

Office of Human Services



3.15

June 14, 2004

City Council
Sacramento, California

Honorable Members in Session

SUBJECT: "COVER THE KIDS BY 2006" INITIATIVE

LOCATION AND COUNCIL DISTRICT: Citywide; All Council Districts

RECOMMENDATION:

Staff recommends that the City Council approve that the City become the organizational entity for the "Cover the Kids by 2006" Initiative and amend the 2004-05FY Budget to reflect the staffing and related costs for the initiative.

CONTACT PERSONS: Ralph Pettingell, Recreation and Human Services Manager, 277-6173
Alan Boyd, Recreation Superintendent, 277-6077

FOR COUNCIL MEETING OF: June 29, 2004

SUMMARY:

This report provides an overview of the "Cover the Kids by 2006" Initiative and the request that the City become the organizational agency responsible for staffing the community-wide initiative.

COMMITTEE/COMMISSION ACTION:

At its May 6, 2004 meeting, the Citizens Advisory Committee for Parks and Recreation supported the City being the organizational agency responsible for the "Cover the Kids by 2006" Initiative. The four major funders (Sutter Health, Mercy, Kaiser and U.C. Davis) of the Mayor's Commission on our Children's Health also support the project.

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BACKGROUND INFORMATION:

For over five years the Regional Children's Health Project (Mayor's Commission on Health of our Children) has been operated by the Department of Parks and Recreation. This project has provided direct services to families to reach, enroll, educate and retain health care for their children. Funded by the major hospital/medical systems, the program has enrolled over 10,000 children. Due to the effectiveness of this program, a community coalition of health care providers, children's advocates and community leaders have asked the City to be the "official" organizational sponsor for the planning and development of a countywide effort to provide health coverage **to all children by 2006.**

Attachments A-D provide details for the Cover the Kids by 2006 Initiative and its relationship to the Regional Children's Health Project. As noted, the goal of the coalition and the Initiative is to develop a plan to provide a health coverage program to all children in the county. This would include decreasing barriers for children that are eligible for existing programs as well as creating a new health coverage program for those that are currently ineligible.

The current Regional Children's Health Project has developed effective partnerships with school districts, the faith community, community based organizations and the broader health care network. It is through this effort that the City has become the logical entity to facilitate this broader initiative. A significant component of the Initiative will be the development of a "Steering Committee" to include representation from key stakeholders including the City in this county wide effort.

FINANCIAL CONSIDERATIONS:

Funding (\$525,000 total for the three years) for the initiative will be provided from a variety of sources. Funds totaling \$145,000 have been committed from United Way, the First 5 Sacramento Commission and the Sierra Health Foundation for the first year of the project. These funders have indicated they will continue to support this initiative in years two and three. Preliminary discussions have been initiated with the California Endowment for the balance of the funding. The project will require the hiring of two staff people for the duration of the three year project.

ENVIRONMENTAL CONSIDERATIONS:

There are no environmental considerations with this report.

POLICY CONSIDERATIONS:

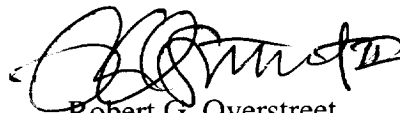
The recommended action support's the City's Strategic Plan goals of establishing and strengthening partnerships to enhance the quality of life and the Department's mission of Optimizing the Experience of Living.

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ESBD CONSIDERATIONS:

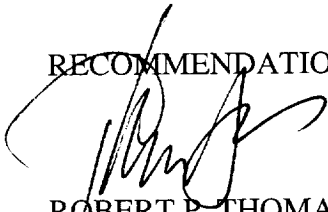
Not applicable

Respectfully submitted,



Robert G. Overstreet
Director of Parks and Recreation

RECOMMENDATION APPROVED:



ROBERT P. THOMAS
City Manager

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RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION REGARDING THE "COVER THE KIDS BY 2006"
INITIATIVE AND AMENDING THE FY05 BUDGET OF THE
DEPARTMENT OF PARKS AND RECREATION TO IMPLEMENT THE PROJECT**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO THAT:

1) The City shall serve as the organizational entity for the community wide "Cover the Kids by 2006" Initiative.

2) The FY05 budget is amended as follows including Grant offsets:

101-450-4724

4101 - Employee Services	\$130,560.
4715 - Non-CIP Labor Reimbursement	<130,560.

250-OGR-Gxxx (Expenditures)

4101 - Employee Services	\$391,680.
4204 - Telephone	7,000.
4213 - Printing	30,000.
4258 - Other Professional Services	61,000.
4261 - Transportation	15,000.
4411 - Office Supplies	10,320.
4462 - Computer Supplies	<u>10,000.</u>
	\$525,000.

250-OGR-Gxxx (Revenues)

3598 - Misc. Other County	\$180,000.
3599 - Misc. Other Agencies	<u>345,000.</u>
	\$525,000.

3) The following positions are added to Organization 4724

Program Specialist	1.00 FTE
Program Coordinator	1.00 FTE

ATTEST

MAYOR

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO: _____

DATE ADOPTED: _____

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**PROPOSAL TO PROVIDE STAFFING FOR THE
“COVER THE KIDS BY 2006” INITIATIVE**

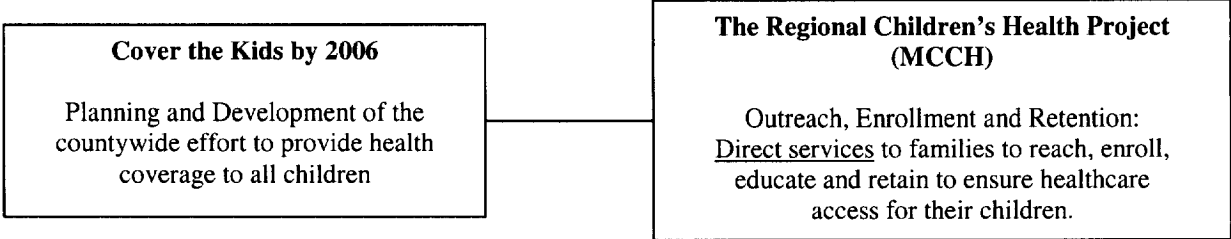
SUMMARY OF THE INITIATIVE

In April of 2003, a countywide coalition was formed to address the need to provide health coverage to the estimated 30,000 uninsured children in Sacramento County. This coalition, known as Cover the Kids by 2006, includes representation from hospitals, health plans, pediatrics, education, business, community agencies, local funders, county and city programs, including The Regional Children’s Health Project (Mayor’s Commission on Our Children’s Health). **The goal of this coalition is to develop a plan to provide a health coverage program to all children in the county. This would include decreasing barriers for children that are eligible for existing programs as well as creating a new health coverage program for those that are currently ineligible.** All representatives made a one-year commitment to participate in the coalition with the purpose of developing an implementation plan to be presented to all partners in March of 2004.

The coalition has agreed to seek funds to provide a project director position for the initiative so that the implementation can begin in July 2004. Because of the expertise of the Regional Children’s Health Project (Mayor’s Commission on Our Children’s Health) operated by the City Of Sacramento since 1998, **the City is the logical partner to act as the organizational agency responsible for staffing this initiative and has the support of key members of the coalition.** See Attachment B for more information.

BACKGROUND LEADING TO THE INITIATIVE

Since April of 2003, Cover the Kids by 2006 has operated as a sub-committee of the Children’s Coalition, a program of the Community Services Planning Council. The initiative has been led by a key group of staff from City of Sacramento, Mayor’s Commission on Our Children’s Health, Sacramento County Health and Human Services, The Children’s Coalition, and First 5 Sacramento (Prop. 10 Commission), known as the planning committee.



Program Goals:

Cover the Kids by 2006:

1. To maximize enrollment in available health coverage programs by reducing system-wide barriers including, but not limited to simplifying the application process for families.
2. Establish a plan to provide coverage to all children that are not eligible for existing programs. This may include assisting in the development, coordination and revisions of policies for the new program, facilitation of an RFP process with health plans to

participate in the project, establishing a community-wide network for outreach and enrollment, and serving as a liaison between local and regional health coverage efforts for children.

The Regional Children's Health Project:

1. To identify families in need of health coverage for their children through a variety of school and community based outreach strategies that are culturally and linguistically appropriate for Sacramento demographics.
2. To directly assist families with the application processes for subsidized health coverage programs including Medi-Cal, Healthy Families, Access for Infants and Mothers (AIM), Kaiser Permanente's Child Health Plan and any new state or local program that provides affordable coverage to children.
3. To assist families with appropriate utilization and maintenance of their children's health coverage by providing educational opportunities and follow-up services for parents and caregivers.

RELATIONSHIP TO THE REGIONAL CHILDREN'S HEALTH PROJECT (MCCH)

The Regional Children's Health Project (The Mayor's Commission on Our Children's Health) is the only program in the county addressing enrollment, retention and utilization issues for families with uninsured children. The program uses intensive outreach efforts to inform and reach families that are eligible and then provides critical assistance to help them enroll in available programs and utilize health services appropriately. The Mayor's Commission on Our Children's Health was formed in 1998 by the late Mayor Joe, Serna Jr.. It is a partnership between the City, the five local health systems (Sutter Health, UC Davis Health System, Catholic Healthcare West, Kaiser Permanente and Shriners Hospitals), Sacramento County and local school districts. The "Commission" is simply an informal commission of the Mayor's Office. Representatives from each partner meet to provide oversight to the project (now known as the Regional Children's Health Project).

The program initially received county and state grants to cover operational costs, but now the bulk of the funding comes from the four local health systems (Sutter, UC Davis, Kaiser and CHW). The City provides funding for the Program Manager position. See Attachment C for more information.

INITIATIVE IMPLEMENTATION

The Project Director position is designed to facilitate the implementation activities developed by the Cover the Kids by 2006 coalition. See Attachment C for more information.

First 5 Sacramento and United Way have agreed to fund 1/3 each of what is expected to be a 3-year project. Members of the finance sub-committee for Cover the Kids by 2006 have already met with staff of the California Endowment to discuss funding the remaining 1/3. Note: First 5 Sacramento (Prop. 10 Commission) has already allocated \$10 million to provide health insurance coverage for children up to their 6th birthday for a 3-year period. See Attachment A.

The following annual budget was developed by the Cover the Kids finance committee with assistance from City staff:

Expenses	Budgeted Cost
Project Director (1.0 FTE)	\$90,000 (including benefits)
Program Assistant Assistant (1.0 FTE)	\$44,000 (including benefits)
Services and Supplies	\$41,000
Total Annual Project Budget	\$175,000

CITY IMPLEMENTATION

We propose to use the Program Specialist classification and move Kelly Bennett Wofford into this position to staff the Cover the Kids Initiative. Kelly has been the Program Supervisor for the Mayor's Commission on Our Children's Health since its inception. The supervisor position would then be filled on a limited term basis. The Program Assistant position would be filled using the Program Coordinator classification.

REVENUE FOR THE COVER THE KIDS BY 2006 STAFFING INITIATIVE

Revenue Source	Year 1	Year 2	Year 3	Total
First 5 Sacramento	\$60,000	\$60,000	\$60,000	\$180,000
United Way	\$60,000	\$60,000	\$60,000	\$180,000
California Endowment (Proposed)	\$30,000	\$55,000	\$55,000	\$140,000
Sierra Health Foundation	\$25,000			\$25,000
TOTAL	\$175,000	\$175,000	\$175,000	\$525,000

January 29, 2004

Cover the Kids by 2006 Initiative Project Charter March 2004

Background

By 2006, the community stakeholders of Sacramento County will implement a program initiative that maximizes the enrollment of children in Medi-Cal and Healthy Families and provides a new comprehensive insurance product called Healthy Kids for children ineligible for existing coverage programs. The Sacramento Cover the Kids by 2006 Initiative will reach and enroll all children who are in families with incomes at or below 300% of the federal poverty level (FPL). Results from the 2001 California Health Interview Survey indicate that approximately 30,000 children from birth to age 19 did not have health insurance coverage all or part of the year.¹ It is also estimated that 2 out of 3 uninsured children are eligible but not enrolled in Medi-Cal or Healthy Families, with the third child ineligible for existing public programs.²

Recent findings from a report commissioned by the Sierra Sacramento Valley Medical Society and the First 5 Commissions indicate that 6 out of 9 hospitals in the county reported in 2001 that 50% or more of their emergency room visits were for a condition that could have been addressed in a non-emergency setting.³ In addition, it was found that hospitals in the county are spending approximately \$130 million annually in uncompensated care.⁴ In 2002 nearly \$11 million was spent by hospitals in the five-county region in uncompensated care for children ages 19 and under.⁵ Without access to regular preventive and primary care, children in Sacramento County lack a regular source of coordinated and continuous care (i.e. a medical home). This lack of access leads to poorer health outcomes, higher health system costs and overburdened emergency departments.⁶ Furthermore, inappropriate health care utilization will continue to drain county health and safety resources.

¹ UCLA Center for Health Policy Research, California Health Interview Survey (CHIS), 2001. These data are the best estimates currently available, however statewide surveys such as CHIS have traditionally undercounted the number of persons ineligible for public programs.

² Brown ER, Ponce N, Rice T, and Lavarreda SA. The State of Health Insurance in California: *Findings from the 2001 California Health Interview Survey*. Los Angeles, CA: UCLA Center for Health Policy Research: June 2002.

³ Sierra Sacramento Valley Medical Society and the First 5 Commissions. *Insuring Our Future: Achieving Universal Health Coverage for All Children in Six Northern California Counties*, July 2003.

⁴ California Office of Statewide Health Planning and Development, Selected Hospital Annual Financial Data, 2001. This figure excludes Kaiser, specialty, psychiatric, state and federal hospitals. Kaiser hospitals do not report certain financial data, including bad debt and charity care.

⁵ California Office of Statewide Health Planning and Development, Hospital Annual Financial Data and Patient Discharge Data, 2002. This figure estimates cost-adjusted uncompensated care attributable to children 19 years and younger.

⁶ The American Academy of Pediatrics released its policy statement and an operational definition of a medical home in July 2002. This definition of a medical home is that "medical care of infants, children and adolescents ideally should be accessible, continuous, comprehensive, family centered, coordinated, compassionate and culturally effective. Physicians should seek to improve the effectiveness and efficiency of health care for all children and strive to attain a medical home for every child in their community."

For these reasons, it is of utmost importance for the county to implement a seamless, family-friendly system for insuring its youngest and most vulnerable residents. A diverse group of stakeholders must implement effective and sustained Medi-Cal and Healthy Families outreach, enrollment and retention strategies and a new Healthy Kids program in order to: (1) maximize families' participation in available public programs, (2) increase the number of insured children in the county, and (3) optimize revenues to ensure children's access to health care services. The successful implementation of these objectives will improve the health and development of all children in Sacramento County.

While this initiative is an important step towards universal health coverage for children, it does not ensure access to health care for every child due to resource and system constraints. In order to achieve true universal health care for children, a commitment to changing public policy and an allocation of the necessary resources must be made to provide comprehensive health care for all children in California.

Vision

"Every child in Sacramento County will have health coverage by 2006."

Project Goals

1. Implement a single, seamless application and enrollment process for children's health coverage programs.
2. Create an integrated outreach and enrollment effort among all stakeholders in Sacramento County, including but not limited to, the County Health and Human Services Department, the County Department of Human Assistance, the Mayor's Commission on Our Children's Health, schools, community health centers, health plans, hospitals, and community-based organizations.
3. Maximize appropriate health care utilization, including educating families on the value and appropriate utilization of preventive and primary care services.
4. Implement a comprehensive health insurance product for children from birth to age 19 in families with incomes at or below 300% FPL who are not eligible for existing public programs.
5. Maximize health coverage retention through the year and during the annual renewal process to ensure continuity of care.
6. Support sufficient provider capacity to provide accessible health services and a medical home to children in Sacramento County.
7. Advocate for simplified outreach, enrollment and retention policies and procedures at the state and federal levels.

8. Advocate for changes in public policy to support universal health care for all children in California.

Challenges and Opportunities

Successful implementation of the Cover the Kids by 2006 Initiative will require effective collaboration and communication between county partners and agencies. These partners include, but are not limited to, the County Board of Supervisors, the First 5 Sacramento Commission, the County Health and Human Services Department, the County Department of Human Assistance, health plans, hospitals, health systems, physicians and other health care providers, the Sacramento Sierra Valley Medical Society, the Sacramento County Children's Coalition, county and community health centers, schools (including preschools), businesses, and many community-based organizations. It is anticipated that by Spring 2004 a Steering Committee will be formed to guide this initiative to and through implementation.

Developing an ongoing county collaboration is both a challenge and an opportunity for this initiative. Other challenges that simultaneously pose unique opportunities for the Covering Kids by 2006 initiative include [others to be added]:

	Challenges	Opportunities
Securing Financing for All Children Age Birth to 19	<ul style="list-style-type: none"> <input type="checkbox"/> Lack of funding availability due to economic downturn <input type="checkbox"/> Determining true cost of care under current scenario <input type="checkbox"/> Long-term donor commitment for financial sustainability 	<ul style="list-style-type: none"> <input type="checkbox"/> Collaborate in creative & new ways with multiple donors <input type="checkbox"/> Modest cost-sharing with families
Securing a Health Plan and Sufficient Provider Network	<ul style="list-style-type: none"> <input type="checkbox"/> Low reimbursement rates (Medi-Cal) for providers <input type="checkbox"/> No local initiative in Sacramento County 	<ul style="list-style-type: none"> <input type="checkbox"/> Ability to offer providers higher rate or other incentives <input type="checkbox"/> Health plans will gain Healthy Families and Medi-Cal enrollees in the process
Systems Change in Publicly Funded Agencies	<ul style="list-style-type: none"> <input type="checkbox"/> System is overly complex <input type="checkbox"/> Competition for limited public resources <input type="checkbox"/> "Innovation" and "reform" associated with expensive price tags 	<ul style="list-style-type: none"> <input type="checkbox"/> Restructure and simplify the current system <input type="checkbox"/> Long-term cost savings from efficiencies gained <input type="checkbox"/> Incorporate community input and leadership into systems changes
Engaging Business, Schools and Community-based Organizations	<ul style="list-style-type: none"> <input type="checkbox"/> Businesses, schools, and CBO's are already overwhelmed or short staffed <input type="checkbox"/> Engaging the Metro Chamber of Commerce in the issue 	<ul style="list-style-type: none"> <input type="checkbox"/> Educate about the cost savings of access to health care <input type="checkbox"/> Strong dialogue occurring <input type="checkbox"/> Solid partnerships already exist <input type="checkbox"/> Increasing awareness of who the uninsured are and their plight
Sustaining Political and Institutional Support	<ul style="list-style-type: none"> <input type="checkbox"/> Turnover in politicians/staff <input type="checkbox"/> Public resources for the undocumented is a tough sell 	<ul style="list-style-type: none"> <input type="checkbox"/> New people open to fresh ideas
Implementation of One e-App in Sacramento County	<ul style="list-style-type: none"> <input type="checkbox"/> Many stakeholders involved <input type="checkbox"/> High up-front costs <input type="checkbox"/> Still "experimental" <input type="checkbox"/> Requires job reorganizing 	<ul style="list-style-type: none"> <input type="checkbox"/> Many partners to provide resources or in-kind assistance <input type="checkbox"/> Return on investment high
Educating families on the value and utilization of health services	<ul style="list-style-type: none"> <input type="checkbox"/> Approximately 50 languages spoken in Sacramento County <input type="checkbox"/> Populations can be hard to reach 	<ul style="list-style-type: none"> <input type="checkbox"/> Increased number of families utilizing health care services
Maximize health coverage enrollment and retention	<ul style="list-style-type: none"> <input type="checkbox"/> After enrollment, families drop off <input type="checkbox"/> Tracking families and contacting them at renewal time is tough 	<ul style="list-style-type: none"> <input type="checkbox"/> Once enrolled, families will have one year of coverage <input type="checkbox"/> One Open Door enrollment scheme includes tracking for utilization and retention

The undersigned members of Cover the Kids by 2006 agree to support the vision and goals of this charter.

Supervisor Roger Dickinson, Co-Chair

Supervisor Illa Collin, Co-Chair

Lin Batten, Local Prop 10 Commission

Bev Lamb, Children's Coalition

Amerish Bera, M.D., Facilitator

Kelly Bennett, Outreach & Enrollment

Bill Camp, Fundraising

Keri Thomas Cavner, Health Systems

Liane Wong,
Institute for Health Policy Solutions

Len Finocchio,
Institute for Health Policy Solutions

Dorothy Meehan, Foundations

Leah Morris, Health Plans

Richard Pan, M.D., Pediatricians

Paul Phinney, M.D., Medical Society

Mary Potter, Medi-Cal Eligibility

Cheryl Raney, Education

Starine Reese, Fundraising

Tina Roberts, Community Clinics

Lisa Trask, Pediatric Nursing

Kathleen McKenna, Business

Reiko Osaki, Public Health

Marsha Britton, M.D., CHDP Gateway

Jana Katz, University

Bonnie Ferreira, Cultural Competency

**Regional Children's Health Project
(Mayor's Commission on Our Children's Health)
A Program of the City of Sacramento**

Background and History

The Mayor's Commission on Our Children's Health was created in 1998 by the late former Mayor Joe Serna, Jr. after a convening by local hospitals on the issues for uninsured children. The members of the Commission were appointed by the Mayor and include: the CEO's of the five major health systems (Sutter, Mercy, Kaiser, UC Davis and Shriners), Superintendent of Sacramento City Unified School District, and the President of the California Medical Association. A representative of Sacramento County was added to the Commission in 2000. The members of the commission have not been convened since 1998, but representatives designated by each member meet on an informal basis to address funding and programmatic issues in an advisory capacity.

NOTE: The program was launched as Sacramento's answer to the call for action from the State to assist in the outreach and enrollment effort around health coverage programs for children, especially the then new Healthy Families Program. The State of California launched the Healthy Families Program earlier that year in 1998. The program provides health, dental and vision coverage to California's "working poor" families (currently only children) who lack employer-based coverage. The program, linked with Medi-Cal, had and continues to have some barriers for families, especially those families from immigrant communities and disenfranchised populations. In Sacramento County, Healthy Families is offered through Blue Cross, Blue Shield, Molina, Kaiser Permanente and Health Net health plans.

The program component of the Commission was launched in November of 1998. Funding from Sutter, Kaiser, Mercy and UC Davis health systems allowed for the hiring of the Program Manager and a contract with Sacramento County Department of Human Assistance began in February of 1999. Since then, the project has been awarded contracts with both Sacramento County and the State Department of Health Services. The annual budget of the Commission is approximately \$400,000. Currently the City general fund pays for the Supervisor position (up to \$65,000). All other funding is provided through grants. The program component is now known as the Regional Children's Health Project (RCHP).

Mission and Objectives

The RCHP is working to improve the health and well being of children in Sacramento by increasing access to affordable health care.

The objectives of the RCHP are to:

1. Improve access to Medi-Cal, Healthy Families and other subsidized health care programs,
2. Create increased awareness in the community of Medi-Cal, Healthy Families and other subsidized health care programs,
3. Improve retention in and utilization of subsidized health care services, and
4. Develop a seamless referral system between government and private programs that improves the health of children.

Program Design

- Toll-free hotline where parents receive information about eligibility
- School and community-based outreach
- Assistance with health care applications
- Intensive follow-up and education
- Case management for families in need of assistance in accessing health plan services and retention of benefits
- Culturally and linguistically appropriate services (six languages)

The RCHP is currently is engaged in intensive school and community-based outreach to create awareness of the above mentioned programs. City staff are actively reaching out to families whose children are uninsured to offer culturally and linguistically appropriate assistance to apply for subsidized programs. The RCHP staffs a toll-free hotline to provide families with up-to-date information about health care programs for their children. A variety of outreach methods are used, but the most effective strategy to date has been the outreach through schools. Each year brochures advertising the program are delivered through school enrollment packets in which thousands of requests for information and assistance are returned. Families are then assisted with the applications through appointments scheduled at local schools and city community centers as well as through special enrollment events. Program staff speak six languages based on the most prominent language needs of residents of the city and county including Spanish, Russian, Hmong, Chinese, Laotian and English. Once families are reached and assisted with enrollment in Medi-Cal and Healthy Families, they are re-contacted to ensure that coverage is being maintained and health services are being accessed.

Community Locations for Application Assistance

Program staff provide application assistance to families at the following sites:

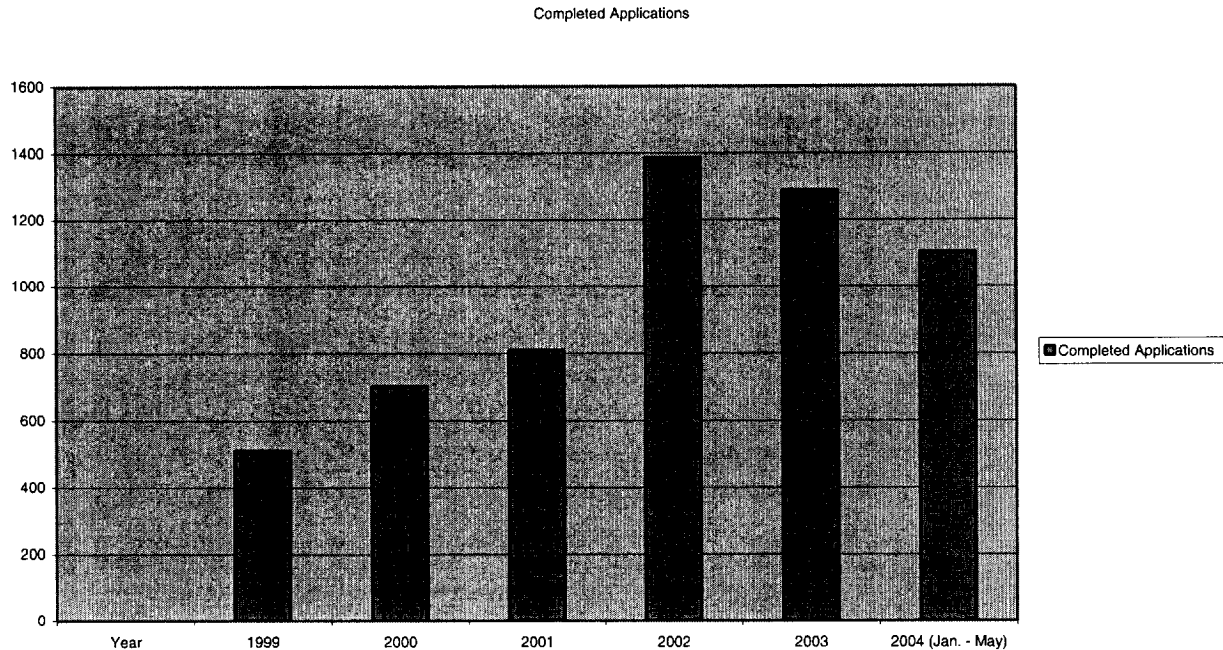
- | | |
|---|---|
| ▪ Office of Human Services
(main program office) | ▪ Department of Human Assistance
(Watt Ave.) |
| ▪ Department of Human Assistance
(Florin Rd.) | ▪ Natomas Service Station |
| ▪ Women Infants and Children
Program (WIC) | ▪ Sacramento Community Health
Center |
| ▪ Robertson Community Center | ▪ SETA One Stop Career Center
(La Familia) |
| ▪ Noralto Elementary School | ▪ SETA One Stop Career Center
(Hillsdale) |
| ▪ Southside Park Community
Clubhouse | ▪ SETA One Stop Career Center
(Broadway) |
| ▪ San Juan High School | ▪ SETA One Stop Career Center
(Galt) |
| ▪ Sacramento Valley Pediatric
Office | ▪ SETA One Stop Career Center
(EDD) |

Progress to Date

- Over 10,000 children have been enrolled in available programs (these families were assisted with applications to subsidized health coverage programs)

- 1,095 children referred to other health services such as the Child Health and Disability Prevention Program operated by Sacramento County
- Program has ongoing working relationships with now 15 school districts in Sacramento County, including all school districts within the City of Sacramento's limits and over 30 community agencies

The following chart shows the history of applications completed for the project between 1999 and May of 2004:



Note: Projections for calendar year 2004 show a 200% increase in families served due to the program's recent "urgency campaign" (Feb. – June) in which families were encouraged to enroll in state programs prior to the governor's proposed cap on these programs. This proposal was eventually removed from the governor's budget.

Regional Effort

Currently the Commission is providing services to Placer and Yolo counties through a partnership with Yolo County Health Department and Placer County Child Abuse Prevention Council. The Commission provides toll-free hotline and referral services to families from those counties that call seeking information about health coverage. Kaiser Permanente, Sutter Health, Mercy Healthcare Sacramento as well as Placer County are funding this effort.

SCOPE OF SERVICES

I. SERVICE LOCATION

City of Sacramento
6005 Folsom Boulevard
Sacramento, CA 95819

II. DESCRIPTION OF SERVICES

Contractor, in response to the Cover the Kids by 2006 Task Force, shall:

- Serve as primary staff support for the Cover the Kids by 2006 Task Force.
- Assist in the development, coordination and revisions of policies, procedures, and workflow to manage the program.
- In coordination with the Sacramento County Department of Human Assistance (DHA) and the Mayor's Commission on Our Children's Health (MCCH), facilitates eligibility issues including enrollment, retention, and disenrollment of members.
- Troubleshoot and coordinate efforts with other agencies as needed to resolve eligibility, enrollment, retention, utilization, or other related issues of members and non-members.
- Ensure that the Cover the Kids program is in compliance with State/Federal/County laws and guidelines.
- Serve as the liaison between the local and regional planning effort known as the Sacramento Sierra Valley Children's Health Coverage Initiative.
- Participate in the regional summits and follow-up meetings.
- Coordinate and contract with local health plans and dental plans to provide insurance for children ineligible for public programs (if this is the solution that CTK proposes).
- Responsible for identifying opportunities and working with relevant staff to implement and improve operations that support new outreach, enrollment, and retention efforts in Medi-Cal, Healthy Families and other insurance products/options.
- Collaborates with the DHA and other partners to develop and implement strategies and processes to reduce barriers to enrollment in Medi-Cal.
- Troubleshoot and coordinate efforts with other agencies as needed to ensure program implementation and success.
- Create and implement a development plan for funding and sustaining the effort.
- Prepare funding requests to governmental agencies, public and private foundations, business, individuals and others.

- Prepare and generate a variety of reports; maintain records and prepare correspondence as needed.
- Actively participate in the evaluation requirements of the First 5 Sacramento Commission and other funders as required.

III. OBJECTIVES, DETAILED TASKS and DELIVERABLES

OBJECTIVES		
Objective	Detailed Task Description	Due Date
1	Contractor shall: <ul style="list-style-type: none"> • Facilitate with appropriate agencies eligibility issues including enrollment, retention, and disenrollment of members. <ol style="list-style-type: none"> 1. Meet regularly with appropriate staff to resolve issues and streamline enrollment systems 2. Make recommendations for change. • Troubleshoot and coordinate efforts with other agencies as needed to resolve eligibility, enrollment, retention, utilization, or other related issues of members and non-members. <ol style="list-style-type: none"> 1. Analyze and resolve barriers. • Collaborate with DHA and other partners to develop and implement strategies and processes to reduce barriers to enrollment in Medi-Cal. <ol style="list-style-type: none"> 1. Develop and implement strategies • Ensure that the Cover the Kids program is in compliance with State/Federal/County laws and guidelines. <ol style="list-style-type: none"> 1. Monitor changes in State/Federal/County laws and guidelines. 	Ongoing
2	<ul style="list-style-type: none"> • Coordinate and contract with local health plans and dental plans to provide insurance for children ineligible for public programs. 	6/30/05

OBJECTIVES		
Objective	Detailed Task Description	Due Date
	<ol style="list-style-type: none"> 1. Maximize families' participation in available public programs. 2. Increase the number of insured children in the county. 3. Optimize the revenues to ensure children's access to health care services, and 4. Participate in the local and regional planning effort to ensure children retain coverage through a seamless health care system that is portable across all counties. 	
	<ol style="list-style-type: none"> 1. Select appropriate health plan or other solution to create health plan option for the "no options" kids. <ul style="list-style-type: none"> • Responsible for identifying opportunities and working with relevant staff to implement and improve operations that support new outreach, enrollment, and retention efforts in Medi-Cal, Healthy Families and other insurance products. <ol style="list-style-type: none"> 1. Make recommendations to improve operations. 	
3	<ul style="list-style-type: none"> • Create and implement a development plan for funding and sustaining the effort. <ol style="list-style-type: none"> 1. Research possible funding opportunities; create and submit plan to CTK. • Prepare funding requests/proposals to governmental agencies, public and private foundations, business, individuals and others. <ol style="list-style-type: none"> 1. Develop proposal and request approval from CTK. • Actively participate in the evaluation requirements of the First 5 Sacramento Commission and other funders as required. 	6/30/05
4	<ul style="list-style-type: none"> • Serve as primary staff support for the Cover the Kids by 2006 Task Force. <ol style="list-style-type: none"> 1. Plan meetings, keep detailed records, provide communication and direction to CTK. • Assist in the development, coordination and revisions of policies, procedures, and workflow to manage the program. <ol style="list-style-type: none"> 1. Develop and submit work plan to CTK. • Serve as the liaison between the local and 	Ongoing and up to 6/30/07

OBJECTIVES		
Objective	Detailed Task Description	Due Date
	<p>1) Maximize families' participation in available public programs.</p> <p>2) Increase the number of insured children in the county.</p> <p>3) Optimize the revenues to ensure children's access to health care services, and</p> <p>4) Participate in the local and regional planning effort to ensure children retain coverage through a seamless health care system that is portable across all counties.</p>	
	<p>regional planning effort known as the Sacramento Sierra Valley Children's Health Coverage Initiative.</p> <p>1. Attend and participate in regional meetings.</p> <ul style="list-style-type: none"> • Participate in the regional summits and follow-up meetings. <ol style="list-style-type: none"> 1. Provide information and coordination with the local effort. • Troubleshoot and coordinate efforts with other agencies as needed to ensure program implementation and success. • Prepare and generate a variety of reports; maintains records and prepares correspondence as needed. <p>Meetings. Contractor shall attend meetings as determined in the sole discretion of the CTK'06 Coalition. Said meetings shall include but not necessarily be limited to the following:</p> <ul style="list-style-type: none"> • Monthly CTK'06 Coalition meeting and all subcommittee meetings. • Commission or Board meetings as necessary to report to funders and partners. • Meetings of the Sacramento Sierra Valley (SSV) Regional Children's Health Coverage Initiative. • Attend and participate in the Regional Summit and any follow-up meetings. 	