

# 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
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  2. Next, choose your preferred listening mode using the options in the **Audio Pane (C)**.
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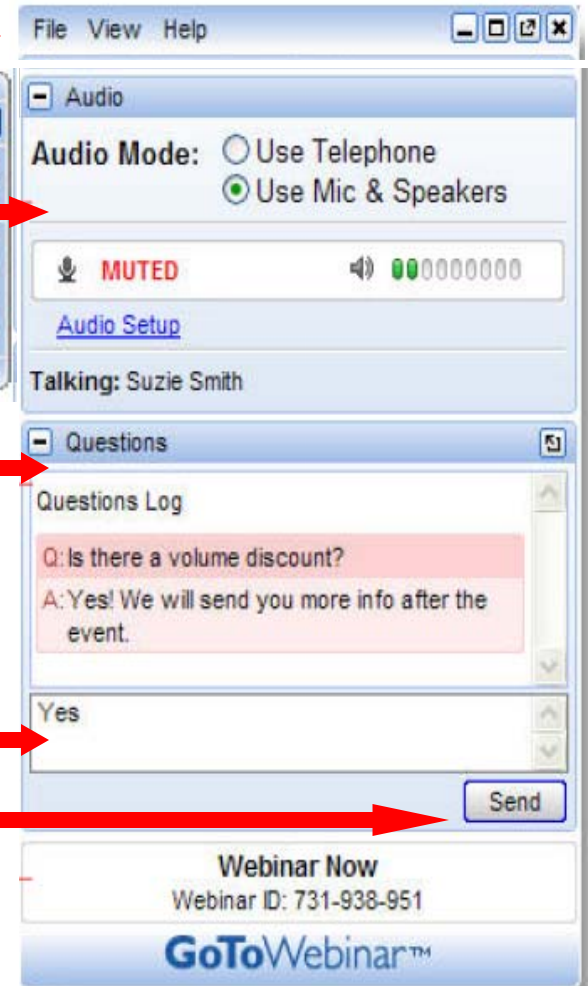
(A) Control Panel →

(B) Grab Tab →

(C) Audio Pane →

(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



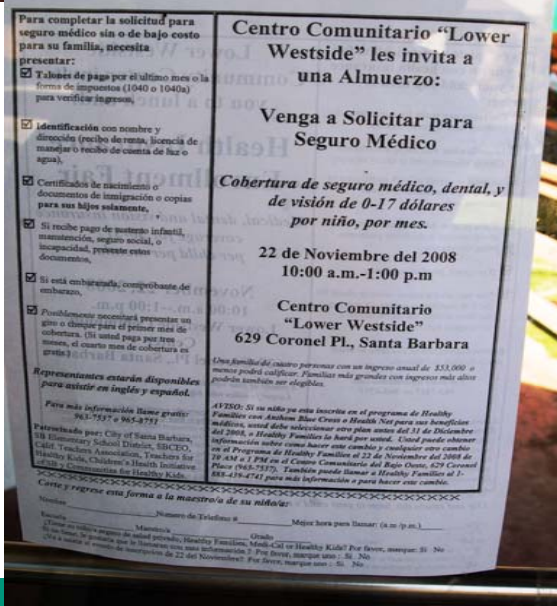
# Collaborate with Local Nonprofits



# 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](http://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



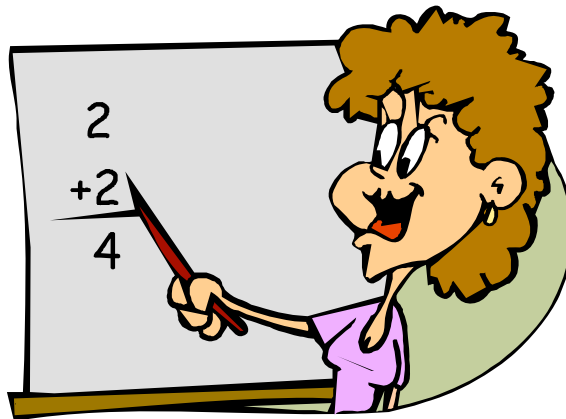
# Outreach Strategies

- 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:

Yvonne Garrett

Assistant City Manager/  
Director Community Services

City of La Mesa

619-667-1311

619-667-1311

- [ygarrett@ci.la-mesa.ca.us](mailto:ygarrett@ci.la-mesa.ca.us)



***Riverside Healthy Kids***

***Patti Callaghan***  
***Community Services Superintendent***  
***City of Riverside***

CITY OF  
RIVERSIDE

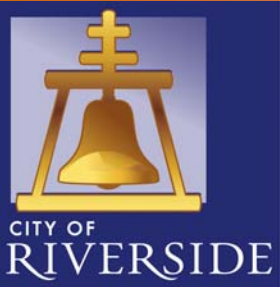


# ***2005 UCLA California Health Interview Survey***

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In Riverside County:

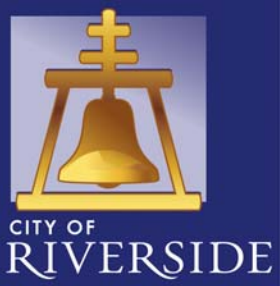
- 47,000 children under the age of 19 were UNINSURED
- 31,000 eligible for Medi-Cal
- 16,000 eligible for Healthy Families



# *Facts*

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

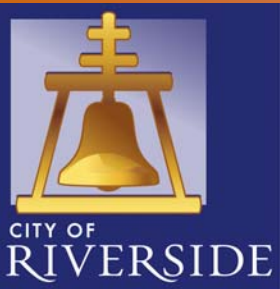


# ***What is RHK?***

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

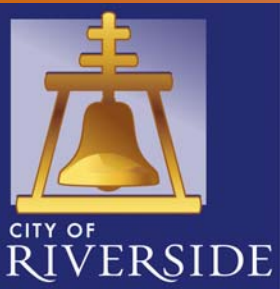




## ***RHK Mission***

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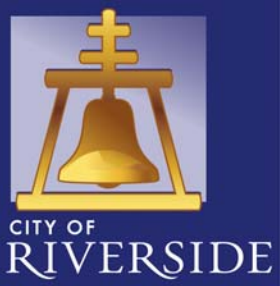
- The goal of Riverside Healthy Kids was to create a citywide program to outreach to parents with children who were eligible for no and low-cost health insurance.



# *Riverside Healthy Kids*

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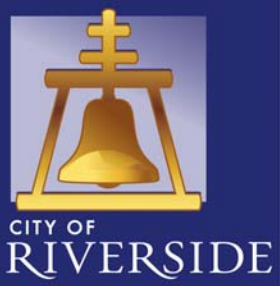
- Advisory Board Chaired by the Mayor
- Members included school district representatives, health plans, nurses, Riverside Community Health Foundation, California Teachers Association, Teacher for Healthy Kids, and Communities for Healthy Kids



# ***RHK Staff***

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- 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*

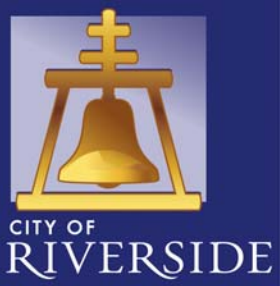
- Health Fairs
- Marketing and Publicity (surveys & brochures)









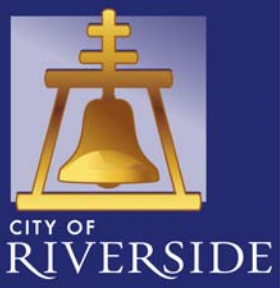


# *Outreach Efforts*

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

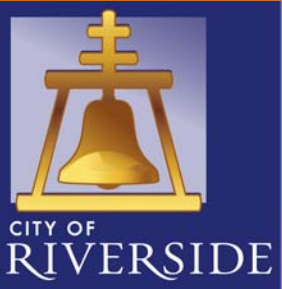




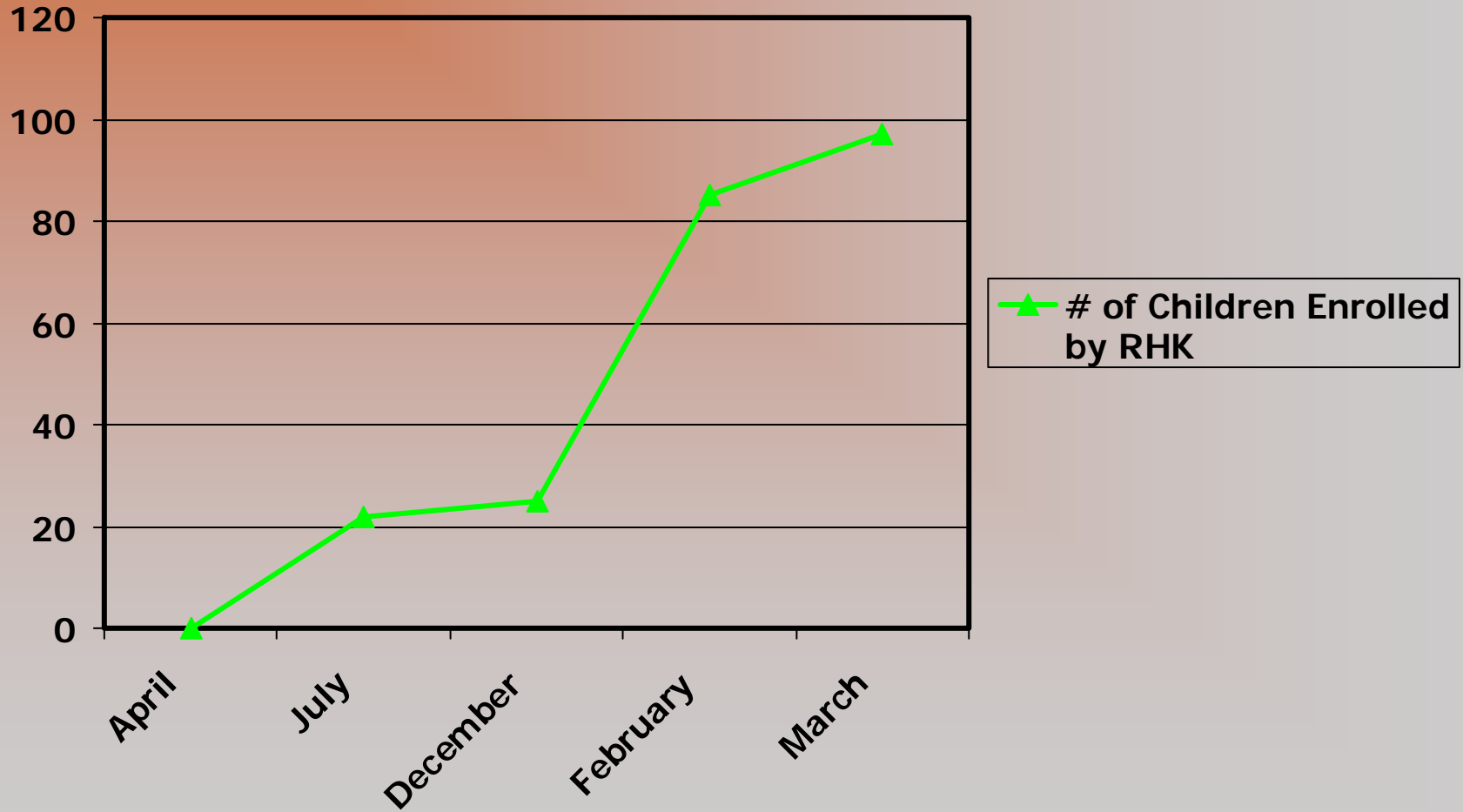
# *Outreach Efforts*

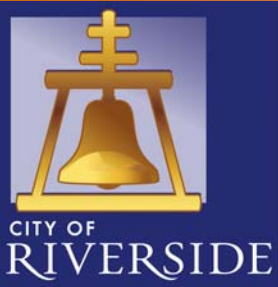
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- Distributed flyers to local businesses
- Presentations @ Alvord Unified School District
  - PTA
  - ELAC
- W.I.C Referrals
- Head Start Referrals



# Children Enrolled





# *Accomplishments*

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- 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”

METRO  
Louisville

Roy Templeton, Project  
Director



# “Through Any Door”



**Lou** 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?





# Speaker Contact Information

**Heidi Goldberg**

[Goldberg@nlc.org](mailto:Goldberg@nlc.org)

**Yvonne Hunter**

[yhunter@ca-ilg.org](mailto:yhunter@ca-ilg.org)

**Patti Callaghan**

[pcallaghan@riversideca.gov](mailto:pcallaghan@riversideca.gov)

**Yvonne Garrett**

[ygarrett@ci.la-mesa.ca.us](mailto:ygarrett@ci.la-mesa.ca.us)

**Roy Templeton**

[Roy.Templeton@louisvilleky.gov](mailto:Roy.Templeton@louisvilleky.gov)

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