BEST PRACTICE, SCHOOL BASED STRATEGIES FOR ENROLLMENT

Wednesday, September 9th 2015
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 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
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)

- Student Achievement
- School Climate
- Basic Services
- Implementation of Common Core State Standards
- Areas of State Priority
- Student Engagement
- Other Student Outcomes
- Parental Involvement
- Course Access

Source: Legislative Analyst’s Office, “An Overview of the Local Control Funding Formula” (07/13)
**Role of the Board & LCFF**

- **What does the law say schools must do.**
  Legal Requirements: State and Federal Law, CA Ed Code, NCLB, etc.

- **What does the community want its school to do.**
  The community: its values, priorities, concerns and interests.

- **The services we provide to students**

- **LEA Resources: Human, financial, and material assets.**
  What does the LEA have the capacity to do.

- **Professional Research & Literature**
  What does the profession say the schools ought to do.

**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
Questions or Comments?