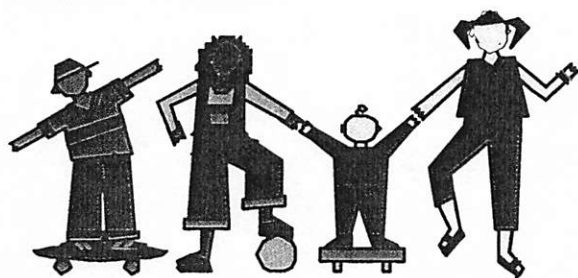


# WESTSIDE SCHOOLS

*Children's Health Initiative*



Santa Clara County

# COLLABORATIVE

## **ACCOUNT of WCHI**

### **March 1, 2002**

- ♦ Supervisor Beall convened a forum with six Westside superintendents, The Health Trust; Santa Clara Family Health Plan; PACT; and other community leaders.
- ♦ Westside School District Children's Health Initiative Collaborative (WCHI) established.

### **April 26, 2002**

- ♦ First WCHI stakeholders' meeting addresses asset mapping and necessary enablers to launch outreach.

### **May 31, 2002**

- ♦ Completed asset mapping of school districts and community
- ♦ Reviewed school district calendar to develop an outreach and enrollment strategy.
- ♦ Upon Supervisor Beall's request, six superintendents submit letter of support to Packard Foundation.

### **June 27, 2002**

- ♦ Conducted comparative analysis of each school district's health forms.
- ♦ Discussed success of dental initiative in Mt. View Elem.; how replicate in WCHI.
- ♦ Supervisor Beall presented funding proposal to The Health Trust Board of Directors. Board responds favorably indicating how refreshing it is to find out what is going on in Westside.

### **July 25, 2002**

- ♦ Developed one student health surveys to be distributed in all six school districts.
- ♦ Discuss incentives to maximize survey response. Importance of data.
- ♦ Discuss funding streams for self-sustainability and replicability.
- ♦ Directed The Health Trust to submit funding proposals to local foundations.

### **August 16, 2002**

- ♦ "Yes You Can" fliers (English, Spanish and Vietnamese) and WCHI surveys are distributed to each Westside school district.
- ♦ 3 Outreach/enrollment events planned per school district
- ♦ Discussed dental initiative for the school districts

### **September 13, 2002**

- ♦ Consumer Union joined the WCHI to provide technical assistance (Health E Tracker)
- ♦ WCHI discussed how to track outreach and enrollment activities.

- ♦ WCHI surveys are distributed to the WCHI school districts (22,094 surveys) in early September. Surveys are collected end of September (10,684 surveys).
- ♦ 479 parents indicated uninsured, and requested application assistance in survey response.

### **October, 2002**

- ♦ WCHI survey database is established. Data input begins.

### **November, 2002**

- ♦ WCHI survey data input is completed.
- ♦ WCHI submits a funding proposal to the Lucile Packard Foundation.

### **December, 2002**

- ♦ Began survey follow up indicating no health insurance and requested to be contacted.
- ♦ Application Assistance and enrollment events took place at Luther Burbank School District, Union School District and Cambrian School District.
- ♦ David and Lucile Packard Foundation awarded \$127,869 to Health Trust support WCHI on premise of being innovative by promoting self-sustainability and replicability.

### **January 17, 2003**

- ♦ Work sessions with each school district to launch outreach & enrollment events.

### **February 8, 2003**

- ♦ Discussed application day in the Westside community involving all six school districts.
- ♦ Discussed monthly outreach/enrollment activities as presented by The Health Trust
- ♦ Stakeholders requested more information relating to each individual school district.

### **March 28, 2003**

- ♦ Reviewed and updated WSCHI Action Plan
- ♦ On-going committee for Kids Fun Day: "Celebrating Healthy Kids in our Schools"

### **April 26, 2003**

- ♦ No monthly stakeholders meeting due to upcoming Kids Fun Day. Frequent sub-committee meetings take place to work out the details.
- ♦ Strategically chose Westgate Shopping Center to host Kids Fun Day.
- ♦ Planning session with manager of Westgate to encourage in-kind donations from vendors.

- ♦ Banners, 24,000 flyers to school districts, community canvassing, art competition, booths, etc. take place for Kids Fun Day. Theme is "health."
- ♦ Press release and media advisory released.
- ♦ Jim's personal invitation is mailed to all school district superintendents, board of education, community leaders, Kaiser, The Health Trust, Santa Clara County departments, federal/state/local elected office, city council/mayors, hospitals, community leader, press, etc.
- ♦ 228 invitations are mailed out.
- ♦ Linda LeZotte joined WSCHI Collaborative.

### **May 31, 2003**

- ♦ Kids Fun Day is a success!
- ♦ Arts competition, healthy snack, endless raffles, booths emphasizing healthy living for children and family, clown, arts & craft,
- ♦ Major TV network is busy covering breaking news: Murderer is finally caught in North Carolina same morning.
- ♦ Kids Fun Day is listed 3 times in SJ Mercury, and once in Campbell Reporter and Cambrian Times.

### **June, 2003**

- ♦ Initiate WSCHI evaluation with assistance from Consumer Union
- ♦ Funding is uncertain from Packard. Packard and Consumer Union are hesitant partly due to financial difficulty, desire to change focus, etc.
- ♦ Packard Foundation awards Consumer Union funds to research why California schools do not utilize MAA Reimbursement. Goal is to increase utilization.
- ♦ *Imperative to implement MAA/LEA to position WSCHI for 2<sup>nd</sup> year funding.*
- ♦ WSCHI party held at SCFHP to celebrate success of Kids Fun Day.

### **July, 2003**

- ♦ WSCHI data collection for evaluation in collaboration with Consumer Union.
- ♦ Begin research on MAA: Program, regulations, rates; accountability; participants.
- ♦ MAA funds are completely discretionary.
- ♦ Interviewed MAA vendors. Contacted school districts already participating in MAA to assess vendor's performance (Eastside Union, Gilroy, and SJUSD)
- ♦ Met and expressed Jim's preference of County Public Health taking on 6 Westside school districts rather than going through Santa Cruz County of Education. Prefer WSCHI going with Local Government Agency (LGA) vs. Local Education Consortium (LEC).
- ♦ Reviewed progress report for Packard Foundation to receive 2<sup>nd</sup> half of funds.
- ♦ Felix working on WSCHI newsletter to each parent that includes health survey.

**August 8, 2003**

- As of July 30, 2003, Campbell Union High School District reports that WSCHI account has \$44,108 remaining
- MAA vendors' presentation (Leader Service vs. Paradigm)
- Finalized plans for Annual WSCHI School District newsletter to be mailed to parents directly (24,000 copies):

**September, 2003**

- Intensive MAA training at all six Westside School Districts
- MAA 1<sup>st</sup> Quarter: September 22 ~ 26, 2003

**October, 2003**

- Briefing among MAA coordinators from WSCHI school districts, Leader Services, The Health Trust, SCFHP, and etc. Discussed barriers and strategies from each school district. School districts learning from each other and implementing strategies collaboratively to maximize MAA revenue.
- MAA 2<sup>nd</sup> Quarter: October 27 ~ 31, 2003
- WSCHI evaluation negotiation takes place: Deliverables, timeframe, and budget.