

Allied receives state contracts to promote HUSKY insurance program

On Friday, Feb 16, Governor M. Jodi Rell announced the awarding of \$1.1 million in grants to schools and community agencies to promote the state's HUSKY insurance program for uninsured children throughout the state.

Allied Community Resources, Inc., of East Windsor, a subsidiary of Allied Community Services, was awarded two contracts valued at \$200,000 by the Department of Social Services to conduct community outreach for the HUSKY program.

A regional outreach contract valued at \$75,000 will be applied to planning and conducting outreach efforts in 60 towns and cities in northern CT. Outreach sessions will be held in a variety of settings, including neighborhood centers, churches, job centers, clinics, town social service offices and other locations around the region.

A second, statewide contract is valued at \$125,000. Allied will conduct outreach sessions to provide program information to employers and individuals. The marketing of the outreach sessions will be through various media, including websites, local newspapers, chambers of commerce, emails, school bulletins, community posters, Infoline – 211, cable television and local radio stations. Allied is the only community agency selected to conduct the statewide outreach campaign.

In announcing the awards, Governor Rell stated that “parents listen to people and organizations they know and trust in their own communities. These are the best ambassadors of the HUSKY program, and I look forward to seeing the positive impact on enrollment of new children into health coverage. Our goal is to help parents of uninsured children and teenagers learn about the HUSKY program and sign their kids up for the health coverage they need,” Governor Rell said.

Allied Community Resources has been providing contract services to the Department of Social Services for Medicaid Waiver programs since 1999.

Summaries from Governor's press release:

Regional outreach contract:

Allied Community Resources Inc., East Windsor—\$75,000 for outreach activities in the Northern Region to provide program information and support with applications and enrollment/re-enrollment through outreach sessions held in a variety of settings, including neighborhood centers, churches, job centers, clinics, town social service offices and other locations around the region. Outreach sessions will be publicized through several media, including Spanish-language radio, television and newspapers throughout the region. Program contact: Carol A. Bohnet, 860-749-8833; cbohnet@alliedgroup.org.

Statewide outreach contract:

Allied Community Resources Inc., East Windsor—\$125,000 for statewide outreach activities to conduct outreach sessions that will provide program information to employers and individuals, and provide support with applications and enrollment/re-enrollment. The marketing of the outreach sessions will be through various media, including websites, local newspapers, chamber newsletters and emails, school bulletins, community posters, Infoline – 211, cable television and local radio stations. Outreach sessions will be held in a variety of settings, including businesses, neighborhood centers, churches, job centers, clinics and town social service offices. Contact: Carol A. Bohnet, 860-749-8833; cbohnet@alliedgroup.org.

See the entire press release at www.ct.gov/