



# Engaging Local Governments to Help Get Children Covered

Alameda County Board of Supervisor Wilma  
Chan

# Alameda County: Who We Are



# Alameda County Demographics

Population of Alameda County in 2009:

1,556,657 Persons

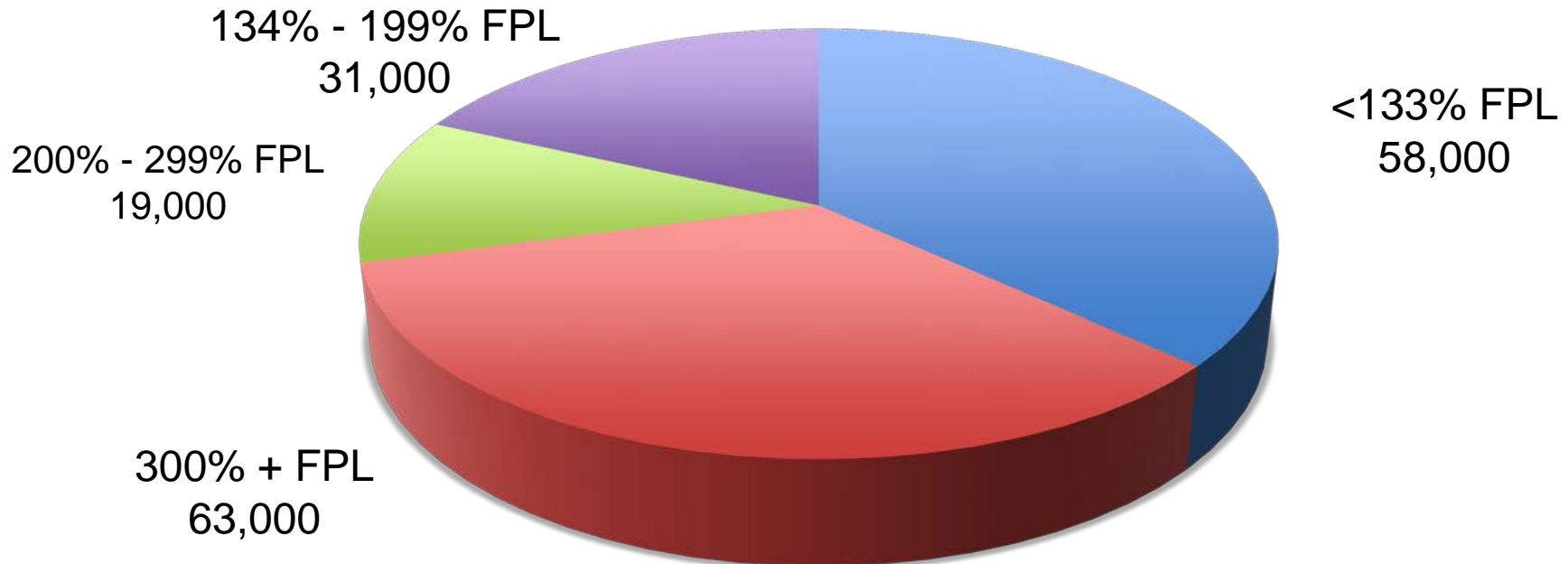
Alameda County's Budget: \$2.482 Billion

Persons under 18 years old in Alameda County in 2009:

359,588 Persons (23.1% of population)

# Uninsured Children in Alameda County

- 17,419 eligible, but uninsured children have been identified as dropping off of Medi-Cal in between January 2010 and April 2011.
- An additional 2,000-3,000 children are eligible, but not enrolled in Healthy Families .



Poverty Level: Over half of uninsured children in Alameda County are low income, with 16% being under the federal poverty level, 42% between 100-200% FPL, and 44% over 200% FPL.

# Further Demographics

- Race/Ethnicity: 45% of uninsured children in Alameda County are Hispanic/Latino, 29% Asian/Pacific Islander, 14% Black/African American, 9% White, and 2% Native American.
- Age: Adolescents (age 13-17) comprise 23% of the uninsured under the age of 18. Elementary aged children (age 6-12) represent 38% of uninsured children and young children (aged 0-5) represent 38%.
- Geography: Of uninsured children in Alameda County, 34% reside in Oakland, 20% in Hayward, and 11% in Fremont.

# Why Accept the Challenge



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Healthcare and well-being of county is an obligation.

Alameda County's Health Care Services Agency Budget is \$584.6 million (23.5% of Alameda County's entire budget).

# Why Accept the Challenge

This challenge presents great opportunity:

- Cost-savings with preventative care
- Grants available to fund
- Low-hanging fruit – victory in time of scant resources



# Why Accept the Challenge

Role of Board/Elected Leadership:

- Pass Resolution
- Identify as priority to effected department heads
- Convene partnerships
- Advertise initiatives to build support for children's coverage
- Hold departments accountable
- Lobby state and federal levels

# Strategy



# 1. Convene Working Group

- We immediately convened a working group of staff representatives from my office, Health Care Services Agency, Social Services Agency, and the Alameda Health Consortium.
- They meet every third Thursday every month to discuss and implement this overall strategy and get updates.
- They have established action items and deadlines listing staff that is accountable for each action item.

## 2. Develop Data Sharing

- Alameda County is one of four counties in California that is allowed to share data between Health Care Services Agency and Social Services Agency.
- Through our data system, we have been able to identify 17,419 children and have sorted the information into what city each child lives in and what school each child goes to.

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1. Convene  
Working Group

2. Develop  
Data Sharing

3. Focus on  
Renewal

4. Targeted  
Enrollment

5. Looking  
Forward

# 3. Focus on Renewal

- In looking at our data, we realized that most uninsured children have been enrolled at one point in our system.
- So we decided to focus on renewal and retention of children in Alameda County.

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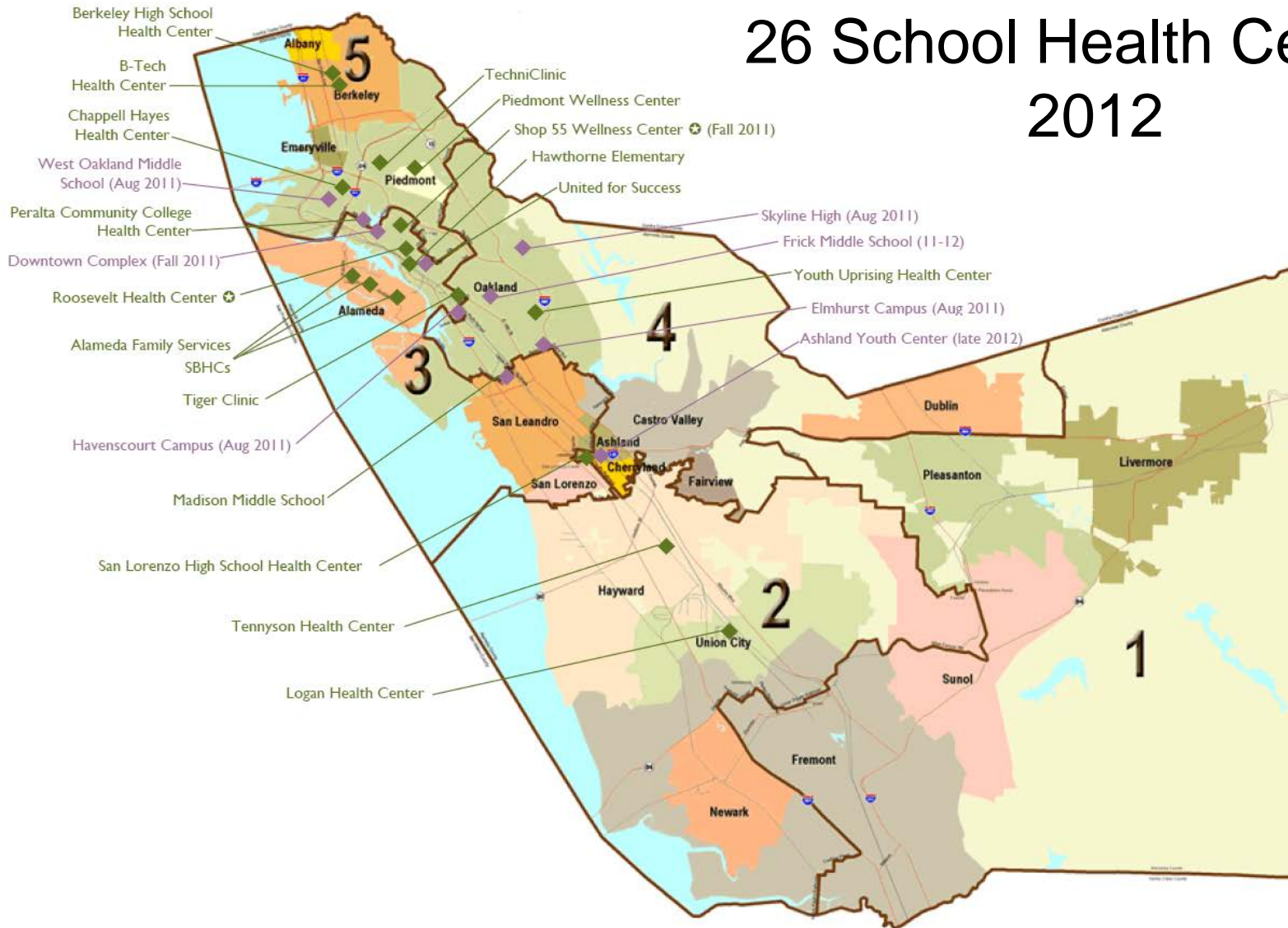
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# 4. Targeted Enrollment

- New website: <http://www.AChhealthcare.org>
- Eligibility Technicians going to Community Centers
- Mailings
- Automated Calls (for uninsured and for individuals who will lose coverage in next 30 days)
- Geo-mapping
- Age-appropriate Outreach
- Cultural/Language Competency
- Alameda County School Health Centers

# Alameda County 26 School Health Centers 2012



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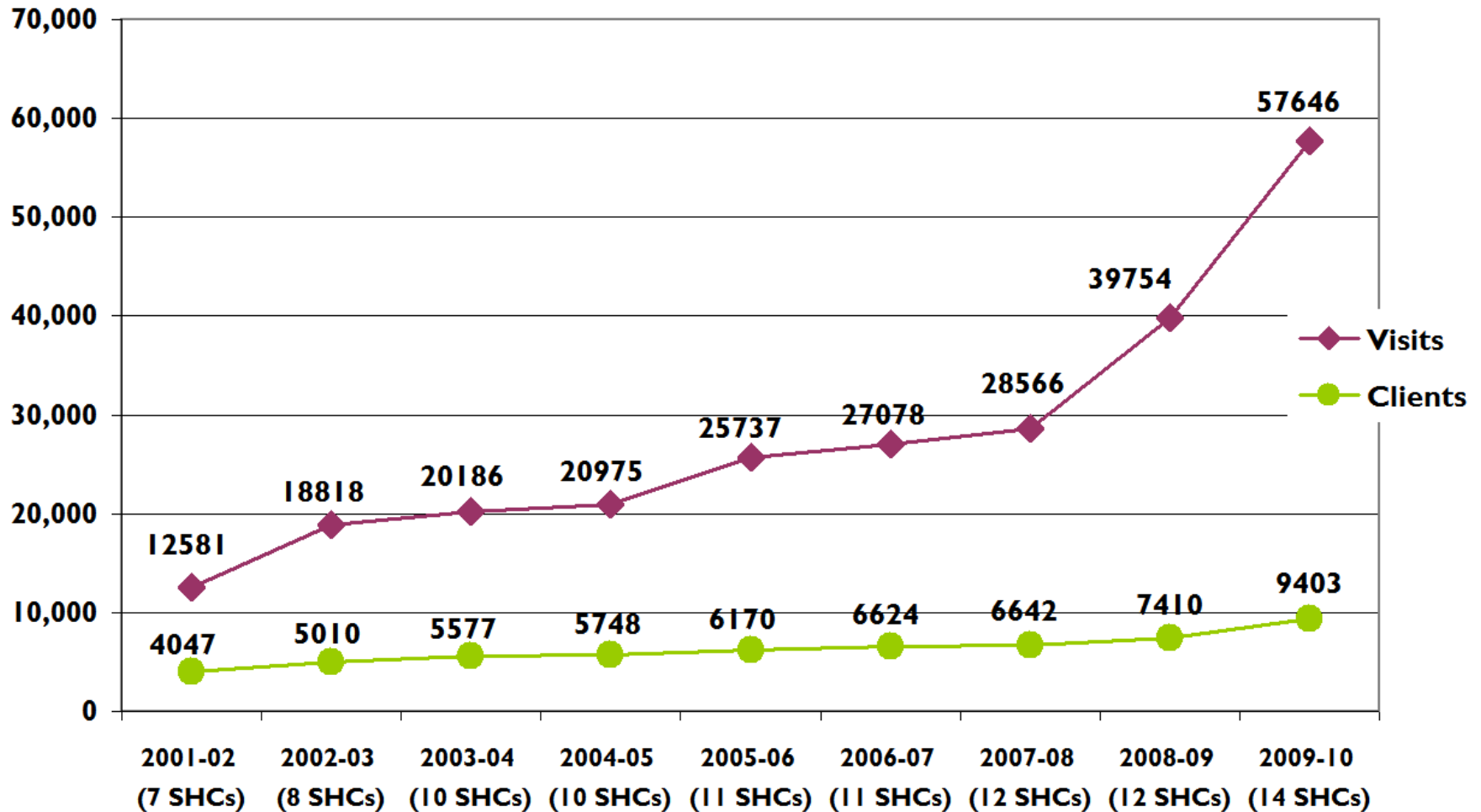
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# School Health Center Clients & Visits



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# 5. Looking Forward

- Marketing Campaign
- Community Outreach: Churches, Schools, Community-Based Organizations
- Oversight in our Health Committee to enforce accountability