



# REPORT TO COUNCIL

## City of Sacramento

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www.CityofSacramento.org

**CONSENT**  
**July 27, 2010**

**Honorable Mayor and  
Members of the City Council**

**Title: Contract: Cover the Kids Program: Child Action, Inc.**

**Location/Council District: Citywide**

**Recommendation:** Adopt a **Resolution** authorizing the City Manager, or a designated representative, to execute a three-year professional services agreement and any amendments thereto with Child Action, Inc. to provide outreach, enrollment, retention and utilization of healthcare services to children up to six years of age for the Fiscal Year (FY)2010/11, FY2011/12, and FY2012/13 for an amount not to exceed \$232,624.

**Contact:** David Mitchell, Operations Manager, 808-6076;  
Jennifer Kwan, Program Manager, 808-3800

**Presenters:** Not applicable

**Department:** Parks and Recreation

**Division:** Children's Health Initiative

**Organization No:** 19001751

### **Description/Analysis**

**Issue:** This report requests authorization to enter into a new three-year professional services agreement with Child Action, Inc. to support the City's Cover the Kids (CTK) program objectives to provide outreach, enrollment, retention, and utilization of health care services to children up to six years of age.

**Policy Considerations:** CTK is consistent with the City Council'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:**

**California Environmental Quality Act (CEQA):** This report concerns administrative activities that will not have any significant effect on the environment and that do not constitute a "project," as defined by the CEQA Guidelines sections 15061(b)(3), 15378 (b)(2).

**Sustainability Considerations:** Not applicable.

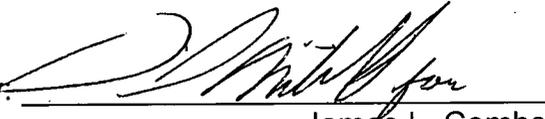
**Commission/Committee Action:** Not applicable.

**Rationale for Recommendation:** Approval of this agreement will support the City's CTK program objectives by expanding its capacity to outreach to untapped populations served by Child Action, Inc. Execution of this contract supports the City's CTK programs contractual obligation to the First 5 Sacramento Commission to provide outreach, enrollment, retention and utilization of healthcare services to children up to six years of age for three more years.

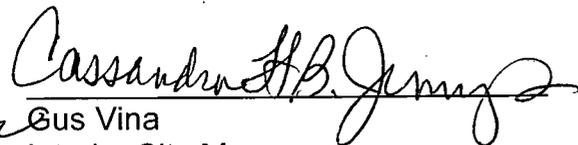
**Financial Considerations:** There is no General Fund support required for this program. Funding for these services will be paid through the First 5 Sacramento Commission grant in annual amounts not to exceed \$75,283 in FY2010/11, \$77,541 in FY2011/12, and \$79,800 in FY2012/13, for a total dollar amount not to exceed \$232,624.

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

Respectfully Submitted by:   
David Mitchell  
Operations Manager

Approved by:   
James L. Combs  
Director of Parks and Recreation

Recommendation Approved:

  
Gus Vina  
Interim City Manager

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**Attachment 1**

**BACKGROUND**

Cover the Kids (CTK) is a broad-based collaborative partnership housed in the City of Sacramento, Department of Parks and Recreation representing both public and private entities that has been coordinating health insurance coverage outreach, enrollment (application assistance), retention and utilization services since late 1998. CTK expanded its efforts in 2003 and has developed a comprehensive plan to provide medical, dental and vision coverage to the uninsured children in Sacramento County. CTK's charter focuses on two areas: 1) enrolling eligible children in existing health programs and 2) creating an additional insurance product, Healthy Kids, for those kids that are ineligible for Medi-Cal and Healthy Families coverage.

Since its inception, CTK has assisted to enroll over 34,200 children in Sacramento County into comprehensive health insurance programs such as Medi-Cal, Healthy Families, Kaiser Permanente's Child Health Plan, and Healthy Kids. CTK is ranked the 15th highest Enrollment Entity (of approximately 2,117) in the state of California, due to the number of children CTK enrolls into the Healthy Families Program. Since 2000 Sacramento County has increased enrollment into the Healthy Families Program by 303%. According to the 2007 California Health Interview Survey (CHIS) data released in January 2009, the number of uninsured children ages up to age 18 has decreased to 16,000 in Sacramento County, a reduction of 10,000 children from the 2005 CHIS data.

CTK coordinates efforts with public agencies, community and faith based organizations and school partners through their Children's Health Insurance Coordinating Committee (CHICC) to increase children's access to healthcare, including early health and development screenings. CTK also supports increased efficiency of community, neighborhood, and direct service programs engaged in outreach, enrollment and retention efforts by reducing duplication, gaps and disparities in health insurance enrollment assistance services. Intensive follow-up services are provided to ensure retention in the programs and education to families about the importance of utilization, such as preventative well-baby and well-child exams and immunizations. No other program in the county coordinates such an extensive and comprehensive Outreach, Enrollment, Retention and Utilization (OERU) campaign.

All CTK staff are Certified Application Assistants (CAA's). They are a culturally diverse group that represents the population of Sacramento County. CAA's assist families to complete enrollment applications, troubleshoot to help families resolve health access and enrollment issues, and ensure that children are retained. More than 79% of the families CTK serve are non-English speakers. Languages spoken by staff include: Spanish, Hmong, Russian, Ukrainian, and English, which are the threshold languages in Sacramento County. Families who speak other languages are served through the Language Line, an over-the-phone interpreting service.

CTK is working to overcome the barriers that families face in accessing care by:

- School and community-based outreach (conducting 100% School Coverage Campaigns, coordinating with School Readiness and Healthy Start Programs) that is linguistically and culturally appropriate for the diverse Sacramento communities.
- 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 school locations, career centers, family resource centers, WIC sites, clinics, and Department of Human Assistance offices in several languages throughout each participating County.
- Timely retention follow-up to ensure enrollment has occurred, coverage is maintained, and families are utilizing the health services.
- Education for families about how to utilize the health insurance program include: how to use and access their health plan, how to choose a doctor, and how to use preventative services.
- Media outreach (radio, print, and television) translated in various languages is used to create awareness about CTK services and health insurance programs available in Sacramento County.

In April 2010, the First 5 Sacramento Commission accepted the new proposal submitted by CTK for a three-year grant to provide outreach, enrollment, retention and utilization services to families with children ages up to age six. CTK will subcontract with Child Action, Inc. in order to continue to provide services for July 1, 2010, through June 30, 2013, as outlined in the scope of work.

**Attachment 2**

**RESOLUTION NO.**

Adopted by the Sacramento City Council

July 27, 2010

**CONTRACT: COVER THE KIDS PROGRAM: CHILD ACTION, INC.**

**BACKGROUND**

- A. The Department of Parks and Recreation has operated the City's Cover the Kids (CTK), Sacramento Children's Health Initiative since 1998 successfully assisting more than 34,000 children access affordable health care. Since late 2005, CTK, through funds awarded from the First 5 Sacramento Commission, has subcontracted with Child Action, Inc. to expand services into preschools throughout Sacramento County.
- B. In April of 2010, the First 5 Sacramento Commission accepted the new proposal submitted by CTK for a three-year grant to provide outreach, enrollment, retention and utilization services to families with children up to age six. CTK will subcontract with Child Action, Inc. in order to continue to provide services for the FY2010/11, FY2011/12, and FY2012/13 as outlined in the scope of work in an amount not to exceed \$232,624.

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

- Section 1. The City Manager, or a designated representative, is authorized to execute a three-year professional services agreement and any amendments related thereto with Child Action, Inc. in an amount not to exceed \$232,624 for a three-year period to provide outreach, enrollment, retention and utilization of health care services to children up to age six.