



**CALIFORNIA CHILDREN'S
HEALTH INITIATIVES**

**BEST PRACTICE,
SCHOOL BASED STRATEGIES
FOR ENROLLMENT**

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PRESENTATIONS BY

- Solano Coalition for Better Health
 - **Joanie Erickson**, Executive Director
- Community Health Initiative Napa
 - **Elba Gonzalez-Mares**, Executive Director
- California School Board Association
 - **Teri Burns**, Legislative Advocate
- California Coverage and Health Initiatives
 - **Wesley Samms**, Program Coordinator





SOLANO COALITION FOR BETTER HEALTH

School-Based Enrollment Program
17 years of partnership, collaboration and success.

WHO WE ARE

FROM PARTNERSHIP COMES PROGRESS



- Founded in 1988 to improve the health and quality of life of Solano communities by providing leadership, focusing resources and developing partnerships.
- Partners include:
 - + Kaiser Permanente
 - + NorthBay Healthcare
 - + Sutter Health
 - + Solano County Health and Human Services
 - + David Grant Medical Center
 - + Solano Office of Education
 - + Touro University
 - + Solano Community College
 - + Community Clinics



How SKIP WORKS

- Screen all emergency cards in Solano County public elementary schools, Child Start Centers, and impacted middle schools and high schools.
- Identify children with no health plan listed.
- Outreach to parents through initial phone or email contact.
- Enrollment services are provided at 20 locations throughout Solano County including seven elementary schools.
- Parental waivers allow Coalition staff access.



WHERE YOU'LL FIND SKIP



- Coalition main office
- Elementary schools
- Family Resource Centers
- Libraries
- County offices
 - Child Support Services
 - Probation
 - First listing on County enrollment materials
- Community Health Centers
- Homeless shelters



WHAT WE DO

SOLANO KIDS INSURANCE PROGRAM



Accomplishments in 2014

- More than 3,000 children insured.
- All Solano public elementary schools are 100% insured
- All middle schools screened are 100% insured
- All child care centers are 100% insured
- Outreach to families 3 times a year to keep kids insured.
- 95-98 percent of Solano children are insured



KEYS TO SUCCESS

- School-based enrollment sites
- Bilingual staff
- Relationships with schools
 - Make the case that insured children stay in school
 - Be a resource
- Relationships with county
 - Demonstrate value of grass-roots approach
- Word of mouth
- Extensive community outreach
- Established trust with immigrant communities



How SKIP IS FUNDED

- Grants
 - First 5
 - County
- MAA funding
- Fundraising
 - Individual Philanthropy
 - Classic for Kids



QUESTIONS?

WE'RE HAPPY TO HELP

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COMMUNITY HEALTH INITIATIVE

- Community Health Initiative is a non-profit licensed insurance agency through California Department of Insurance
- 5 licensed insurance agents who are also certified through Covered California and the California Department Health Care Services.
- Community Health Initiative has enrolled approximately 16,000 Napa County residents in subsidized health insurance programs and Individual and Family plans since 2005.
- All of our services are at no cost and all of our agents are bilingual (Eng and Esp).



SCHOOL BASED ENROLLMENTS

- How we started (2005)
 - SKIP's Model: Outreach and Enrollment
 - MOU with Napa Valley Unified School District
 - School Board, Superintendent and Director of Student Services
 - 20 Elementary Schools, 4 Middle Schools, 4 High Schools
 - Emergency cards – Query
 - In person screening all cards (a day per school with 2 staff: only high schools)
 - Phone calls up to 6 times
 - School sites
 - FIRST top 4 schools (highest number of children enrolled in free and reduced lunch program) THEN all schools.
 - Once a week for 4 months
 - ~60% insured to then 100% enrollment
 - Parent Liaisons
 - In 4 schools



SCHOOL BASED ENROLLMENTS

- How we grew (2006-2015)
 - Effective model
 - MOU with **Napa, Calistoga and St. Helena**
 - 23 Elementary Schools, 8 Middle Schools and 7 High Schools
 - Emergency cards – Query
 - Phone calls up to 4 times
 - School list crossed referenced with **CHI database and Medi-Cal**
 - School sites
 - Once every two weeks to no longer necessary to be at schools.
 - Parent Liaisons
 - In 6 schools and 3 family resources centers.
 - 2015-2016 school year increased to 8 at all NVUSD schools.



SCHOOL BASED ENROLLMENTS

School List + CHI + MC = potentially uninsured

- 2005-2006 SY
 - 6,400 Students; 40% potentially uninsured
- 2013-2014 SY
 - 2,212 Students; 12% potentially uninsured
- 2014-2015 SY
 - *4,463 Students; 24% potentially uninsured

*Data entry by school staff and Medi-Cal system impacts data quality.



OTHER SCHOOL BASED ENROLLMENTS

- Napa County Office of Education
- Child Start Inc.
- Pope Valley School District
- Howell Mountain School District

100% Enrollment Campaign!



SEE ADDITIONAL DOCUMENTS

- MOU Sample
- Referral Form
- Letter to Principals
- Phone Call Procedures
- Schedule Appointment
- Event Flyers Bilingual
- Evaluation Topic and Indicator Sample
- CHI Services Bilingual





KEY PRECEPTS OF LCFF

Based on specific considerations:

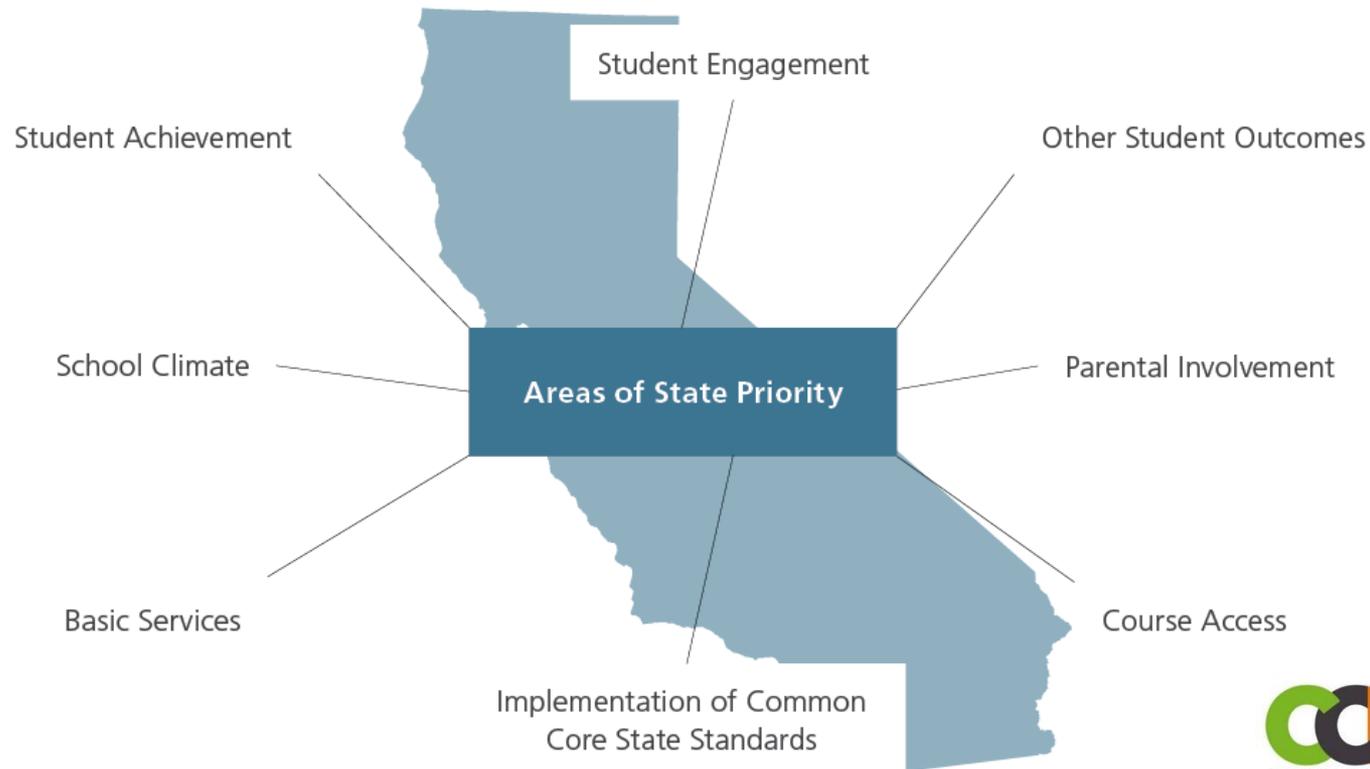
- Equity, additional resources for students with greater needs
 - Low-income students
 - English learners
 - Foster youth
- Local decision-making and stakeholder involvement
- Accountability
- Transparency
- Alignment of budgeting with accountability plans



LOCAL CONTROL AND ACCOUNTABILITY PLANS

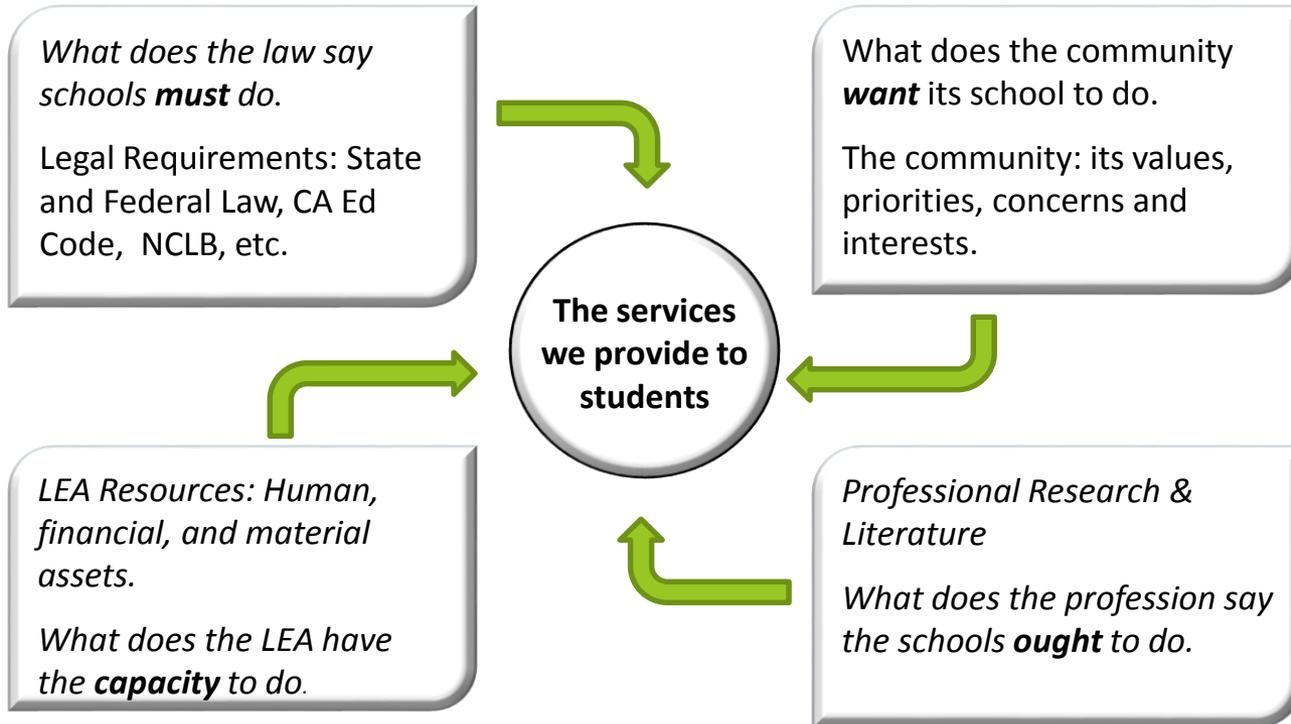
Eight Areas of State Priority Must Be Addressed in LCAPs

(Local Control and Accountability Plan)



Source: Legislative Analyst's Office, "An Overview of the Local Control Funding Formula" (07/13)

ROLE OF THE BOARD & LCFF



Governance Implications & Considerations



COMMUNITY INPUT NEEDED

1. What has worked well that should continue / expand?
2. What has promise, but needs to be improved?
3. What programs don't work and should be stopped?
4. What programs / services should we start?



IF NOT YOU, WHO?

Opportunities for input:

Board meetings

Local Control Accountability Plan (LCAP) input sessions

Social/Civic events with board members

In writing to Superintendent & Board



QUESTIONS?

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AB 2706 FACTSHEETS AND RESOURCES

- **CCHI4Families.org/Schools**
 - 2706 Customizable Family Flyer in **English and Spanish**
 - CCHI Directory of Resources by County
 - About AB2706 Flyer explaining schools' requirements
- **CoveredCA.com/Schools**
 - Ready-to-send messaging for newsletters and social media
 - Other resources for school administrators and teachers



Customizable box lets you insert your own information and logo!

Enroll. Get Care. Renew.
Health Coverage All Year Long

Health Coverage Options

Medi-Cal:

- ▶ Children, foster youth, pregnant women, adults, US citizens, and immigrants—including those with DACA status—may be eligible for no- or low-cost Medi-Cal.
- ▶ Medi-Cal covers immunizations, checkups, specialists, vision and dental services, and more for children and youth at no- or low-cost.
- ▶ Medi-Cal enrollment is available year-round.

Covered California:

- ▶ Covered California is where legal residents of California can compare quality health plans and choose the one that works best for them.
- ▶ Based on income and family size, many Californians may qualify for financial assistance.
- ▶ Enroll during Open Enrollment or any time you experience a life-changing event, like losing your job or having a baby. You have 60 days from the event to complete enrollment.

 **Undocumented Families** visit: www.allinforhealth.org/resources#Undocumented
Immigration status information is kept private, protected, and secure. It will not be used by any

Enroll.

Three ways to enroll in Medi-Cal and Covered California:

-  www.coveredca.com
-  1 (800) 300-1506
-  Find in-person help: www.coveredca.com/get-help/local/

Get Care.

- ▶ Find a primary care doctor in your network.
- ▶ Schedule an annual checkup for you and your family.
- ▶ Make sure to take your child to the dentist.
- ▶ Pay your monthly premium if you are eligible.



Questions or Comments?

