

**Placer Children's Health Initiative**  
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*Vision: All children in Placer County, prenatal through 18 have health insurance and access to a medical home that is affordable and culturally appropriate.*

## **Placer CHI Coalition Fact Sheet**

### **Description:**

The Placer CHI coalition is a group of stakeholders committed to improving the health and well being of children in Placer County by establishing a children's health initiative (CHI). The CHI will provide comprehensive health, dental and vision coverage to uninsured children, ages 0-18 whose family income's are below 300% of the Federal Poverty Level (about \$60,000 per year for a family of 4).

### **Purpose:**

Members of the CHI Coalition will have several key purposes for participation, including but not limited to the following:

- Support the vision of the CHI
- Develop community and political support for the CHI
- Identify and participate in solutions to barriers such as outreach, enrollment and retention for families as well as program design and administration
- Identify opportunities for and participate in fundraising efforts for the CHI
- Make recommendations on CHI policies to the CHI Governing Board (once formed)

### **Background:**

According to a recent feasibility study, commissioned by the Placer County Health Human Services Department and the California Healthcare Foundation, there are **currently 4,337 children in Placer County that have no insurance**. The study estimates that approximately 80% of uninsured children are eligible for publicly funded programs such as Medi-Cal or Healthy Families. The remaining 20% or 850 uninsured children would be covered by a new product, known as Healthy Kids.

For information about the Placer CHI Coalition, please contact Kelly Bennett Wofford, Project Consultant at [Kelly@bennettwofford.com](mailto:Kelly@bennettwofford.com) or 916-627-0410.

First 5 Placer has recently approved the following actions related to the establishment of and funding for a CHI in Placer County:

- Set aside funding up to \$602,054 for a 0-5 Children's Health Insurance Initiative that would be part of the Commission's 2007-2010 Strategic Plan
- Set aside start up funding in the amount of \$50,000 to be used during the period of January 2007 through June 30, 2007 for outreach, enrollment and administration.
- Authorized Commissioner Dayle Edgerton to represent the Commission on the Local CHI collaborative.
- Authorized staff to seek membership in the Sacramento Sierra Region's Healthy Kids Healthy Future Collaborative, a multi-county CHI that is currently operational. Joining the existing effort allows the Placer CHI to benefit from the lessons already learned by the region and expedites the implementation of this project.

## **The Plan**

- ✧ Join four other counties (Colusa, El Dorado, Sacramento and Yuba) as part of a regional Children's Health Initiative, called Healthy Kids Healthy Future.
- ✧ Maximize enrollment in Healthy Families and Medi-Cal AND establish a comparable program for children that are not currently eligible, known as Healthy Kids (already established in the other 4 counties).
- ✧ Create a comprehensive countywide outreach, enrollment, retention and utilization plan that will reach and assist all families with eligible children.
- ✧ Raise funds necessary to create coverage for all children. Local fundraising will be necessary for this. First 5 Placer has already set aside funds to cover children, ages 0 to 5.

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### **The Cost**

- The cost to provide health, dental and vision coverage to one child is \$1,104 per year.
- The annual cost to cover premiums for the additional 698 uninsured children, ages 6-19, is \$770,592 (\$1,104 per child per yr.).

### **Potential Funding Sources:**

- First 5 Placer - confirmed funding for outreach and administrative expenses and premiums for 0-5 age children.
- First 5 CA – need to apply (20% matching funds) for Healthy Kids premiums paid for 0-5 age children.
- The California Endowment
- Medi-Cal Administrative Activities
- Local fundraising efforts

### **Call to Action – What You Can Do**

- ✧ Support the vision of the Placer CHI
- ✧ Participate by attending coalition (or sub-committee) meetings
- ✧ Get involved in fundraising our outreach efforts
- ✧ Work to solve enrollment barriers for families
- ✧ Advocate for continued support of the Placer CHI

### **Meeting Frequency**

The Placer CHI Coalition will meet at least quarterly. Most meetings will be held at the First 5 – Placer office located at 11820 Enterprise Drive Auburn, CA 95603.

Contact Kelly Bennett Wofford at 916.627.0410 or Sandy Renz at 530.886.1869 for next meeting date and time.

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