



California State Project

[The California Coalition for Covering Kids](#)

GRANT AMOUNT: \$999,994

START DATE: May 1, 1999

INTERVENTION: Door-to-door
Schools
CBO Training
Incentive payments
Businesses

TARGET POPULATIONS: Immigrant

Grant Overview

California is home to more than 1.26 million uninsured children who are eligible for but not enrolled in either the Medi-Cal or Healthy Families Programs. One in five children in California is uninsured, with 90% of those children living in families with one or more working adult. Despite several private and state sponsored initiatives developed for low-income and working poor families, current enrollment activity suggests that they have attained only marginal success. The Covering Kids Statewide Initiative in California, titled, the Covering Kids & Families Statewide Policy Project, provides a critically needed vehicle and forum in California that will serve to: coalesce the numerous outreach efforts; increase the public's awareness of the availability, affordability and benefits of coverage; reduce the systematic barriers to enrollment; and expand the options for coverage both in the public and private sector. The policy recommendations generated by the Covering Kids & Families coalition will be grounded in the lessons learned from three regional pilot projects. Pilot projects in San Diego, San Francisco and Lake Counties were selected in an effort to capture the breadth of experience within the diverse regions and communities of California. The pilot projects will provide a vehicle and an opportunity for feedback from the community on the value of various coverage programs and barriers to enrollment. In addition, these local collaboratives, coupled with the statewide coalition, create a critical mass within the state to assess the impact and "best practices" to help inform California's various outreach campaigns.

LEAD ORGANIZATION: Community Health Councils, Inc.
3761 Stocker St., Ste 201
Los Angeles, CA 90008

CONTACT: Victoria Martin
p (323) 295-9372 ext. *830
f (323) 295-9467

victoria@chc-inc.org

STATE PILOT PROJECTS: [San Diego Pilot](#)

[Lake County Pilot](#)

[Bringing Up Healthy Kids Coalition](#)



California Pilot Project

San Diego Pilot

INTERVENTION: Schools

Pilot Overview

The Health-Insurance Access Through Schools pilot project seeks to build upon and test the effectiveness of outreach to low-income children and families through schools. The pilot builds partnerships with schools, trains and administers outreach workers who are assigned to the most needy school sites. The outreach workers identify eligible students, educate and assist parents in completing applications for a variety of health coverage programs and when necessary, help with problem resolution. Families are provided with follow-up courtesy contacts to help them understand, utilize and maintain their health coverage.

LEAD ORGANIZATION: University of California at San Diego Department of Pediatrics
9500 Gilman Dr. Dept 0927
La Jolla, CA 92093-0927

CONTACT: Elaine A. Pizzola
p (619) 681-0647
f (619) 681-0666
epizzola@ucsd.edu



California Pilot Project

Lake County Pilot

INTERVENTION: Door-to-door

TARGET POPULATIONS: Rural/Frontier

Pilot Overview

Lake County is a rural community marked by a high rate of uninsured children and a large transient population due to migrant farm workers dependent on the local agriculture. This project's outreach strategy is to set up information tables at local stores and businesses. Outreach workers will provide information, application assistance, and referrals. These efforts will be coupled with other health outreach and education campaigns currently being conducted by a coalition member organization. Individual and family barriers to access will be addressed through the coordination of transportation and one on one advocacy.

LEAD ORGANIZATION: Sutter Lakeside Community Services
896 Lakeport Blvd.
Lakeport, CA 95453

CONTACT: Erin Woodward
p (707) 262-1611
f (707) 262-0344
woodwae@sutterhealth.org



California Pilot Project

Bringing Up Healthy Kids Coalition

INTERVENTION: CBO Training

Pilot Overview

Under the direction of Health Access, the Bringing Up Healthy Kids Coalition, will test the feasibility of organizing a region-wide collaboration to enroll eligible children into the full range of children's health coverage programs including but not limited to Medi-Cal and Healthy Families. The project is designed to build the capacity and institutional knowledge of organizations in the region through training on all available health coverage programs and their eligibility requirements.

LEAD ORGANIZATION: Health Access
1600 San Pablo Ave.
Oakland, CA 94612

CONTACT: Melinda Paras
p (510) 873-8787
f (510) 873-8789
mparas@jps.net