

Westside Schools Children's Health Initiative

8/12/2002

Purpose

(from my perspective)

- | To Recruit, retain and assist families, targeting children, with health coverage.
- | From Elizabeth's view.

Topics of Discussion

WESTSIDE SCHOOL CHI PARTNERSHIP

1. **Cambrian School District (2,767)**
Barry Groves, Superintendent, 377-2103 x101
Jan McAlister: Asst. Superintendent Student Services, 377-2103 x112
mcalisterj@cambrian.k12.ca.us
2. **Campbell Union School District K-8 (7,587)**
Johanna VanderMolen, Superintendent, 341-7211
Melinda Landau: 341-7000 x4240
Melinda_Landau@campbellusd.k12.ca.us
3. **Campbell Union High School District (7,310)**
Rhonda E. Farber, Ph.D., Superintendent, 391-0960 x2001
Gail Long: 391-0960 or H 395-8091
glong@cuhisd.org
4. **Moreland School District (4,430)**
Les Adelson, Superintendent, 874-2900
Carol Nichols: School Nurse, 874-2900 or
cnichols@moreland.k12.ca.us
5. **Luther Burbank School District (404)**
Richard Rodriguez, Superintendent, 295-1814
rodriguez@lbsd.k12.ca.us
6. **Santa Clara County Board of Supervisors, District 4**
Jim Beall Jr., SCC Board Supervisor,
Ashlee Oh, Policy aide to Jim Beall Jr., 299-5047
Ashlee.oh@bos.co.santa-clara.ca.us
7. **Union School District (4,708)**
Phil J. Quon, Superintendent, 377-8010 x201
Audry Ostrowski-Gallagher: Director Special Services, 377-8010 x20808
Ostrowski-GallagherA@unionsd.org
8. **Santa Clara Family Health Plan**
Felix J. Alvarez, School Outreach Coordinator, 874-1873
falvarez@scfhp.com

6.27.02 Meeting Specifics

- For sending parents a request of insurance information, we need to define what it is going to involve.**

- Use incentives. EX/ the class for each grade that returns 100% of the surveys gets pizza lunch.**

- Design a health survey and use noticeable paper. EX/ yellow.**

7.25.02 Meeting Specifics

- | Group review of the health survey form.
- | Ashlee used the projector for a visual and made modifications suggested by the attendees.
- | Everybody has a say and is content.

Campbell Union School District Health Services



Dear Parent

The Campbell Union School District, in collaboration with the Children's Health Initiative and Supervisor James Beall, is launching an innovative effort to help every uninsured student obtain health benefits by enrolling in a health insurance program. We believe that a healthy child is more likely to come to school ready to learn and to succeed academically. Now, more children qualify for free or low-cost medical, dental and vision care coverage programs!

Does your child have health insurance?

1. YES ____ If you said YES, please identify with a check mark what type of health insurance your child presently has.

? Healthy Kids

? Healthy Families

? Medi-Cal

? Blue Shield

? Kaiser Permanente

? Health Net

? Blue Cross

? Aetna

? Other

2. NO ____ If you said NO, do you want us to help you get health insurance for your child? Please complete the following information, and a representative will contact you.

Parent/Guardian's Name: _____

Child's Name: _____

Your Area Code and Phone Number: (____) _____ Best Time to Call: _____

Alternate phone number (____) _____

Should you have any questions, please feel free to contact our School (Nurse):

Melinda Landau at (408) XXX-XXXX.

Contact School: Cambrian, Union

Include specific contact person: Campbell Elem (Melinda)

Thank you for joining us to ensure that our children have a healthy and bright future

It is very important that you complete this form today and that your child return it to their teacher! Please submit to your teacher by Sept 6, 2002.

Teacher: _____ School Name: _____

Grade: _____ Room # _____

Union wants child's name omitted

Every classroom whose students return all of the health surveys (100% completed) will be awarded a pizza party for their entire classroom!

8/12/2002



Campbell Union High School District Health Services



Dear Parent

The Campbell Union High School District, in collaboration with the Children's Health Initiative and Supervisor James Beall, is launching an innovative effort to help every uninsured student obtain health benefits by enrolling in a health insurance program. We believe that a healthy child is more likely to come to school ready to learn and to succeed academically. Now, more children qualify for free or low-cost medical, dental and vision care coverage programs!

Does your child have health insurance?

- YES — Please identify with a check mark what type of health insurance your child presently has.

<input type="checkbox"/> Healthy Kids	<input type="checkbox"/> Healthy Families	<input type="checkbox"/> Medi-Cal
<input type="checkbox"/> Blue Shield	<input type="checkbox"/> Kaiser Permanente	<input type="checkbox"/> Health Net
<input type="checkbox"/> Blue Cross	<input type="checkbox"/> Aetna	<input type="checkbox"/> Other

NO — If you said NO, do you want us to help you get health insurance for your child? Please complete the following information, and a representative will contact you.

Parent/Guardian's Name: _____
 Child's Name: _____
 Your Area Code and Phone Number: (____) _____
 Alternate phone number (____) _____
 Best Time to Call: _____

It is very important that you complete this form today and that your child returns it to their teacher! Please submit to your teacher by Sept 6, 2002. Should you have any questions, please feel free to contact our school at (408) 371-0960

Teacher: _____
 Grade: _____
 Room #: _____
 School Name: _____

Thank you for joining us to ensure that our children have a healthy and bright future. Every classroom whose students return all of the health surveys (100% completed) will be awarded a pizza party for their entire classroom!

We hope to:

- Maximize enrollment of children (and their families) in comprehensive health insurance: Medi-Cal, Healthy Families, and Healthy Kids.

- Maximize retention of children (and their families) in these insurance programs .

Key Elements

- Identify effective strategies for different ethnic groups.

- Ensure cultural competence.

- Make specific recommendations to policy group.

- Brainstorm diverse strategies for diverse situations (avoid one-size fits all).