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What Is The Children's Health Initiative

Santa Clara County is the first county in the nation to commit to providing health coverage for its estimated 71,000 uninsured children. Through a groundbreaking comprehensive health insurance package and aggressive outreach program called the Children's Health Initiative, more than 90,000 of those uninsured children have applied for coverage since the program's inception in 2001. And the rate of applications remains steady, showing the great need for children's health insurance in the State's fourth largest county.

The <u>Children's Health Initiative</u> (CHI) reaches out to uninsured children through three health plans: Medi-Cal, Healthy Families and the new Healthy Kids program, which insures children whose families earn up to 300% of federal poverty level and are not eligible for Medi-Cal and Healthy Families. Healthy Kids is the essential component in helping reach the goal of making health insurance accessible to all children in the County.

Eligibility requirements for Healthy Kids are simple. A child must:

- 1. Be 18 years of age or under.
- 2. Live in Santa Clara County.

 Have a family income at or below 300% of the Federal Income Guidelines. For example, a family of four earning up to \$56,550 a year can insure each child for only \$4 to \$6 per month.
Not be eligible for Medi-Cal or Healthy Families.

Using CHI and Healthy Kids as models, both San Francisco and Alameda counties have implemented similar plans to serve those children who fall through the cracks of government programs. San Diego, San Mateo and Orange counties are considering similar initiatives.

How is Healthy Kids funded?

A coalition of community groups, including Working Partnerships USA, People Acting in Community Together (PACT), Santa Clara Valley Health and Hospital System and Santa Clara Family Health Plan, worked with both Santa Clara County and the City of San Jose to give a portion of tobacco settlement money to fund the Healthy Kids program. Other funding for Healthy Kids comes from the FIRST 5 Santa Clara County, the Santa Clara Family Health Foundation and the David and Lucile Salter Packard Foundation. Additional funding is being sought from foundations, corporations \$

and individuals.

What is Santa Clara County doing to ensure the success of the Children's Health Initiative?

There are many elements, including the deployment of trained, multi-lingual application specialists into the community, extensive school outreach and the Premium Assistance Fund, that help support the success of this innovative program.

For information about how you can help or to make a donation to Healthy Kids call 408-874-1999.

For enrollment information about Medi-Cal, Healthy Families and Healthy Kids call 1-888-244-5222.

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