# REPORT TO COUNCIL
City of Sacramento

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**STAFF REPORT**
June 27, 2006

Honorable Mayor and
Members of the City Council

**Subject:** Cover the Kids – A Children's Health Initiative

**Location/Council District:** Citywide

**Recommendation:** Adopt a resolution 1) Authorizing to City Manager to negotiate and execute all necessary agreements with Healthy Kids, Healthy Future, Inc. for providing staff services for this regional project and 2) establishing a revenue and expenditure grant budget in the amount of $282,286 to support the project.

**Contact:** Alan Boyd, Recreation Superintendent, 277-6077
Bonnie Ferreira, Recreation Superintendent, 929-1724

**Presenter:** Bonnie Ferreira, Recreation Superintendent, 929-1724

**Department:** Parks and Recreation
**Division:** Recreation and Human Services
**Organization No:** 4724

**Summary:**
This report provides an update on the Regional Children's Health Project and the Cover the Kids by 2006 Initiative. Further, the report provides information on the evolution of these two projects and the formation of the Healthy Kids, Healthy Future Project with the City of Sacramento providing a key leadership role.

**Committee/Commission Action:**

None

**Background Information:**

The Regional Children's Health Project (RCHP) was established in 1998 by the late Mayor Joe Serna, Jr., as the Mayor's Commission on Our Children's Health. The project was a local response to the alarming estimates of the numbers of uninsured children in Sacramento County. Although the program began primarily in the City of Sacramento and the Sacramento City Unified 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. The project 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, and is a collaborative partnership between the City of Sacramento, Catholic Healthcare West, County of Sacramento, First 5 Sacramento, Kaiser Permanente, Sutter Health, UC Davis Health System, and United Way. 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 and the Access for Infants and Mothers (AIM) Program, assisting them with the enrollment process as well as case management services to help them utilize and maintain coverage.

In May of 2005, RCHP received a grant from First 5 Sacramento to provide outreach, enrollment, utilization and retention activities for children ages 0-5 in Sacramento County who are eligible for existing health insurance programs. RCHP coordinates a countywide outreach, enrollment, retention and utilization program using targeted strategies to reach, educate and enroll more than 7,000 families with children ages 0-5 in Medi-Cal, Healthy Families (HF) and Kaiser Permanente's Child Health Plan.

RCHP created the *Linking Families to Health Care* document, which gives an overview of the project's 5-year history. To date, the RCHP has assisted more than 15,000 children in Sacramento County in accessing affordable health care programs. (Attachments A and A-1)

Operationally, the RCHP is the outreach, enrollment, retention and educational arm of the Cover the Kids by 2006 (CTK) Initiative. This initiative, also administered by the City of Sacramento, was a county-wide project focusing on two areas: 1) enrolling eligible children in existing health programs and 2) creating an additional insurance product for those children that are ineligible up to 300% of the poverty line. A broad range of key representatives from local hospitals, county health agencies, community clinics, education, health plans, business and advocacy groups comprised a community-wide Task Force to guide this project. This initiative was successful and has obtained $6,914,000 in funding over a three year period to provide the insurance premiums. Funding is coming from First 5 Sacramento, the County of Sacramento, Sierra Health Foundation and Kaiser.

With the success of the Initiative, it is now proposed that the RCHP and CTK projects be combined into one entity and serve as the Sacramento areas Children's Health Initative utilizing the Cover the Kids name as the project name. Mayor Heather Fargo serves as Co-Chair of the Cover the Kids Steering Committee along with County Supervisor Roger Dickinson.

In order to distribute the premiums to eligible families, in a cost effective manner, a four county (Sacramento, El Dorado, Colusa and Yuba) non-profit entity was formed – Healthy Kids, Healthy Future (HKHF). The benefits of the multi-county entity are shared administrative costs, portability across participating counties, increased provider capacity, a model for statewide expansion and shared best practices. The respective counties will identify eligible children and process families thru HKHF for payment of the premiums. Relative to Sacramento, the newly combined Cover the Kids project will provide that service.

Given the City's effective administration of the RCHP and CTK projects and that the largest portion (85%) of eligible children for this new insurance product are in Sacramento, the City has been asked to provide the staff services for HKHF for a period of two years (July 1, 2006 to June 30, 2008). Attachment B outlines the administrative duties for which the City will be responsible. There is currently a statewide ballot initiative being developed for the November election that will ensure affordable, comprehensive health care for all children in California. Should that initiative be successful administration of health insurance premiums for children will fall to the state working with the counties.

**Financial Considerations:**
HKHF will provide the funding for the staff services in the amount of $282,286 for a two year period. The premium payments are handled directly by the funders after children and families are determined to be eligible.

**Environmental Considerations:**
There are no environmental considerations with this report.

**Policy Considerations:**
The Cover the Kids and Health Kids, Healthy Family Projects are consistent with the City's current strategic plan to achieve sustainability and livability and its mission to protect, preserve and enhance the quality of life for present and future generations.

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

Approved by: _____
Robert G. Overstreet II
Parks and Recreation Director

Recommendation Approved:
_____
for Ray Kerridge
City Manager

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# RESOLUTION NO.

Adopted by the Sacramento City Council

June 27, 2006

**PROVIDE STAFF SERVICES TO THE HEALTHY KIDS, HEALTHY FUTURE INITATIVE AND AMEND THE FY2007 BUDGET OF THE DEPARTMENT OF PARKS AND RECREATION TO IMPLEMENT THE SERVICES**

## BACKGROUND

A. The Department of Parks and Recreation has operated the Regional Children's Health Project for a number of years, the Cover the Kids 2006 Initiative and played a major role in the formation of the Healthy Kids, Healthy Future regional project.

B. The City of Sacramento has been asked to provide staff services to the Healthy Kids, Healthy Future Regional Project for a two year period.

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

Section 1. Provide staff services to the Healthy Kids, Healthy Future project and the City Manager or his designee is authorized to negotiate and execute all agreements and contracts needed to implement this project.

Section 2. The FY07 Budget is amended as follows:

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|---|---|---|
| 101-450-4724-4101 | Employee Services | $ 130,924. |
| 101-450-4724-4715 | Labor Reimbursement | <130,924> |
| | | |
| OGR-250-G629-4101 | Employee Services | $ 268,286. |
| OGR-250-G629-XXXX | Operating Costs | 13,441 |
| OGR-250-G629-3599 | Misc. Other Agencies | 282,286 |