



EPSDT

Early & Periodic Screening, Diagnostic & Treatment

COMMUNICATIONS TOOLKIT



VOICES FOR
OHIO'S CHILDREN

CELEBRATING MILESTONES



WHO WE ARE

ABOUT **VOICES** FOR OHIO'S CHILDREN

To build a greater community, we must begin with greater kids. Voices for Ohio's Children helps ensure that the needs of Ohio's nearly 3 million children are prioritized at the local, state and federal levels. Our advocacy plays a big role in educating and influencing the community and public officials about sound public policies that help children succeed.

OUR MISSION

Voices for Ohio's Children advocates for public policy that improves the well-being of Ohio's children and their families by building nonpartisan collaborations among the private, public and not-for-profit sectors.

OUR VISION

is for children's interests to be at the top of every community's agenda so all of Ohio's children are poised for success.

THE PRINTING COSTS OF THIS BRIEF WERE UNDERWRITTEN
BY UNITEDHEALTHCARE COMMUNITY PLAN.

**RECOGNIZING
CONCERNS**

**AND
ACTING EARLY**

BOOSTS SUCCESS

**and reduces health and
education system costs.**

INTRODUCTION

The Medicaid program's benefit for children and adolescents is known as Early and Periodic Screening, Diagnostic and Treatment services, or EPSDT. EPSDT provides a comprehensive array of prevention, diagnostic, and treatment services for low-income infants, children and adolescents under age 21, as specified in Section 1905(r) of the Social Security Act (the Act). The EPSDT benefit is more robust than the Medicaid benefit for adults and is designed to assure that children receive early detection and care, so that health problems are averted or diagnosed and treated as early as possible. The goal of EPSDT is to assure that individual children get the health care they need when they need it—the right care to the right child at the right time in the right setting.

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TALKING POINTS

COMPONENTS OF THE EPSDT MESSAGE PLATFORM:

THE VISION

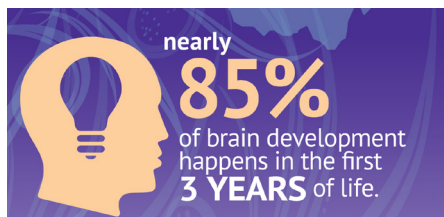
EXPLAIN WHAT THE INCREASED USE OF HEALTHCHEK'S SERVICES WILL ACCOMPLISH AND HOW THE NEED WILL BE ULTIMATELY MET...

- ▶ Accessing regular, no-cost Healthcheck/Medicaid screenings will help ensure your child grows up strong, healthy, and ready to succeed.

WHY EPSDT?

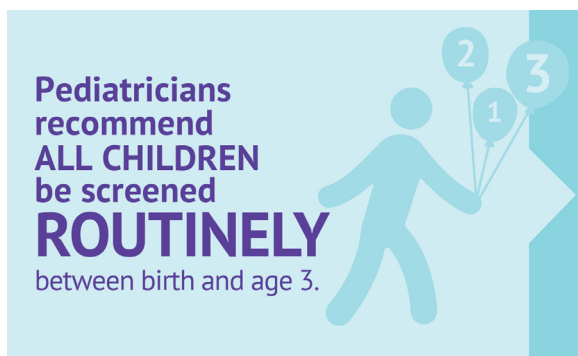
EXPLAIN THE PROBLEM OR NEED THAT CURRENTLY EXISTS—THE NEED THAT HEALTHCHEK WORKS TO MEET...

- ▶ Your child's first smile, first step, and first word aren't just exciting moments—they're important milestones in her mental and physical development.
 - Nearly 85 percent of brain development happens in the first three years of life.
 - Pediatricians recommend all children get screened routinely between birth and age three.
 - Nearly one in five Ohio kids under age six are at moderate or high risk for developmental, behavioral or social delays.



Infants and toddlers rapidly grow and simultaneously gain many life skills:





WHAT TO DO ABOUT EPSDT

DELINEATE WHAT HEALTHCHEK DOES TO ADDRESS THE NEED OR PROBLEM...

- ▶ Healthchk, another name for Ohio's Medicaid program for children, sets kids up for success by providing a series of free screenings that make sure kids are reaching these developmental milestones.
 - These screenings look at the way your child plays, learns, speaks, acts, and moves.
 - If your child is experiencing any sort of delay, Healthchk/Medicaid lets doctors identify the issue early and find appropriate treatment so that your child will enter school ready to learn and thrive.

HOW TO TAKE ACTION

DESCRIBE HOW HEALTHCHEK ADDRESSES THE NEED OR PROBLEM, WITH SPECIFIC ACTIONS AND RESOURCES FOR PARENTS TO TAKE...

- ▶ If your child is covered by Healthchk/Medicaid, you have access to these screenings, as well as transportation services to appointments and other services to keep your child healthy.
 - If you need help scheduling medical appointments or getting transportation to those appointments, contact your county's Healthchk Coordinator.
 - If you are not sure if your child's insurance plan is a Medicaid insurance plan, you can call your insurance company and ask them if they are a "Medicaid Managed Care Plan." Depending on the county you live in, your Medicaid managed care plan may be one of the following plans: Buckeye Health Plan; CareSource; Molina HealthCare of Ohio, Inc.; Paramount Advantage; or United Healthcare Community Plan of Ohio.

INFOGRAPHIC TOOLS

OHIO CELEBRATING MILESTONES

Early & Periodic Screening,
Diagnosis & Treatment Services

RECOGNIZING
CONCERNS
AND
ACTING EARLY

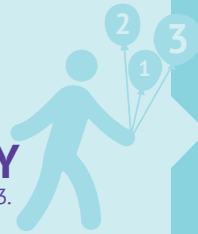
BOOSTS SUCCESS
and reduces health and
education system costs. ⁽¹⁾

nearly
85%
of brain development
happens in the first
3 YEARS of life. ⁽²⁾

Infants and toddlers rapidly grow and
simultaneously gain many life skills:



Pediatricians
recommend
ALL CHILDREN
be screened
ROUTINELY
between birth and age 3. ⁽⁴⁾



less than
1 IN 3
OHIO KIDS
receive timely
developmental
screenings. ⁽⁵⁾



nearly
1 IN 5
OHIO KIDS
under age 6 are at
moderate or high risk
for developmental,
behavioral or social
delays... **But...** ⁽⁶⁾



Ohio ranks
19th
in the nation
on the rate of
infant & toddler
developmental
screenings. ⁽⁷⁾

WE CAN DO BETTER.

Routine Screenings

of children's development during a health care visit
help guide referrals to the services children need...

resulting in
cost-effective care and
better outcomes for kids. ⁽⁸⁾



To learn more or to view
sources & references, visit:

www.RaiseYourVoiceForKids.org/Resources

Supported by



VISIT:

RaiseYourVoiceForKids.org/Resources to access this full infographic as a pdf file.

OHIO CELEBRATING MILESTONES

Early & Periodic Screening, Diagnosis & Treatment Services

WHAT IS Healthchek?

Healthchek is just another term for children's Medicaid in Ohio. Children have more benefits in Medicaid than adults to make sure they grow up healthy.

IF YOUR CHILD
HAS MEDICAID
THEY HAVE
ACCESS
TO THESE
SCREENINGS
& SERVICES.



physical exams



mental health



hearing



immunizations



lab tests



nutrition



development



oral health



vision

ARE THE SCREENINGS Important?

Yes. Regular check-ups and early care can help you and your child:

- ☒ Stay healthy during growth
- ☒ Find problems that can make it hard to learn

HOW DO I Get Started?

One of the following will get you on the right path to keeping your child healthy:



Make an appointment
with your child's doctor for services



Contact the Healthchek coordinator
at the job & family services office

How Often DO I NEED TO SCHEDULE SCREENINGS?

Getting Healthchek screenings at appropriate times helps ensure your child stays healthy. As a parent, you know your child best and should talk to your child's doctor to determine when is most appropriate to make check-up appointments.

Don't Wait if You're Concerned.

If your child is not meeting the milestones for his/her age, or if you think there could be a problem with the way your child plays, learns, speaks, acts, and moves—share the concerns and seek your doctor's advice.



To learn more or to view
sources & references, visit:

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OHIO'S CHILDREN

VISIT:

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ADVERTISEMENTS

3 months



CELEBRATING MILESTONES

A SMILE TO REMEMBER

A First of Many Firsts

Most babies start to recognize faces around three months old. Set your child up for success by getting regular screenings to make sure they are reaching this and other milestones in growth and development. If you have Healthчек/Medicaid, you are entitled to these screenings, as well transportation services to appointments, and other services to keep your child healthy.

Call your pediatrician, or find more information at:

RaiseYourVoiceForKids.org/Resources

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9 months



CELEBRATING MILESTONES

LOOK, MA! NO HANDS!

Ready for New Feats

Most babies are able to sit up unsupported at nine months old. Set your child up for success by getting regular screenings to make sure they are reaching this and other milestones in growth and development. If you have Healthчек/Medicaid, you are entitled to these screenings, as well transportation services to appointments, and other services to keep your child healthy.

Call your pediatrician, or find more information at:

RaiseYourVoiceForKids.org/Resources

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VISIT: RaiseYourVoiceForKids.org/Resources
to access these ad image files.

1
year



CELEBRATING MILESTONES

A SMALL, YET MEMORABLE STEP

And a BIG Leap for the Future

Most children start to walk at one year old. Set your child up for success by getting regular screenings to make sure they are reaching this milestone in growth and development. If you have Healthcsek/Medicaid, you are entitled to these screenings, as well transportation services to appointments, and other services to keep your child healthy.

**Call your pediatrician, or find
more information at:**

RaiseYourVoiceForKids.org/Resources

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2
years



CELEBRATING MILESTONES

HE SHOOTS... HE SCORES!

Skills to Build Upon

Most children can run and kick a ball at two years old. Set your child up for success by getting regular screenings to make sure they are reaching this and other milestones in growth and development. If you have Healthcsek/Medicaid, you are entitled to these screenings, as well transportation services to appointments, and other services to keep your child healthy.

**Call your pediatrician, or
find more information at:**

RaiseYourVoiceForKids.org/Resources

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SOCIAL MEDIA FACEBOOK

THE FOLLOWING POSTS AND TWEETS ARE MEANT AS TEMPLATES. PLEASE FEEL FREE TO TAILOR THEM AS NEEDED TO LET PARENTS KNOW ABOUT HEALTHCHEK AND ENCOURAGE THEM TO GET CHILDREN SCREENED AT THE RECOMMENDED AGES.



POST: Are you setting your child up for success? You can make sure she enters school ready to learn and thrive through Healthchk/Medicaid free developmental screenings and services. Healthchk will even arrange transportation to appointments. Learn more here: RaiseYourVoiceForKids.org/Resources

POST WITH PHOTO: Most babies start to recognize faces around three months old. Set your child up for success by taking advantage of free Healthchk/Medicaid screenings that make sure your child is reaching these important milestones! Call your pediatrician today, or find more information at: RaiseYourVoiceForKids.org/Resources

3 months



POST WITH PHOTO: Your toddler may be taking big steps on their own, but they need your help to stay on the path to success. If your child is covered by Healthchk/Medicaid, you have access to free screenings & services that make sure he's growing up strong and healthy. Call your county's Healthchk coordinator to learn more: <http://medicaid.ohio.gov/Portals/0/For%20Ohioans/Programs/countycoordinators.pdf>

1 year

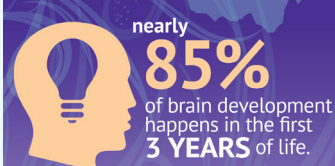


POST WITH INFOGRAPHIC: Did you know less than 1 in 3 Ohio kids receive timely developmental screenings? Don't let your child be one of them. If your child is covered by Healthchk/Medicaid, you have access to free screenings & services that make sure she's growing up strong and healthy. Call your county's Healthchk coordinator to learn more: <http://medicaid.ohio.gov/Portals/0/For%20Ohioans/Programs/countycoordinators.pdf>

less than
1 IN 3
OHIO KIDS
receive timely
developmental
screenings.



POST WITH INFOGRAPHIC: Are you setting your child up for success in their early development years? Take advantage of free Healthchk/Medicaid screenings that help make sure your child is reaching these important milestones! Healthchk will even arrange transportation to appointments. Learn more here: RaiseYourVoiceForKids.org/Resources



Infants and toddlers rapidly grow and simultaneously gain many life skills:



SOCIAL MEDIA

TWITTER

VISIT: RaiseYourVoiceForKids.org/Resources
to access these image files for social media.



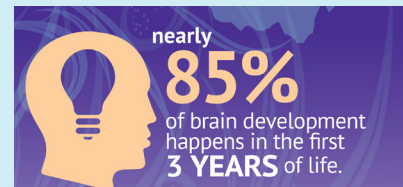
TWEET: Most babies start to recognize faces by 3mo. Celebrate your child's developmental milestones through regular Medicaid screenings: <http://bit.ly/2qmU45R>

TWEET: Most children can run & kick a ball by age 2. Celebrate your child's developmental milestones w/Medicaid screenings. <http://bit.ly/2qmU45R>

TWEET: Pediatricians recommend kids get routine developmental checks between birth & age 3. Healthchek/Medicaid covers screenings! <http://bit.ly/2qmU45R>

TWEET: Set your child up for success w/regular health screenings through Healthchek/Medicaid – they're free and easy. <http://bit.ly/2qmU45R>

TWEET WITH INFOGRAPHIC: Set your child up for success early by taking advantage of free services thru Healthchek/Medicaid: <http://bit.ly/2qmU45R>



TWEET WITH INFOGRAPHIC: Are you following the Dr's orders & getting your child regular health screenings w/Healthchek/Medicaid? <http://bit.ly/2qmU45R>



TWEET WITH INFOGRAPHIC: Stay on top of your child's free Healthchek/Medicaid services. Call a coordinator to learn more: <http://medicaid.ohio.gov/Portals/0/For%20Ohioans/Programs/countycoordinators.pdf>



TWEETS WITH LARGER INFOGRAPHIC:

If your child has Healthchek/Medicaid, they have access to free & recommended health screenings.

AND/OR

Nearly 85% of brain development happens in first 3 yrs of life. Medicaid can set children up for success.



IF YOUR CHILD
HAS MEDICAID
THEY HAVE
ACCESS
TO THESE
SCREENINGS
& SERVICES.



HOW DO I Get Started?

One of the following will get you on the right path to keeping your child healthy:

- Make an appointment with your child's doctor for services
- Contact the Healthchek coordinator at the job & family services office

CELEBRATING MILESTONES



To download this toolkit
as a pdf file and to access
all correlating image files
for ads, infographics and
social media posts...

VISIT:

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COMMUNICATIONS TOOLKIT



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VISIT:

[**www.RaiseYourVoiceForKids.org**](http://www.RaiseYourVoiceForKids.org)

