnosed mental health condition**

# H EALTH

**With the rising cost of healthcare, Virginia can't afford to ignore the unmet medical needs of high-risk, high-cost populations.**

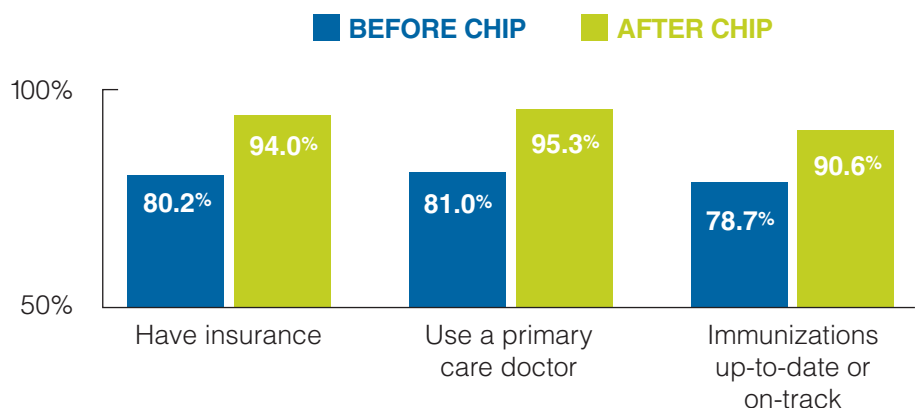
CHIP helps families be responsible consumers of the health care system.

CHIP's teams of nurses and certified parent educators teach parents how to promote their children's health and development and establish a safe and nurturing home. They even provide basic preventative care such as fluoride varnish to prevent cavities.

The data show that CHIP children have health insurance and receive preventive health care instead of unnecessarily using emergency rooms.

CHIP of Virginia is taking a leadership role within the changing landscape

of healthcare reform, finding strategic ways to reduce emergency treatment for chronic conditions and contain medical spending among Virginia's most at-risk families.



# I INVESTMENT

Another thing that sets CHIP apart is the demonstrated return on investment.

CHIP's family support and parent education strategies save public dollars now and in the future. Nobel prize winning economist James Heckman

has shown that short-term costs are more than offset by the immediate and long-term benefits through reduction in the need for special education and remediation, better health outcomes, reduced need for social services, lower criminal justice costs and increased self-sufficiency. This isn't just CHIP data—this is national data.

It costs more than **\$10,800** to repeat a grade when a child starts school unprepared.

One year of CHIP costs less than **\$3,500**

# P ROJECT

CHIP enhances its core model with innovative and evidence-based projects—collaborative efforts designed to achieve particular goals. Examples include:



**Parents as Teachers**  
*State Office*

### PARENTS AS TEACHERS (PAT)

Learning begins at birth. Parents should be their children's first teachers. CHIP utilizes PAT, an evidence-based curriculum that teaches parents hands-on activities to do with their children to promote brain development, learning and kindergarten readiness.

CHIP of Virginia is the statewide coordinator for PAT, providing

leadership, training and professional development, and overseeing continuous quality improvement for this national evidence-based parenting program.

### PRENATAL and NEONATAL INTENSIVE CARE UNIT (NICU) CASE MANAGEMENT

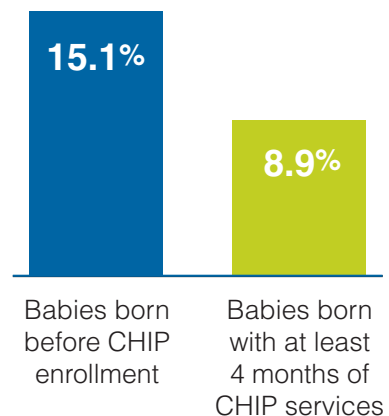
No matter how you look at it, NICU care is expensive and as many as 40% of NICU babies are re-hospitalized within a year. CHIP has developed two innovative strategies to improve the health of infants and reduce healthcare costs.

**Prenatal case management** pairs high-risk pregnant women with a CHIP home visiting team early in their pregnancy. The addition of CHIP services, provided at a modest cost, results in healthier babies requiring fewer NICU days—a quick return on investment.

Not all families in need of support are identified during pregnancy, so that's where CHIP's most recent pilot

project, **NICU Case Management** comes in—connecting families of infants in NICU with a CHIP nurse before babies are discharged. The CHIP nurse is a member of the infant's medical team and helps coordinate care and resources once the baby comes home. As a result, infants are not readmitted to the NICU for preventable complications, generating significant savings in the first year of life.

### LOW BIRTH WEIGHT



## Family Story: From Public Assistance to Assisting Others

In 2008, Sabrina and her husband Shawn were struggling. Sabrina, a stay at home mom, was pregnant. Shawn, a painting contractor, faced slowdowns that made it hard to cover their bills. They lived in a crowded townhouse and relied on food stamps to make ends meet. Two of the boys had asthma, ending up in the emergency room two or three times a year, in addition to frequent doctors visits. The boys were insured by Medicaid. Sabrina and Shawn had no health insurance.

Sabrina's high school education limited her earning potential. Her paycheck barely covered childcare and they simply couldn't make ends meet.

### All of this was about to change.

At the new baby's checkup, Sabrina met a CHIP Parent Educator. She was skeptical about home visiting, but wanted the best for her family. Sabrina decided to give it a try.

The family began with monthly home visits from Esther, a nationally-certified parent educator, and regular visits from a CHIP registered nurse. As Sabrina and Shawn learned about asthma management, the boys' doctor and ER visits were dramatically reduced.

But asthma wasn't the only challenge. With only one income, they simply didn't have enough to live on. Sabrina knew she had to go back to school and Esther helped devise a plan for her to take classes online and at night. Through it all, Esther kept Sabrina motivated and on track.

Shortly before Sabrina completed her associate's degree, the family met their goals and graduated from CHIP. When Esther shared that she would be moving to pursue an advanced degree, Sabrina was disappointed, but also inspired. She decided to apply to a four-year college herself.

While they struggled at times, with Sabrina going to school, and young children to raise, they had saved a card from Esther that said "Reach for the stars!" And so they did.

To complete her bachelor's degree in human services, Sabrina needed a 400-hour internship. She wanted to help others as she had been helped so she applied to CHIP. She successfully completed her internship and received her bachelor's degree in December 2011. She was then hired full time—by CHIP!



*Sabrina on a home visit with a CHIP family*

### For Sabrina's family, life looks a lot different now.

- Sabrina is employed full-time, earning a living wage and providing health insurance for herself and Shawn.
- Sabrina and Shawn are so proud that their increased income means they no longer rely on public assistance.
- The boys' asthma is under control.
- The children are healthy and doing well in school.
- The oldest, now 13, is an honor roll student who has set his sights on earning a college scholarship. He is a role model for his younger brothers.

**CHIP of Virginia is the statewide organization that makes this all possible, coordinating a network of seven regional CHIP programs in 27 Virginia communities. CHIP of Virginia is the linchpin for training, innovation, funding, evaluation, and accountability.**

## CHIP of the Future

We know CHIP works, and we know there are many more Virginia families who need CHIP today to secure Virginia's competitive place tomorrow. With declining public resources, the challenge is how to meet these families' needs.

While CHIP already leverages an impressive \$3 for every \$1 of government funding received, we want to do even better.

CHIP of Virginia has made a bold decision to invest in new, replicable business models to generate more private revenue. These models seek to further maximize the public investment in CHIP of Virginia. Working together, we can help even more families and young children.

**AN INVESTMENT IN CHIP IS AN INVESTMENT IN VIRGINIA'S FUTURE—  
TWO GENERATIONS AT A TIME.**