

Helping Struggling Families Afford Health Insurance and Healthy Food for Their Children

Free Webinar – October 21, 2010

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Helping Struggling Families Afford Health Insurance and Healthy Food for Their Children

Welcome and Introductions

Heidi Goldberg, Program Director, Early Childhood & Family Economic Success, National League of Cities- Institute for Youth, Education & Families

Insuring Kids' Health: Best Practices for Helping Families

Yvonne Hunter, Program Director, Institute for Local Government

Enrolling Children in Affordable Health Insurance: Community Examples

Yvonne Garrett, Assistant City Manager/Director Community Services, City of La Mesa, CA

Patti Callaghan, Community Services Superintendent, City of Riverside, CA

Healthy Foods

Roy Templeton, Project Manager, Through Any Door Grants, Louisville Metro Government

Questions and Discussion

Using GoToWebinar

Instructions

- How to Choose a Listening Mode
 - How to Submit Questions
1. If you do not see the **Control Panel (A)**, click the arrows on the **Grab Tab (B)** to expand the viewing area.
 2. Next, choose your preferred listening mode using the options in the **Audio Pane (C)**.
 3. To submit questions or comments to the panelists, type text into the box provided in the **Questions Pane (D)** and click the **Send (E)** button.

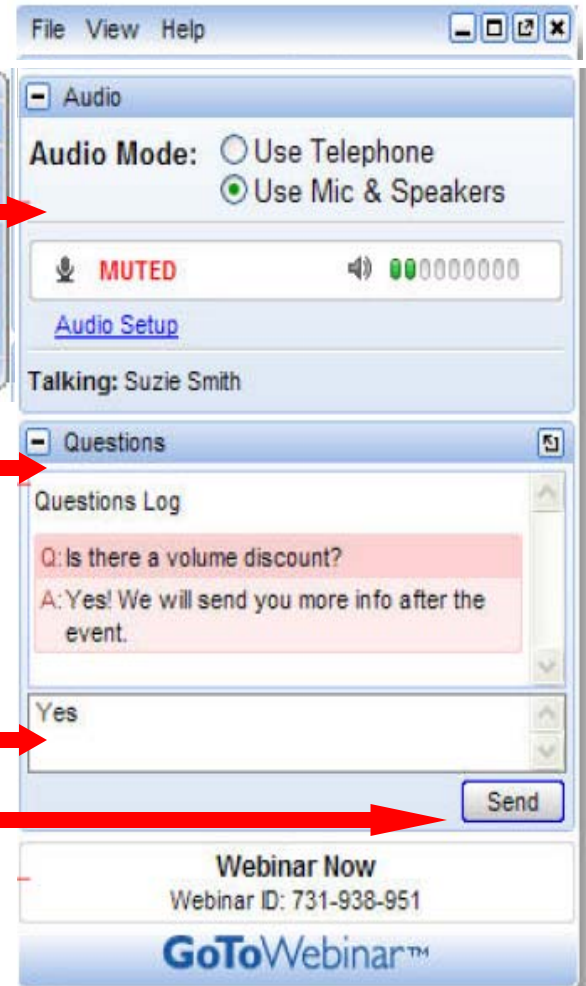
(A) Control Panel →

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(D) Questions Pane →

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click the Send button to
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Insuring Kids' Health: Best Practices for Helping Families

Yvonne Hunter

Program Director

Institute for Local Government

About the Institute for Local Government

Who:

- Research & Education Affiliate of the League of California Cities and the California State Association of Counties

Mission:

- Promoting Good Government at the Local Level



Original Project Goals

- Identify best practices to connect with families of eligible children
- Compile lessons learned
- Enroll children
- Share information with others
- Funded by Anthem/Blue Cross Foundation



Key Themes

- Applies to all cities, regardless of state
- Helps cities help families, children and their community
- Addresses an important issue
- Uses federal resources to help families

Why Get Involved with Children's Health Insurance?

- Healthy kids do better in school
- What's more important to families than their kids?
- Saves taxpayer dollars
- Shows the city cares about the community

Affordable Health Insurance for Kids

- State Children's Health Insurance Program (SCHIP) – Federal
- Medicaid - Federal
- Children's Health Initiatives (in California in selected counties – other states?)
- States provide matching funds

Who Is Eligible?

- Children Ages 0 – 19
- Income Up to 200% of Poverty Level
(About \$50,00 annually in California)
- U.S. Citizens
- Undocumented Kids in California Covered in
Some Counties (other states?)

Key Principle: One Size Does Not Fit All

- Flexibility to do a little or do a lot
- Tailor activity to city's resources and community needs
- Target families in need
- Lessons learned in California apply in other states

Insuring Kids' Online Resource Center

- **Key Outreach Strategies**
- **Key Best Practices**

Partner with Health Plans



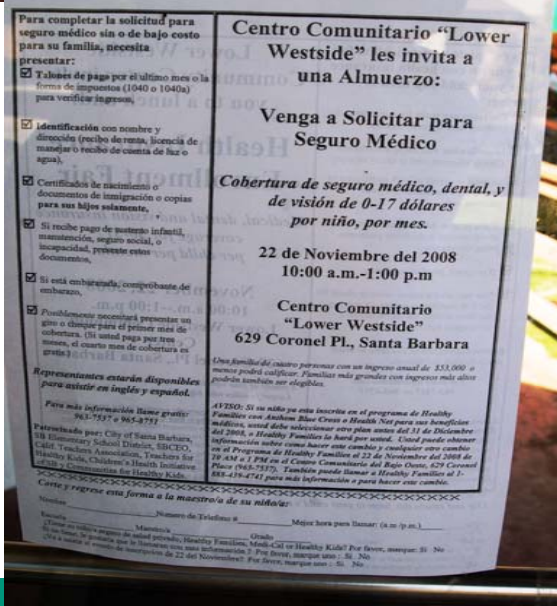
Collaborate with Local Nonprofits



Agency Staff as Roving Ambassadors



Hold An Enrollment Event



Community Centers Are ...



... Safe Places for Activities



Agency Staff Are Trusted



Collaboration Is Critical





“By taking part in activities to enroll children in affordable health insurance, cities help children succeed in school and perform effectively in the classroom. Mayors have the ability to direct attention to this important issue and devote resources to it.”

- Mayor Ron Loveridge, Riverside; President - National League of Cities 2010

Institute for Local Government Insuring Kids' Health: Online Resource Center

- Easy to use, step-by-step how to strategies
- Sample templates that can help any community enroll kids in affordable health insurance
- Resources for cities outside of California
- Helping Families Find Affordable Children's Health Insurance: A Local Official's Guide (publication)

www.ca-ilg.org/InsureKids



CITY OF
LA MESA
JEWEL of the HILLS

Helping Struggling Families Afford Health Insurance

La Mesa, CA supports community wellness through Communities for Healthy Kids

Yvonne Garrett
Assistant City Manager/Director
Community Services
City of La Mesa

communities
for healthy kids

A Program of the Institute for Local Government

Why did City of La Mesa sign on?

- Tied to community wellness focus
- Another way to serve residents
- Healthy kids mean a healthy city



Steps to Success

- Limited resources caused creativity
- Hosted a stakeholder meeting
- Engaged non-profit experts
- Utilized existing community outreach efforts



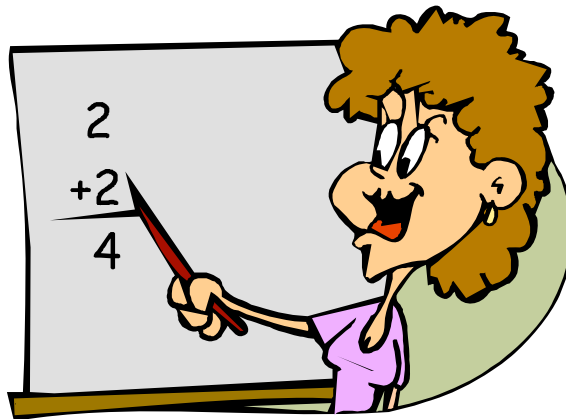
Outreach Strategies

- Mail outs through school
- Promoted thru classes, city publications
- Recruited non-profit to do enrollments
- Outreach at existing events



Lessons Learned

- Community partners key
- Schools present special challenges
- Utilize existing events to leverage resources





For more information:

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Riverside Healthy Kids

Patti Callaghan

Community Services Superintendent

City of Riverside

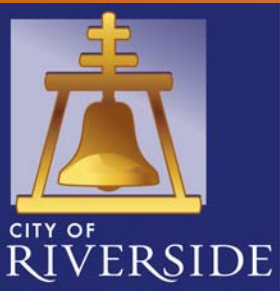
CITY OF
RIVERSIDE



2005 UCLA California Health Interview Survey

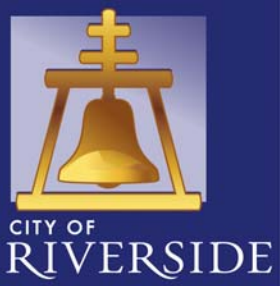
In Riverside County:

- 47,000 children under the age of 19 were UNINSURED
- 31,000 eligible for Medi-Cal
- 16,000 eligible for Healthy Families



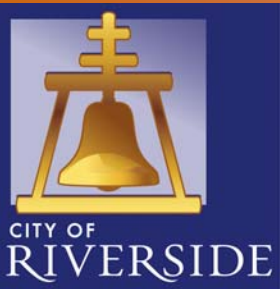
Facts

- Existing Countywide efforts were good
- Cities had not typically been involved
- Mayor requested a pilot program to reach out to eligible families and children



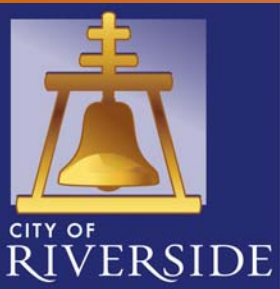
What is RHK?

- Riverside Healthy Kids
- Funded by the Riverside Community Health Foundation
- Technical Assistance from Communities for Healthy Kids (CHK)



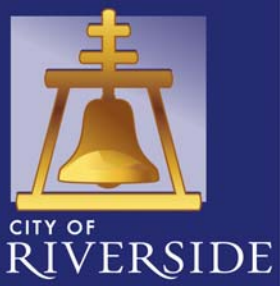
RHK Mission

- The goal of Riverside Healthy Kids was to create a citywide program to outreach to parents with children who were eligible for no and low-cost health insurance.



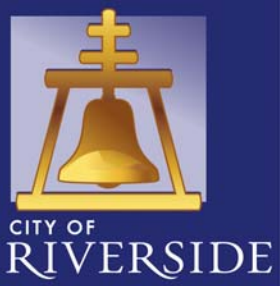
Riverside Healthy Kids

- Advisory Board Chaired by the Mayor
- Members included school district representatives, health plans, nurses, Riverside Community Health Foundation, California Teachers Association, Teacher for Healthy Kids, and Communities for Healthy Kids



RHK Staff

- Staff –Assistant Recreation Coordinator
 - Located at Youth Opportunity Center & Eric Solander Resource Center
 - Certified Application Assistant
 - Assisted families with Healthy Families & Medi-Cal applications



Outreach

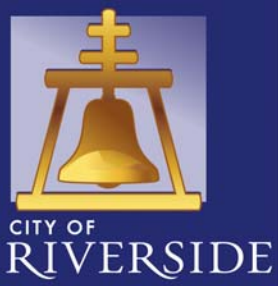
- Health Fairs
- Marketing and Publicity (surveys & brochures)











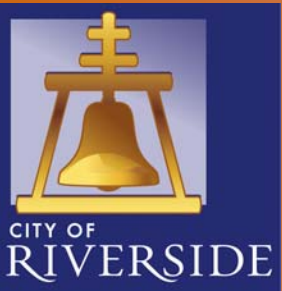
Outreach Efforts

- Community Centers
 - Day Camp & Summer Food Program
 - Grand Openings
- Special Events
 - Mariachi Festival
 - Concerts in the Park Summer Concert Series
 - Movies in the Park

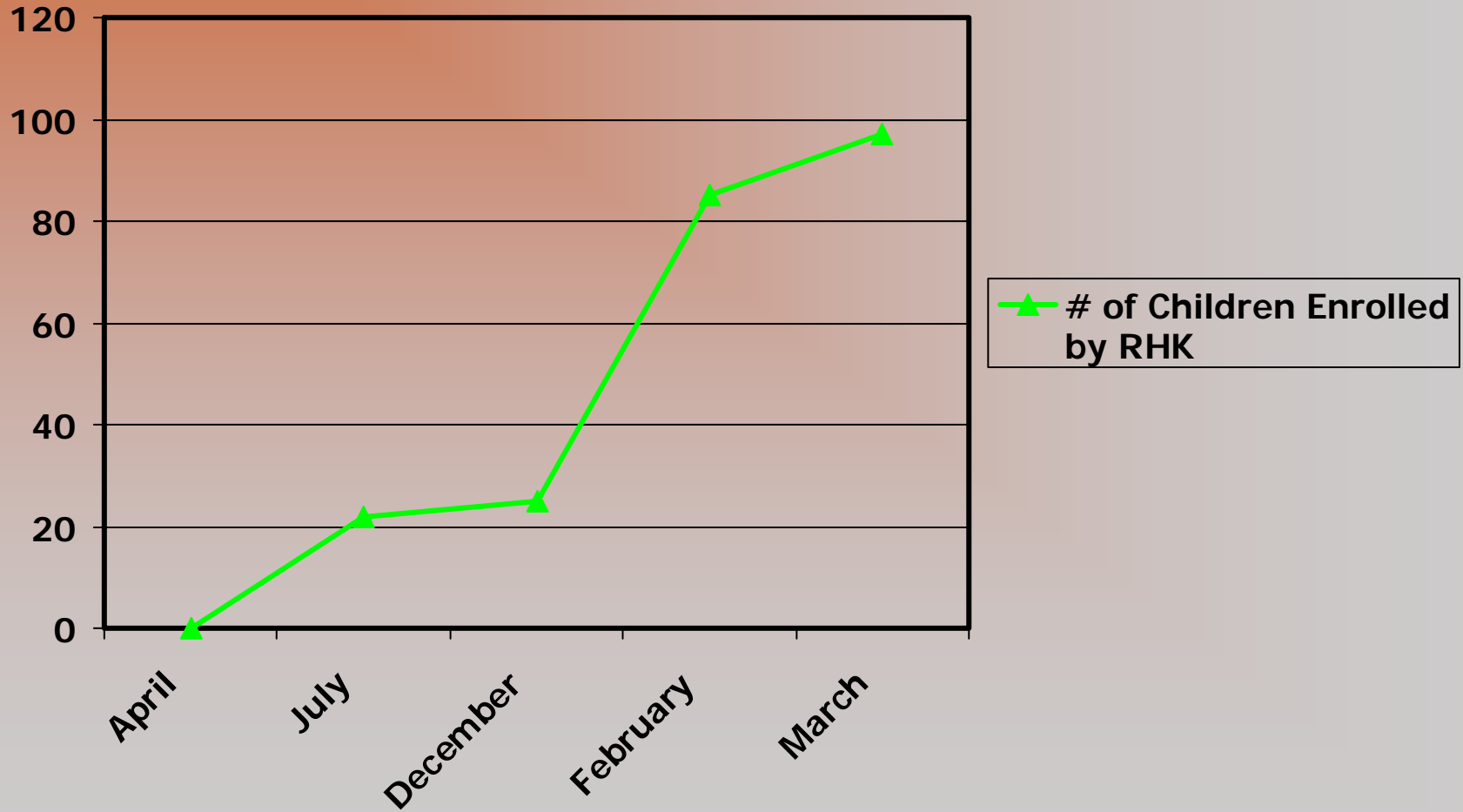


Outreach Efforts

- Distributed flyers to local businesses
- Presentations @ Alvord Unified School District
 - PTA
 - ELAC
- W.I.C Referrals
- Head Start Referrals



Children Enrolled





Accomplishments

- 97 children and families were enrolled between April 1, 2008 and March 15, 2009
- CHK looks to Riverside as the model for best practices on running a program like RHK in a city
- Featured in Western Cities magazine



“Through Any Door”

The logo for METRO Louisville, featuring a stylized fleur-de-lis symbol in gold and blue, with the word "METRO" in gold and "Louisville" in blue.

Roy Templeton, Project
Director



“Through Any Door”



Louisville METRO **e**



“Through Any Door”

- A local initiative that helps connect individuals and families to benefits and work supports that they are eligible for but are not receiving.
- Creates connections and improves coordination between local government, CBOs/FBOs, local school corporation, and the state in support of program outreach and intake.

“Through Any Door”

- Relies on benefits software package to screen for multiple benefits in a single interview.
- Facilitates referral using encrypted email, Share Point, and electronic data exchange.

“Through Any Door”

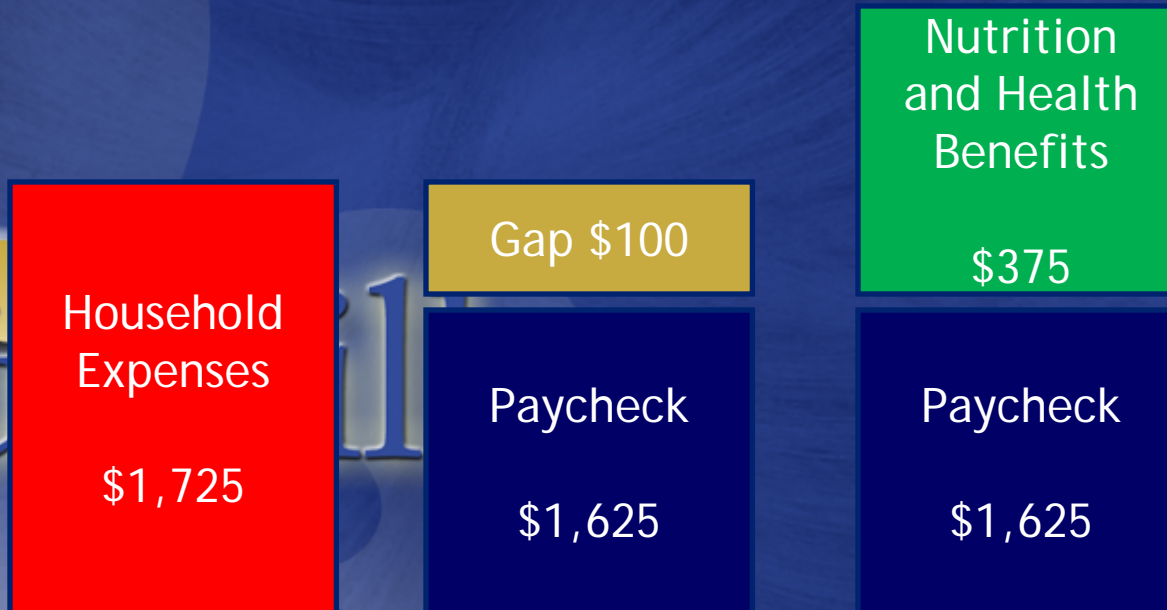
■ Program Goals:

- Link low-wage families with proven work and benefit supports
- Reduce application challenges
- Enhance low-wage family buying power
- Increase employment and retention
- Increase school performance
- Enhance program performance for agencies

“Through Any Door”

**Helping Struggling Families Afford Health Insurance
and Healthy Food for Their Children**

Monthly Budget \$2,000 _____



“Through Any Door”

Examples of eligibility based programs that fit this model:

- Food Stamps
- KCHIP (SCHIP)
- EITC
- Affordable banking tools (CSSP project and Bank On Campaign)
- Prescription discounts
- Workforce Development
- Free and Reduced Lunch
- WIC

“Through Any Door”

- Next Steps - Statewide Expansion
 - Commitment to streamline access and retention in a core set of work support and public benefit programs.
 - Moving toward an online integrated application for multiple benefits similar to 25 other states.

“Through Any Door”

- Next Steps - Statewide Expansion
 - Expected to include Medicaid and KCHIP, the Supplemental Nutrition Assistance Program (SNAP), and child care subsidies
 - Commitment to sharing data for evaluation purposes.

Questions for All?





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Thank you for participating. Please complete the evaluation when it arrives.