



# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www. CityofSacramento.org

Consent  
April 10, 2007

Honorable Mayor and  
Members of the City Council

**Title: Grant/Agreement: Expansion of Cover the Kids program: Children's Outreach, Enrollment, Retention and Utilization Activities (OERU)**

**Location/Council District: All**

**Recommendation:** Adopt a Resolution: 1) authorizing the City Manager, or a designated representative, to execute all agreements and any extensions, amendments, re-applications or other documents related thereto with the County of Sacramento as necessary for the City to accept a three-year State Allocation to Counties for Children's Outreach, Enrollment, Retention and Utilization Activities grant for the purpose of expanding the City's Cover the Kids (CTK) program for Fiscal Years 2007, 2008 and 2009 for a total amount not to exceed \$1,917,160 2); amending the Fiscal Year 2007 budget, for the expansion of the CTK program by \$180,000; and 3) approving the County of Sacramento resolution attached as Exhibit A to Attachment 3.

**Contact:** Sylvia Fort, Division Manager, 808-8381; Bonnie Ferreira, Program Specialist, 929-1724

**Presenters:** Not applicable

**Department:** Parks and Recreation

**Division:** Recreation and Human Services

**Organization No:** 4724

### **Description/Analysis**

**Issue:** Cover the Kids a program administered by the City of Sacramento has been awarded a grant by the County of Sacramento for \$1,917,160 to expand the Cover the Kids (CTK) program, which provides outreach, enrollment, retention and utilization services to families in order to obtain, retain and utilize health insurance.

**Policy Considerations:** CTK is consistent with the City's strategic plan to achieve sustainability and livability and its mission to protect, preserve and enhance the quality of life for present and future generations.

**Environmental Considerations:** This report concerns administrative activities that will not have any significant effect on the environment and that do not constitute a "project",

Grant/Agreement: Expansion of Cover the Kids program: Children's Outreach, Enrollment, Retention and Utilization Activities (OERU) as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines sections 15061(b)(3), 15378(b)(2).

April 10, 2007

**Commission/Committee Action:** The Parks and Recreation Commission reviewed this item on April 5, 2007 meeting. The outcome of that meeting was not available when this item went to print.

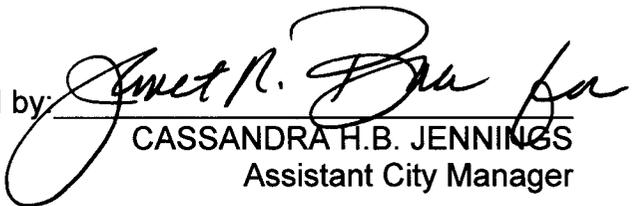
**Rationale for Recommendation:** Approval of this grant is consistent with the City's existing programming efforts and offers opportunity for additional and extensive outreach and enrollment to families whose children are uninsured.

**Financial Considerations:** This three-year grant from Sacramento County for \$1,917,160 will supplement the current operating budget of CTK that includes funding from the four area hospital systems, United Way and First Five Sacramento.

A net additional 9.8 FTE will be needed to provide expanded services. The new positions funded completely through the new grant are as follows: Program Coordinator (2.0), Program Developer (6.0), Program Supervisor (1.0), Program Specialist (.40) and Senior Accountant Auditor (.40) will be partially funded by the new grant and existing grants as follows: First Five Sacramento (G552) and Hospital Systems and United Way (G627).

Sustainability strategies for this project include claiming federal reimbursement through the Medi-Cal Administrative Activities Program, partnerships with the hospital systems, United Way and First Five Sacramento. At the end of the grant period, if additional funding sources are not available, the program will be adjusted to the level of available resources and program staffing will be reduced accordingly. In anticipation of possible funding variations, staff will be hired on limited term basis for 3 years.

**Emerging Small Business Development (ESBD):** There are no ESBD considerations with this report.

Respectfully Submitted by:   
CASSANDRA H.B. JENNINGS  
Assistant City Manager

Recommendation Approved:

  
RAY KERRIDGE  
City Manager

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## **Attachment 1**

### **Background Information**

Cover the Kids, Sacramento's Children's Health Initiative (formerly dba Regional Children's Health Project (RCHP) and Mayors Commission on our Children's Health), has been coordinating outreach, enrollment, application assistance, retention and utilization services since late 1998. Cover the Kids (CTK) is a broad-based collaborative partnership that represents both public and private entities. The Board of Directors is co-chaired by the Mayor of Sacramento Heather Fargo and Board of Supervisor Member Roger Dickinson and is comprised of key representatives from local hospitals, county health service agencies, community clinics, education, funding institutions and businesses. CTK expanded its efforts in 2003 and has developed a comprehensive plan to provide medical, dental and vision coverage to over 25,000 uninsured children in Sacramento County. Seventy-five percent (19,500) of uninsured children are located within the Sacramento City limits. The bulk of the remainder are in the cities of Elk Grove (2,065), Rancho Cordova (1,084), Folsom (960), Galt (668) and Citrus Heights (810).

CTK's charter focuses on two areas: 1) enrolling eligible children in existing health programs and 2) creating an additional insurance product for those kids that are ineligible for Medi-Cal or Healthy Families and for children up to 300% of the federal poverty line. The funding provided through the California Department of Health Services will only be used for objective one. We have created a non-profit that administers our Healthy Kids program. No funding for Healthy Kids premiums are held by CTK. CTK is working with 16 school districts, preschools, faith based organizations, community based organizations (CBO's), clinics, businesses, county offices and city programs throughout Sacramento County. CTK services are provided in seven languages.

Program staff are currently focused on reaching families with children who are eligible for subsidized programs including: Medi-Cal, Healthy Families (HF), Healthy Kids, Kaiser Permanente's Child Health Plan and the Access for Infants and Mothers Program, assisting them with the enrollment process as well as case management services to help them utilize and maintain coverage. This includes:

- School and community-based outreach that is linguistically and culturally appropriate for the diverse Sacramento population
- Operation of a local toll-free information hotline to answer parent's questions about how to access health care for their children
- Application assistance provided at neighborhood and school locations in several languages
- Timely follow-up to ensure enrollment has occurred and coverage is maintained
- Education on how to use their health coverage program

- Assistance, when necessary, in making medical appointments

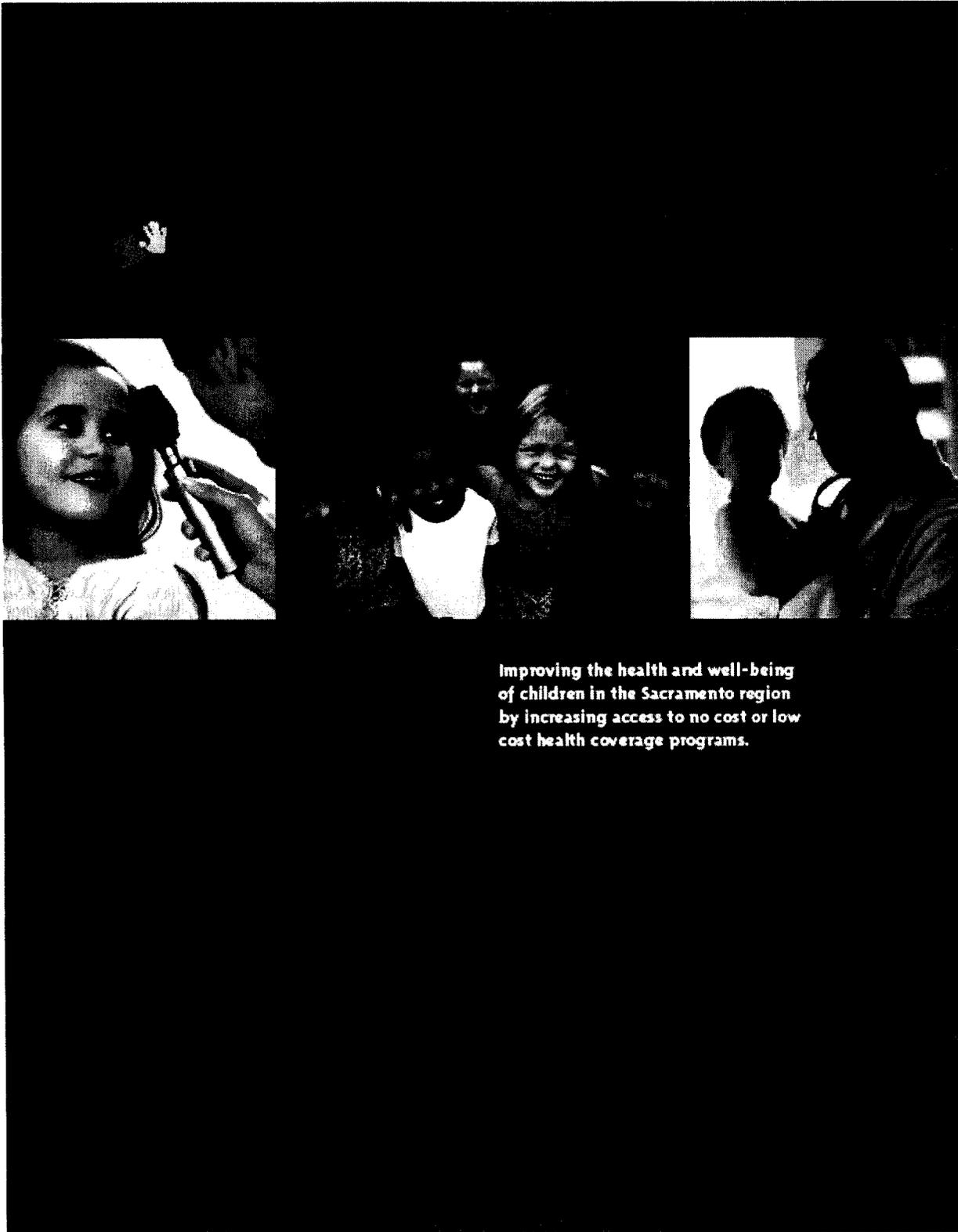
CTK also has out stationed Certified Application Assistants (CAA's) at over 15 sites throughout Sacramento County with the highest rates of uninsured children. This includes community centers, WIC programs, community clinics and county clinic/offices, career centers and schools. Through the County allocation we will add an additional five sites to our existing program.

CTK has created the *Linking Families to Health Care* document (Attachment 2), which gives an overview of the project's 5-year history. To date CTK has assisted more than 25,000 children in Sacramento County in accessing affordable health care programs.

In October of 2006, CTK submitted a grant application to the County of Sacramento through the State Allocations to Counties for Children's Outreach, Enrollment, Retention and Utilization Activities (OERU) to provide outreach, enrollment, utilization and retention activities for children ages 0-18 in Sacramento County who are eligible for existing health insurance programs. CTK will coordinate a countywide outreach, enrollment, and retention and utilization program using targeted strategies to reach, educate and enroll more than 3,350 children ages 0-18 in Medi-Cal and Healthy Families. The program proposed to retain 70% of the enrolled children in health coverage programs by continued follow-up with families at two, eight, and 13 months to assist them when needed. CTK provides educational opportunities for parents to learn about their health plan and how to utilize and maintain their coverage. It is anticipated that over 250 parents will receive educational sessions throughout the duration of this grant.

City Council Resolution 2006-44 adopted on June 13, 2006, authorized the city manager to amend expenditure and revenue budgets, appropriate funds, increase FTE for fully offset operating grants and this grant falls into that category.

**Attachment 2**





**HISTORY**

The Regional Children's Health Project (RCHP), formerly the Mayor's Commission on Our Children's Health, was established in 1998 by the late Mayor Joe Serna, Jr. The project was formed in response to the alarming estimates (up to 60,000) of the numbers of uninsured children in Sacramento County. Although the program began primarily in the City of Sacramento and the City's school district, RCHP is now working with 16 school districts throughout Sacramento County as well as providing "screen-and-refer" services for several surrounding counties, thus the name change occurred.

The RCHP has been a success — more than 15,000 children assisted!



**MISSION & OBJECTIVES**

The RCHP is working to improve the health and well-being of children in the Sacramento region by increasing access to no cost or low cost health coverage programs.

**Objectives:**

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**

Currently project staff are focused on reaching families with children who are eligible for subsidized programs including:

- Medi-Cal
- Healthy Families
- Kaiser Permanente's Child Health Plan
- Access for Infants and Mothers (AIM) Program

In addition, the project staff are also assisting families with the enrollment process as well as case management services to help them maintain coverage. This includes:

- School and community-based outreach that is linguistically and culturally appropriate for the diverse Sacramento population
- Operation of a local toll-free information hotline to answer parents' questions about how to access health care for their children
- Application assistance provided at neighborhood and school locations in several languages
- Timely follow-up to ensure enrollment has occurred and coverage is maintained
- Education on how to use their health coverage program
- Assistance, when necessary, in making medical appointments and other access to care needs

**1998**

**Healthy Families Program Begins**

Mayor's Commission on Our Children's Health established by Mayor Joe Serna, Jr. November, 1998

**1999**

Annual Back-to-School Campaign begins (No. 1 strategy for reaching eligible children)

**2000**

Medi-Cal Low Cost Health Coverage Campaign begins

**2001**

Healthy Kids Day Annual event providing neighborhoods with health coverage assistance begins



Free and low-cost health coverage options for children include:

- Medi-Cal that provides full-scope coverage at no cost or with a share-of-cost, depending on family size and income.
- Healthy Families that provides health, dental and vision coverage for \$12-\$15 per child per month (max of \$45 per month per family).
- Kaiser Permanente's Child Health Plan that provides health, dental and vision coverage for \$15 per month per child (max of \$45 per family).
- AIM that provides health coverage to pregnant women ineligible for Medi-Cal.

These programs allow children from low-income working families to access care including: well-child exams, immunizations, doctor and specialist visits, hospital care, prescription drugs, vision care including glasses, and dental exams and cleanings.

To date, the RCHP has assisted more than 10,000 children in Sacramento County in accessing affordable health care programs.

**FOUNDING PARTNERS**

- City of Sacramento
- Sutter Medical Center, Sacramento (provided funding)
- Catholic Healthcare West (provided funding)
- Kaiser Permanente (provided funding)
- UC Davis Health System (provided funding)
- Shriner's Hospitals for Children
- Sacramento City Unified School District
- California Medical Association

**SACRAMENTO CHILDREN'S HEALTH 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.

The goal of this initiative is 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. RCHP has been a critical partner in this initiative and actively participates in the planning effort.

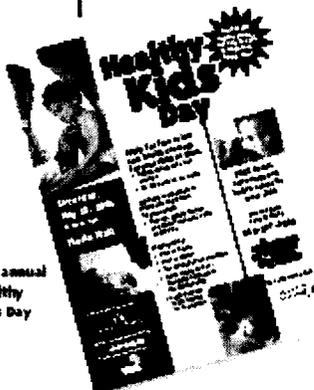
**COVER THE KIDS BY 2006 URGENCY CAMPAIGN**

During the months of February-June 2004, there was a push for applications to be completed for Medi-Cal, Healthy Families and Kaiser Permanente's Child Health Plan in response to the Governor's plan to place an enrollment cap on the state's Healthy Families Program.

During those 5 months:

- 2,345 children were assisted
- 51% of applications were completed in a language other than English

The Urgency Campaign was funded by First 5 Sacramento, United Way and the local Health Systems.



4th annual Healthy Kids Day



**2002**

RCHP begins retention strategies to keep children enrolled in health coverage programs.

**2003**

Cover the Kids by 2006 (A key partner in the county-wide effort to cover all kids by 2006) established

**2004**

Cover the Kids Urgency Campaign (February). Local officials announce new push to sign up Sacramento County children for health insurance. RCHP is selected to coordinate the campaign to reach 2,000 children.

2,345 (June) uninsured children assisted in this effort, surpassing the goal by 15%.

**2005**

**SSVMS**  
 SIERRA SACRAMENTO VALLEY MEDICAL SOCIETY  
**Medical Community Service Award for 2004**  
 The prestigious Sierra Sacramento Valley Medical Society's award received by RCHP.

**FOUNDING & ONGOING PARTNERS**



*Sutter Medical Center,  
Sacramento*



**ADDITIONAL FUNDING PROVIDED BY:**



**KEY COMMUNITY PARTNERS**

Child Action, Inc.  
Sacramento Employment and Training Agency (SETA)  
Sacramento County W.I.C.  
Community Resource Project  
Sacramento County Office of Education  
Sacramento Area Congregations Together (ACT)  
Sacramento Community Health Center (M.A.A.P.)  
Health Rights Hotline  
Sacramento County Child Health and Disability Prevention Program (CHDP)

**Health Plan Options in Sacramento County for Medi-cal & Healthy Families:**

Blue Cross  
Blue Shield  
Kaiser Permanente  
Health Net  
Molina  
Western Health Advantage

Sacramento County Department of Human Assistance  
Sacramento County Department of Health and Human Services

**REGIONAL PARTNERS**

Child Abuse Prevention Council of Placer County  
Yolo Family Resource Center  
Amador-Tuolumne Community Action Agency

**School Districts Partnering with RCHP to reach uninsured children:**

Sacramento City Unified  
San Juan Unified  
Blk Grove  
Grant Joint Union  
North Sacramento  
Del Paso Heights  
Folsom Cordova  
Robla  
Natomas Unified  
Galt Joint Union  
Rio Linda Union  
Center Unified  
Arcohe Unified  
Everta Joint  
River Delta

The Regional Children's Health Project is a collaborative effort to improve the health and well being of children in the Sacramento region by increasing their access to affordable health coverage.

The RCHP is a non-profit program of the City of Sacramento.

For more information about the Regional Children's Health Project or Children's Health Coverage programs please call 1-866-850-4324

[www.sachhealthykids.org](http://www.sachhealthykids.org)



**RESOLUTION NO. 2007-**

Adopted by the Sacramento City Council

April 10, 2007

**ACCEPT GRANT/AGREEMENT FOR EXPANSION OF COVER THE KIDS PROGRAM: CHILDREN'S OUTREACH, ENROLLMENT, RETENTION AND UTILIZATION ACTIVITIES (OERU)**

**BACKGROUND**

- A. The Department of Parks and Recreation has operated the CTK health initiative for a number of years successfully assisting more than 25,000 children to access affordable health care.
- B. In October of 2006, the City's Cover the Kids (CTK), Sacramento's Children's Health Initiative submitted a proposal to the County of Sacramento for a three-year grant to expand outreach, enrollment, retention and utilization services to families in order to obtain, retain and utilize health insurance.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. A three-year grant in an amount up to \$1,917,160 from the County of Sacramento is accepted.
- Section 2. The City Manager, or a designated representative, is authorized to execute all agreements and any extensions, amendments, re-applications or other documents related thereto with the County of Sacramento as necessary for the City to accept a three-year OERU grant for the purpose of expanding the City's Cover the Kids program for Fiscal Years 2007, 2008 and 2009 for a total amount not to exceed 2 million dollars.
- Section 3. The FY 2006/07 Cover the Kids operating budget (Org 4724) is amended by \$180,000 for the expansion of the Cover the Kids (CTK) program.
- Section 4. The labor budget for Cover the Kids (Org 4724) will be adjusted in FY2006/07 to add 9.8 Limited Term FTE necessary to implement the program expansion as follows: Program Coordinator (2.0 FTE); Program Developer (6.0 FTE); Program Supervisor (1.0 FTE); Program Specialist (.40 FTE); and Senior Accountant Auditor (.40 FTE).
- Section 5. FTE added as a result of program expansion will remain as long as funding is available.

Section 6. The County of Sacramento resolution attached as Exhibit A is approved.

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Exhibit A - County Resolution

**Exhibit A**

**RESOLUTION  
BY SACRAMENTO CITY COUNCIL**

WHEREAS, a proposed contract with the COUNTY OF SACRAMENTO for the delivery of services by this organization has been determined to be in the best interest of the City of Sacramento by its duly constituted Sacramento City Council:

NOW, THEREFORE, BE IT RESOLVED: That the persons named below are authorized to negotiate and execute, on behalf of this corporation, said contract and any and all documents pertaining to this contract, and to submit claims for reimbursement and other financial reports required by said contract;

AND FURTHERMORE: That the signatures recorded below are the true and correct signatures of the designated individuals.

**AUTHORIZED TO EXECUTE CONTRACT:**

Assistant City Manager  
Title

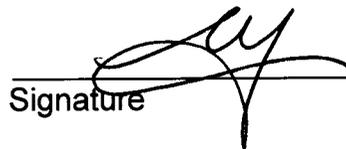
Cassandra H.B. Jennings  
Printed Name

  
Signature

**AUTHORIZED TO SUBMIT CLAIMS:**

Executive Director, Cover the Kids  
Title

Bonnie Ferreira  
Printed Name

 3-28-07  
Signature

**CERTIFICATION**

I certify that I am the duly qualified and acting Secretary of the City of Sacramento a duly organized and existing California Government Entity (Sacramento City Council). The foregoing is a true copy of a resolution adopted by the Sacramento City Council, at a meeting legally held on April 10, 2007, and entered into the minutes of such meeting, and is now in full force and effect.

Date: \_\_\_\_\_

Shirley Concolino, City Clerk  
Name

\_\_\_\_\_  
Signature