



# STUDENT ENGAGEMENT IN HEALTH OUTREACH

*Friday, May 1, 2015*

*Advancing Equity in Education and Healthcare Conference*

*Presented by:*

*Lorena Sanchez, Children's Defends Fund -CA*

*Christine Arostigue-Manson, Lynwood Unified School District*

# Workshop

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- **WHAT:** Ways school districts can engage youth
- **WHY:** Healthier and engaged children in schools
- **WHEN:** Now (Legislation: AB2706)
- **HOW:** Shared practices, ideas, action plans, tools
- **WHO:** The school community and partnerships

# Why Coverage for Kids is Important

- ❑ **Better health:** Uninsured children are three times more likely to forgo or delay needed care
- ❑ **Increased access to appropriate medical care:** Children without coverage are five times more likely to use the emergency room as a regular source of care
- ❑ **Reduced hospitalizations:** Children with coverage have a reduction in subsequent hospitalization
- ❑ **Saved lives:** Uninsured children admitted to the emergency room are 60% more likely to die than children with insurance
- ❑ **Increase economic security and peace of mind for families**
- ❑ **Cost savings for the state:** Children with continuous health coverage are less expensive to treat

# Link Between A Child's Health Status and Academic Success

**Healthy children have better ...**

- school attendance
- concentration
- more prosocial behaviors
- performance in academic tests



# It's California LAW!

- Affordable Care Act (ObamaCare)
- Assembly bill 2706



# 5 W's of AB 2706

- **WHAT** is AB 2706?
- **WHY** it is important for school districts to be aware of AB 2706?
- **WHO** should be aware of AB 2706?
- **WHERE** is CA with the implementation of AB2706 ?
- **WHEN** should school districts act?
- **HOW** and what school districts can do to support AB 2706?

# AB 2706: Schools: Health Coverage

For the school years beginning in 2015 and ending in 2018, AB 2706 (Hernández) requires public schools to provide parents/guardians information about health care coverage options and enrollment assistance. The information needs to be included on the school enrollment forms; a factsheet may also be provided to parents/guardians.

Legislative Information, History, Bill Analysis, Votes, etc...

[www.leginfo.legislature.ca.gov](http://www.leginfo.legislature.ca.gov)

California Legislature

2013-2014 Session Year

# AB 2706 Language

- “..add an *informational item to its enrollment forms*, or amend an existing enrollment form in order to provide the parent or legal guardian information about health care coverage options and enrollment assistance.”
- “Bill authorizes to also include a fact sheet with enrollment forms explaining basic information about affordable health coverage options for children and families.”




# Implementation – CA Department of Education

- Bill would require the State Department of Education to develop a standardized template for the fact sheet and the informational item and require the Department to make them available on its internet web site on or before *August 1, 2015* and provide written copies to a school district upon request.


# Who? AB 2706 Compliance

- Public schools in CA must comply with AB 2706 beginning, school year: 2015-2016



**AB 2706:**  
New Law Requires Schools to Share Affordable Health Coverage Info

AB 2706 (Hernandez) was signed into law in 2014, and requires schools to add an item to its enrollment forms in order to provide the parent or legal guardian information about health care coverage options and enrollment assistance for school years 2015, 2016, and 2017. This ready-made, customizable flyer and messaging have been created for your school to use.




**COVERED CALIFORNIA**


**Covered California's School Educator Partner Toolkit**

Includes:

- A Customizable, 1-Page Template in Spanish and English with health enrollment information.
- A directory of local community resources by county.
- Pre-made messaging for newsletters, emails and more!



Get yours here! [www.coveredca.com/schools](http://www.coveredca.com/schools)



A PROJECT OF THE CHILDREN'S PARTNERSHIP

**Enroll. Get Care. Renew.**  
Health Coverage All Year Long

**Health Coverage Options**

**Medi-Cal:**

- Children, foster youth, pregnant women, adults, US citizens, and immigrants—including those with DACA status—may be eligible for no- or low-cost Medi-Cal.
- Medi-Cal covers immunizations, checkups, specialists, vision and dental services, and more for children and youth at no- or low-cost.
- Medi-Cal enrollment is available year-round.

**Covered California:**

- Covered California is where legal residents of California can compare quality health plans and choose the one that works best for them.
- Based on income and family size, many Californians may qualify for financial assistance.
- Enroll during Open Enrollment or any time you experience a life-changing event, like losing your job or having a baby. You have 60 days from the event to complete enrollment.

**Undocumented Families** visit: [www.allinforhealth.org/resources/Undocumented](http://www.allinforhealth.org/resources/Undocumented)  
Immigration status information is kept private, protected, and secure. It will not be used by any immigration agency to enforce immigration laws, but only to determine eligibility for health programs.

**You and your family may qualify for financial help:**

Household Size	If 2015 household income is less than...	If 2015 household income is between...
1	\$16,105	\$31,043
2	\$21,708	\$41,842
3	\$27,311	\$52,642
4	\$32,913	\$63,441
5	\$38,516	\$74,241
6	\$44,119	\$85,041

Adults may be eligible for Medi-Cal  
Children may be eligible for Medi-Cal  
May be eligible for financial help to purchase insurance through Covered California

**Enroll.**

Three ways to enroll in Medi-Cal and Covered California:

- [www.coveredca.com](http://www.coveredca.com)
- 1 (800) 300-1506
- Find in-person help: [www.coveredca.com/get-help/local/](http://www.coveredca.com/get-help/local/)

**Get Care.**

- Find a primary care doctor in your network.
- Schedule an annual checkup for you and your family.
- Make sure to take your child to the dentist.
- Pay your monthly premium if your plan requires it.

**Renew.**

- Medi-Cal must be renewed every year. Medi-Cal will mail renewal packet. Complete and return. For help, contact your local Medi-Cal office or call 211.
- Health plans through Covered California must be renewed every year. Renewal information will be mailed at the end of the year, or contact Covered California at 1 (800) 300-1506.

For more information go to: [www.allinforhealth.org](http://www.allinforhealth.org)  
April 2015

The Children's Partnership csba

Customizable Flyer  
(insert school logo)

# Available Resources – AB2706

## California Department of Education (CDE):

- May - Letter to district administrators
- May - Covered California- School Educator Partner Toolkit:  
[www.coveredca.com/schools](http://www.coveredca.com/schools)
- All In Campaign Customizable Flyer on Coverage Options for families  
[http://www.allinforhealth.org/enroll\\_now](http://www.allinforhealth.org/enroll_now)
- August 2015- Webinar- TBA

# Looking Ahead... AB 2706

## **California School Community Can Play a Role:**

- ▣ Monitor successes around connecting children to health coverage.
- ▣ Collect and share stories, share lessons learned
- ▣ Expand opportunities outside of AB 2706 (i.e. modify annual forms)
- ▣ Track future legislation – provide feedback to potential bill sponsors on how current legislation can be strengthened to sustain school based health outreach and enrollment efforts
- ▣ Attend hearings to testify on why it's important that school districts continue providing families with health insurance information

# Want to do more?

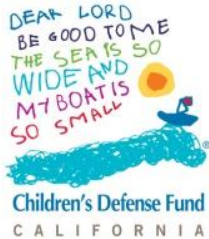


- Help identify uninsured children in your district
- Engage in partnerships (schools+health community)
- Connect children and families with information on health coverage options and enrollment assistance
- Conduct health coverage awareness+education
- Research and consider implementing sustainable systems-approaches
- Share information, lessons learned with the education community

# CASE STUDY APPROACH:



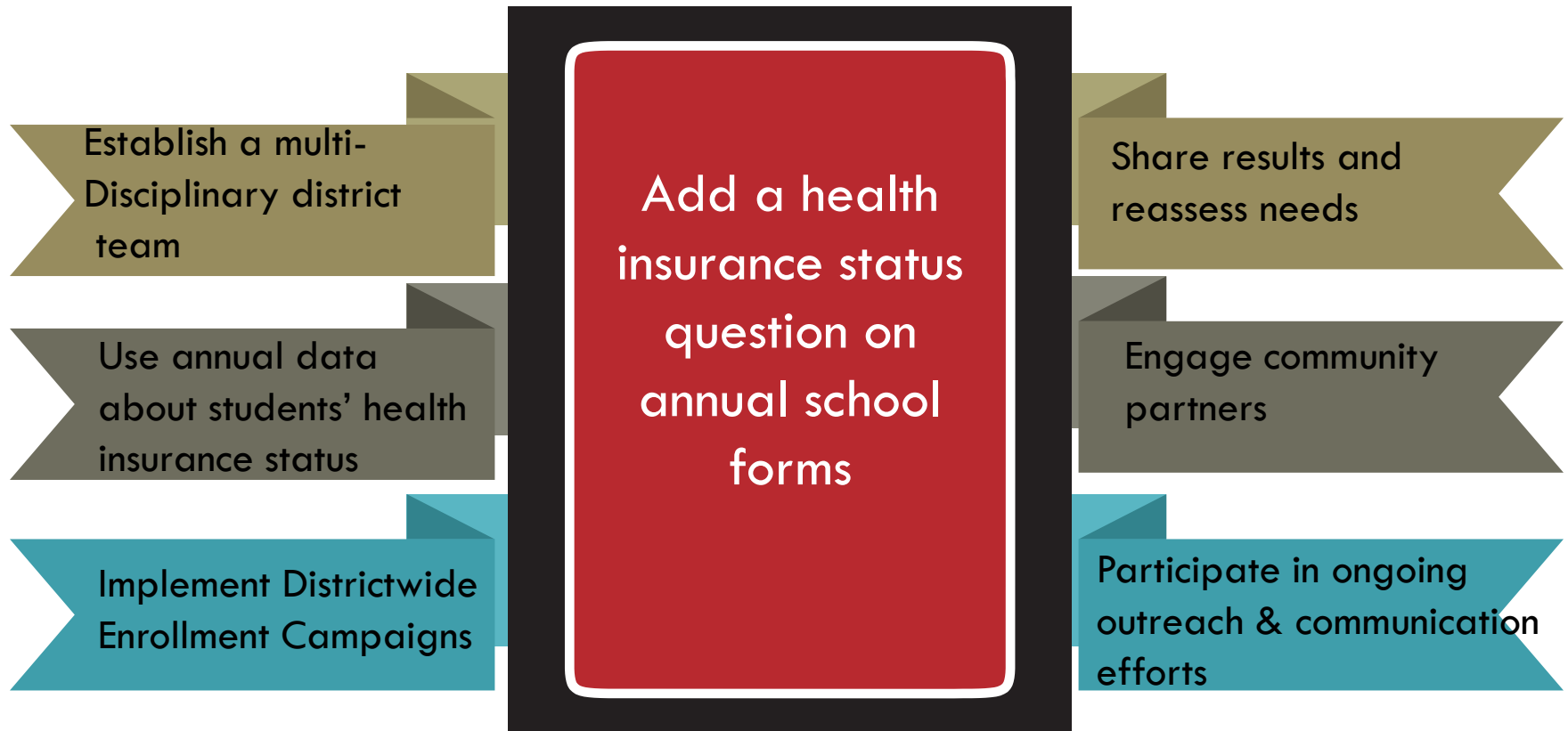
Children's Defense Fund/ AASA partnerships:



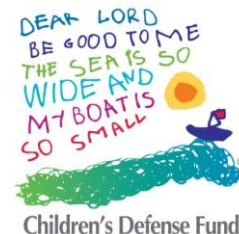
Compton Unified School District  
El Rancho Unified School District  
Lynwood Unified School District  
Mountain View School District



# A Child Approach to School Based Health Outreach and Enrollment



<http://www.pageturnpro.com/AASA/52801-School-Governance-Leadership-Fall-2013/index.html#8>



# A Model Approach...



Annual school form: (Enrollment forms, Kindergarten Registration, Emergency Forms...)

**Does your child have health insurance?**

**Please circle: Yes / No/ I don't know**

**If "Yes," what type of health insurance does your child have?**

**Your child may be eligible for free or low-cost health insurance through Covered California, Medi-Cal or other programs.**

**Please check this box to get more information or assistance in obtaining health insurance for your child(ren).**

**I give (Health Enrollment Partner) consent to contact me with more information.**

**PDF Complete**  
Your computer may not be able to open this PDF file. Click here to download the PDF file.

**SCHOOL DISTRICT ON FORM**

**OFFICE USE**

School: \_\_\_\_\_ Student Number: \_\_\_\_\_

Entry Date: \_\_\_\_\_ Grade: \_\_\_\_\_

Teacher: \_\_\_\_\_ Section: \_\_\_\_\_

Counselor: \_\_\_\_\_ Other: \_\_\_\_\_

Birth: \_\_\_\_\_ Birth Certificate: \_\_\_\_\_

Verification: \_\_\_\_\_ Intermediate (District): \_\_\_\_\_

Attendance: \_\_\_\_\_ Intermediate (School): \_\_\_\_\_

Parent: \_\_\_\_\_

Information Verified By: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Number: \_\_\_\_\_ Street: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Birthdate: \_\_\_\_\_ Place of Birth: \_\_\_\_\_ Male: \_\_\_\_\_

Month: \_\_\_\_\_ Day: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Female: \_\_\_\_\_

STUDENT LIVES WITH: \_\_\_\_\_ Mother & Father \_\_\_\_\_ Father \_\_\_\_\_ Mother \_\_\_\_\_

Name: \_\_\_\_\_ Occupation: \_\_\_\_\_

Name: \_\_\_\_\_ Occupation: \_\_\_\_\_

STUDENT LIVES WITH: \_\_\_\_\_ Guardian \_\_\_\_\_ Explain: \_\_\_\_\_

Name(s): \_\_\_\_\_ Occupation: \_\_\_\_\_ Relationship: \_\_\_\_\_

**Names of Other Children in Family**

Name	Yr of Birth	Relationship to Page 1	Living at Home Y/N	Name	Yr of Birth	Relationship to Page 1	Living at Home Y/N

Previously enrolled in SRUSD: Yes \_\_\_\_\_ No \_\_\_\_\_ School: \_\_\_\_\_ Grade: \_\_\_\_\_

What was the last school your child attended? \_\_\_\_\_ City: \_\_\_\_\_

What was your child's last grade placement? \_\_\_\_\_ Year: \_\_\_\_\_

What date was your child first enrolled in school in the United States? \_\_\_\_\_

What date was your child first enrolled in a school in California? \_\_\_\_\_

Child's address prior to moving to El Rancho Unified School District? \_\_\_\_\_

Will the student ride the bus? Yes \_\_\_\_\_ No \_\_\_\_\_

Is the student living in a Licensed Children's Institution (LCI) or Group Home? \_\_\_\_\_

Please circle: Yes \_\_\_\_\_ No \_\_\_\_\_

If "Yes", please identify the placing agency \_\_\_\_\_ and Court File No. \_\_\_\_\_

Does your child have health insurance? \_\_\_\_\_

Please circle: Yes \_\_\_\_\_ No \_\_\_\_\_ I don't know \_\_\_\_\_

If "Yes", what type of health insurance does your child have? \_\_\_\_\_

Your child may be eligible for free or low-cost health insurance through Medi-Cal or Covered California.

☒ Please check this box to get more information or assistance in obtaining health insurance for your children.

☐ I give (Health Enrollment Partner) consent to contact me with more information.

☐ I give permission for photographs and/or video tapes taken at school to include my child for District publications, school programs and/or on the School/District website

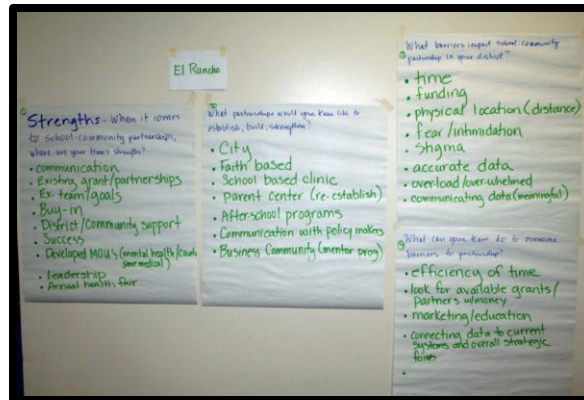
☐ Do not release directory information regarding my child

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

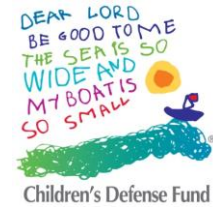
Wiley-Corn record      Yellow Health Record      Pink Office Copy      D-676 - rev. 2/14



# Strategic Action Planning



# Outreach Tools and Resources



☒ **A PARENT'S BACK-TO-SCHOOL CHECKLIST:**

☐ Enroll your child in health insurance

Health coverage can help provide the routine and emergency care your child needs to stay healthy. Call 1-877-KIDS-NOW to find out if your child qualifies for free or low-cost coverage. You can also apply online at <http://www.healthapp.net>. More family coverage options will become available October 1 at <http://www.coveredca.com/>.

See the full checklist at [www.100percentcampaign.org](http://www.100percentcampaign.org)

**¡Sus Hijos Tienen Beneficios Dentales!**

**Beneficios Dentales Para Niños con Medi-Cal en el Condado de Los Angeles**

Si sus hijos tienen Medi-Cal, ellos tienen beneficios dentales y deberían ir al dentista para chequeos de rutina y tratamientos para caries y otros problemas dentales.

**Dos (2) Opciones para Cobertura:**

1. Puede elegir tratamiento dental a través de Denti-Cal.
2. Un plan dental de Medi-Cal

**¡IMPORTANTE!** Puede cambiar a Denti-Cal o a un plan diferente cuando quiera, llamando a la línea de opciones de seguro médico al 1-800-430-4263.

**Como Encontrar Un Dentista**

**Denti-Cal**  
Sus hijos pueden recibir tratamiento dental de cualquier dentista que acepte Denti-Cal. Para encontrar un dentista, llame a la línea de servicio de atención al beneficiario al 1-800-822-6304 o busque uno en el internet a través de <http://www.denti-cal.ca.gov/WSI/Bene.asp?ame=ProvReferral>.

**Plan Dental Medi-Cal**  
Sus hijos pueden recibir tratamiento de un dentista que tenga un contrato con un plan dental. Llame a su plan dental para encontrar un dentista.

**Acces Dental Plan, Inc.**  
1-888-414-4110  
[www.accesdental.com](http://www.accesdental.com)

**Health Net of California, Inc.**  
1-800-977-7307  
[www.healthnet.com](http://www.healthnet.com)

**Liberty Dental Plan of California, Inc.**  
1-888-720-0999  
[www.libertydentalplan.com](http://www.libertydentalplan.com)

**Lo Que Quizas Está Incluido**

- Exámenes
- Limpiezas
- Tratamientos con flúor y sellador
- Tratamientos de conducto
- Servicios de emergencia (para aliviar dolores e infecciones)
- Rayos-X
- Empastes
- Extracciones
- Algunos tratamientos de ortodoncia

**¿Cuándo Debería Llevar a Mis Hijos al Dentista?**

Lo más temprano posible. En cuanto aparezca su primer diente o para su primer cumpleaños y después de eso, según recomiende su dentista. Los problemas dentales pueden comenzar a temprana edad. Sin embargo, el tratamiento dental habitual podría prevenir problemas en el futuro.

Para más información o para recibir ayuda en conseguir tratamiento dental para sus hijos, visite [www.chidsa.org](http://www.chidsa.org) llame 1-888-4LA-KIDS (452-5437).

**The Children's Partnership**

**Health**

☒ **A PARENT'S BACK-TO-SCHOOL CHECKLIST:**

Healthy Children Do Better in School. Early identification and treatment of health problems are important to help a children reach their full potential. Prevention of future illnesses will ensure that your child attends school regularly.

☐ Enroll your child in health insurance

Health coverage can help provide the routine and emergency care your child needs to stay healthy. Call 1-877-KIDS-NOW to find out if your child qualifies for free or low-cost coverage. You can also apply online at <http://www.healthapp.net>. More family coverage options will become available October 1 at <http://www.coveredca.com/>.

☐ Provide your child's school with emergency contact and health information for your child

Make sure you provide your child's school with emergency contact information, including the name and number of your child's pediatrician. Notify the principal's office, the school nurse, and your child's teachers about any health problems or medications. Also, notify your child's school if your child does not have health insurance. Your school may be able to assist you and your child in signing up for health coverage.

☐ Make sure your child has needed immunizations

California law requires children to be up-to-date on all required immunizations before school starts. Learn more at [www.cdohdnet.org](http://www.cdohdnet.org), or by contacting your county public health department.

☐ Schedule a health check-up for your child

Schedule a physical exam for your child before school starts. A physical may be required for participation in sports and all children entering first grade are required to have a comprehensive health examination. If your child has insurance, an annual checkup will be at no cost, thanks to the federal health reform law. If your child does not have insurance, children from low-income families may be eligible for a CHOP health assessment at no cost to the family. Parents may obtain the names of CHOP approved providers from your County's CHOP Program (see <http://www.cdhs.ca.gov/health/child/Pages/CountyOffice.aspx> for list).

☐ Set-up a dental check-up for your child

Schedule a dental appointment with a dentist. California law requires all students starting kindergarten to have a dental exam. Maintaining good oral health is a key factor in children's success in school. Information on school entry oral health assessment requirements may be available at your local County Office of Education.

☐ Set a reminder to re-enroll your child in health coverage

Health coverage generally needs to be renewed every 12 months, but depending on the type of coverage it may be more frequent. Put a reminder in your calendar for a month before your child's coverage expires to make sure that any renewal paperwork is submitted so there is no lapse in your child's coverage.

**100% Campaign**

The 100% Campaign is a collaborative effort of The Children's Partnership, Children Now, and Children's Defense Fund-California, working together since 1998 to ensure that all of California's children gain access to affordable, comprehensive health coverage. Go to <http://www.100percentcampaign.org> to learn more.

The California School Health Care Association is leading the movement to put health care where kids are—in schools. Our mission is to promote the health and academic success of children and youth by increasing access to the high quality health care and support services provided by school health centers. Learn more at <http://www.schoolhealthcenter.org>.

**School Health Centers**

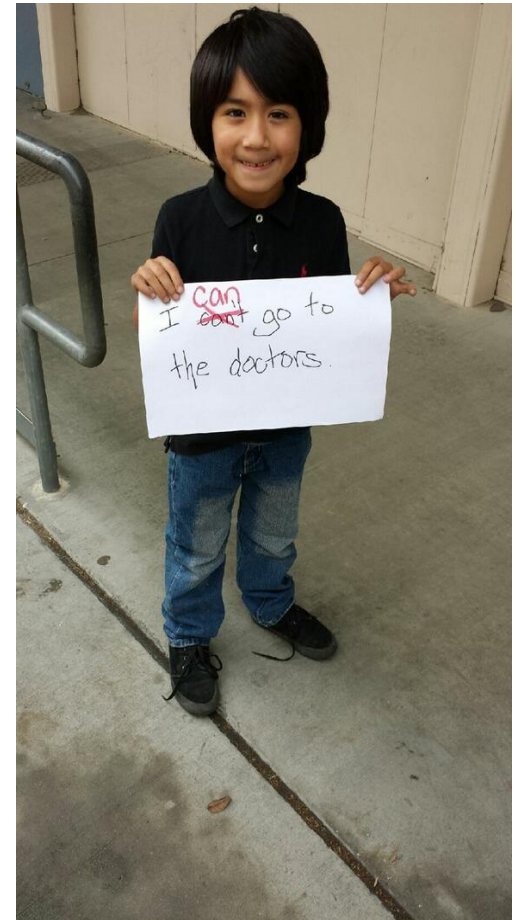
Did you know that there are toolkits and materials that you can modify and use for your efforts?



[www.allincampaign.org](http://www.allincampaign.org)

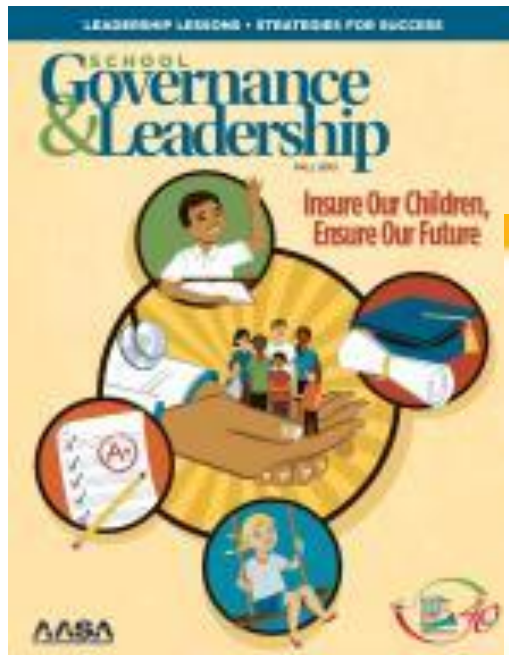
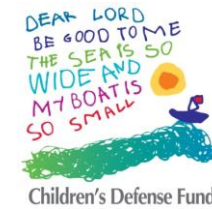
# Successes

- ❑ Identification of uninsured children
- ❑ Partnership engagement (schools+health community)
- ❑ Connecting children and families with information on health coverage options and enrollment assistance
- ❑ Health coverage awareness
- ❑ Sustainable systems practices
- ❑ Information sharing, communication between school community
- ❑ Helping school districts become advocates for health policy
- ❑ Empowering school districts to help families with enrollment
- ❑ Connecting children to health coverage





# CDF/AASA Resource Guide



<http://www.pageturnpro.com/AASA/52801-School-Governance-Leadership-Fall-2013/index.html#1>

# Lynwood Unified School District

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Our Story...

# Initial Approach

## Student Health Outreach

### **Obtaining Data**

- Surveys + Rewards  
*(whole class & individual)*
- Updated Emergency Cards
- Registration Packets for New Enrollment

### **Education/Awareness**

- Poster Contest
- Student Created Video
- Before/After Photos

### **Sustainability**

- School Site Goals
- Student Data Base to update yearly

### **Involvement**

- Annual Health Fair
- Enrollment Event

# Systematic Approach

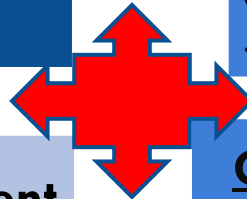
## Student Health Outreach-Approaches

### Strategic Action Planning

- Build team
- Goals/objectives
- Sustainability Measures
- Timeline
- Assessment/Evaluation

### Systems Building

- Annual forms w/health insurance screening question
- Collect data
- Input data in IT database
- Strategies- data gathering, use, updated
- Connect data to outreach efforts



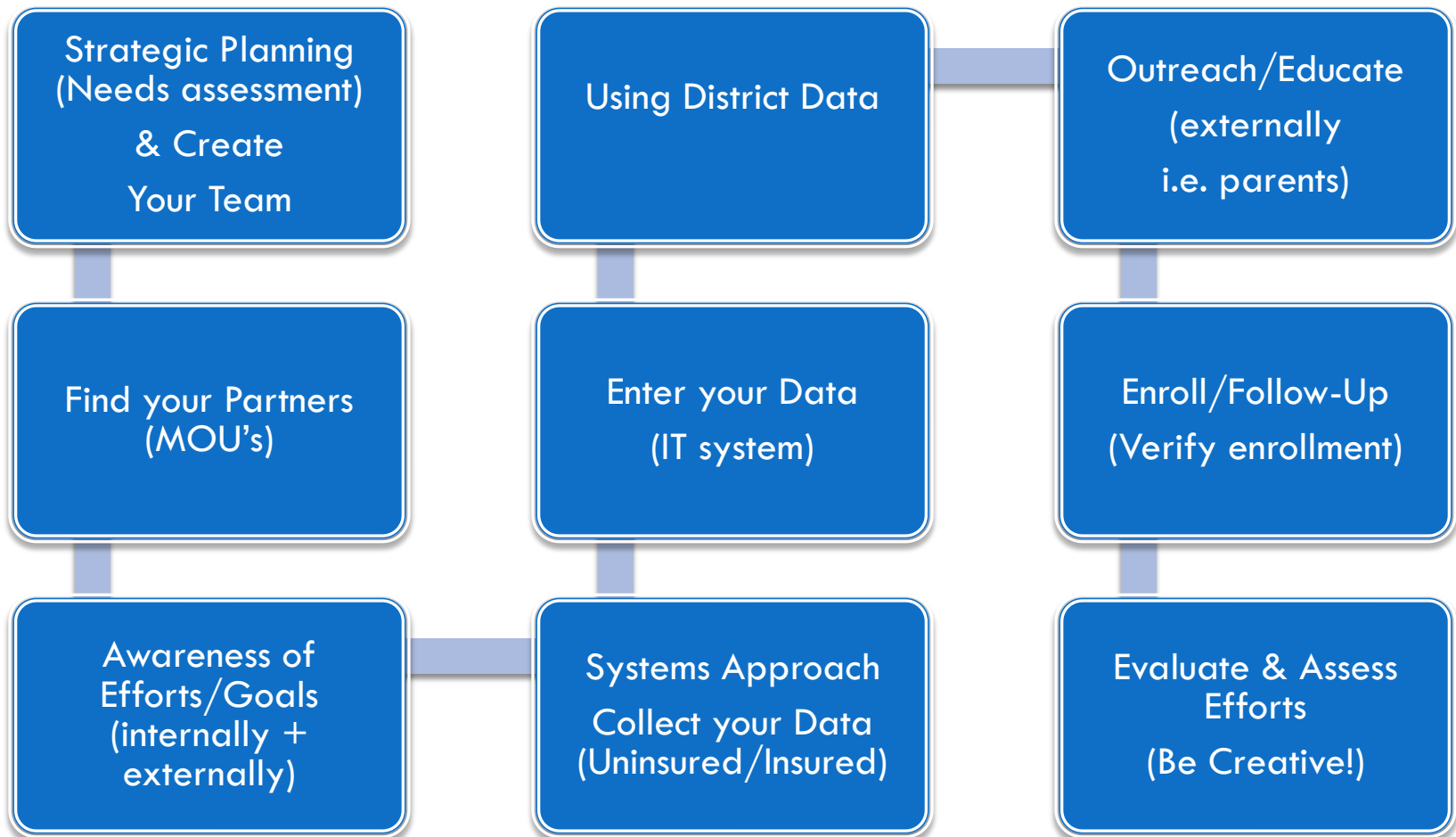
### Partnership Development- Enrollment Services

- Formal partnerships (MOU)
- Referrals, assistance with events, surveys & activities
- Enrollment assistance for families\*

### Outreach, Awareness, Education (Student Engagement)

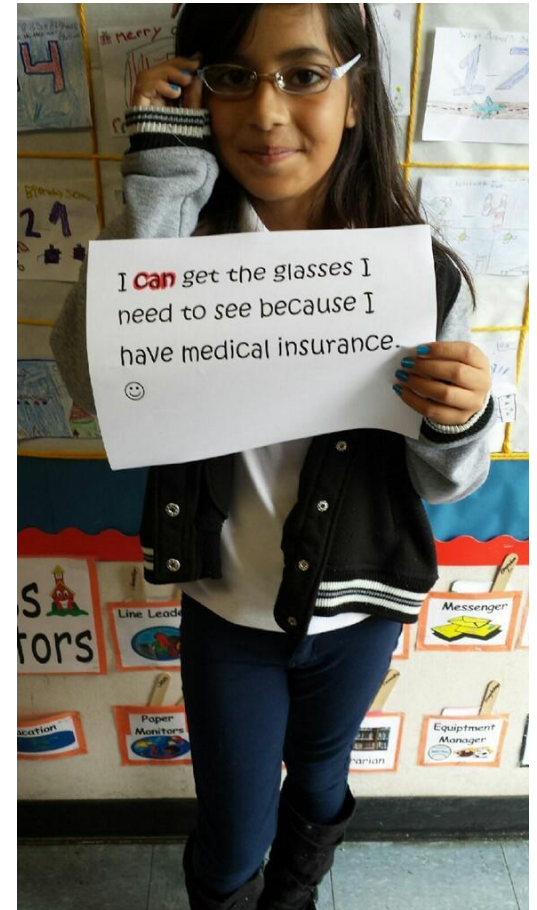
- Flyers/information on health coverage options for families
- Activities (i.e. lesson planning/events (student engagement))
- Community outreach, marketing

# Step by Step Approach (LUSD)





# Bottom Line: Healthy Kids



# What Worked/What Didn't?

What was successful	What was not successful
<ul style="list-style-type: none"><li>• Encourage teachers with a memo to have students bring back surveys</li><li>• Offering a reward to the top class that had most surveys return (+ peer pressure)</li><li>• To provide a instant rewards for surveys returned</li><li>• Making survey collection as easy as possible to for site administrators and teachers</li><li>• Partnerships</li></ul>	<ul style="list-style-type: none"><li>• Separate parent education classes</li><li>• Having an event early in the school year- (<i>mindset in not on health care enrollment</i>)</li><li>• Enrollment Health Forms-entered at school site (No Data system set-up &amp; lack of communication in returning forms to Student Service Department)</li><li>• Placing more school ownership/manpower</li><li>• Partnerships</li></ul>

# Gallery Walk Activity (10mins)

## Instructions:

- 1) Walk around and view gallery pictures;
- 2) Fill out gallery worksheet, and write down which systematic approach supports this type of activity?

## Building systematic capacity for activity:

E.g. Parent Meetings— Opportunities to engage parents.

# Student Activities

## Student Created Posters

Had HS art students create monthly posters to promote health care enrollment poster winner at all school sites

- Next Year- Have a poster content at each of the school sites. Share the winners on our district webpage and each school display in each class the winner from their school site.

## Student Created Video Clip

Had HS media students create a video clip about health care

- Next Year- Have each HS subject (Math, Language Arts, History, and Science) come up with data, a story, facts, or a time in history where health care effects families-the causes and effect/impacts of not having health care.

## Student Awareness Week

Had students do before and after health care insurance images

- Next Year- Tie in with Red Ribbon Week in October and calling it “Health Care Week”- to bring awareness to Drug/Alcohol Abuse, Health Insurance, Exercise, Dental Care, and Diet/Nutrition.

# Lesson Planning: Incorporating Health Insurance Outreach/ Awareness “**Inside**” Classroom

- Elementary Level Schools
  - ▣ PTA's/ PTO's/ Parent Advocates
  - ▣ Classroom activities
  - ▣ Physical education requirements
  - ▣ Creative campaigns
- Secondary Level Schools
  - ▣ Common Core Student led projects (research paper, visual arts, cost analysis, cause & effect analysis)
  - ▣ Community Hours/ Pathways
  - ▣ Connect to classroom/ curriculum (Drama class, Health)
  - ▣ Extra curriculum activities (Sports/clubs)
- Other:
  - ▣ Holiday/ Monthly awareness campaigns

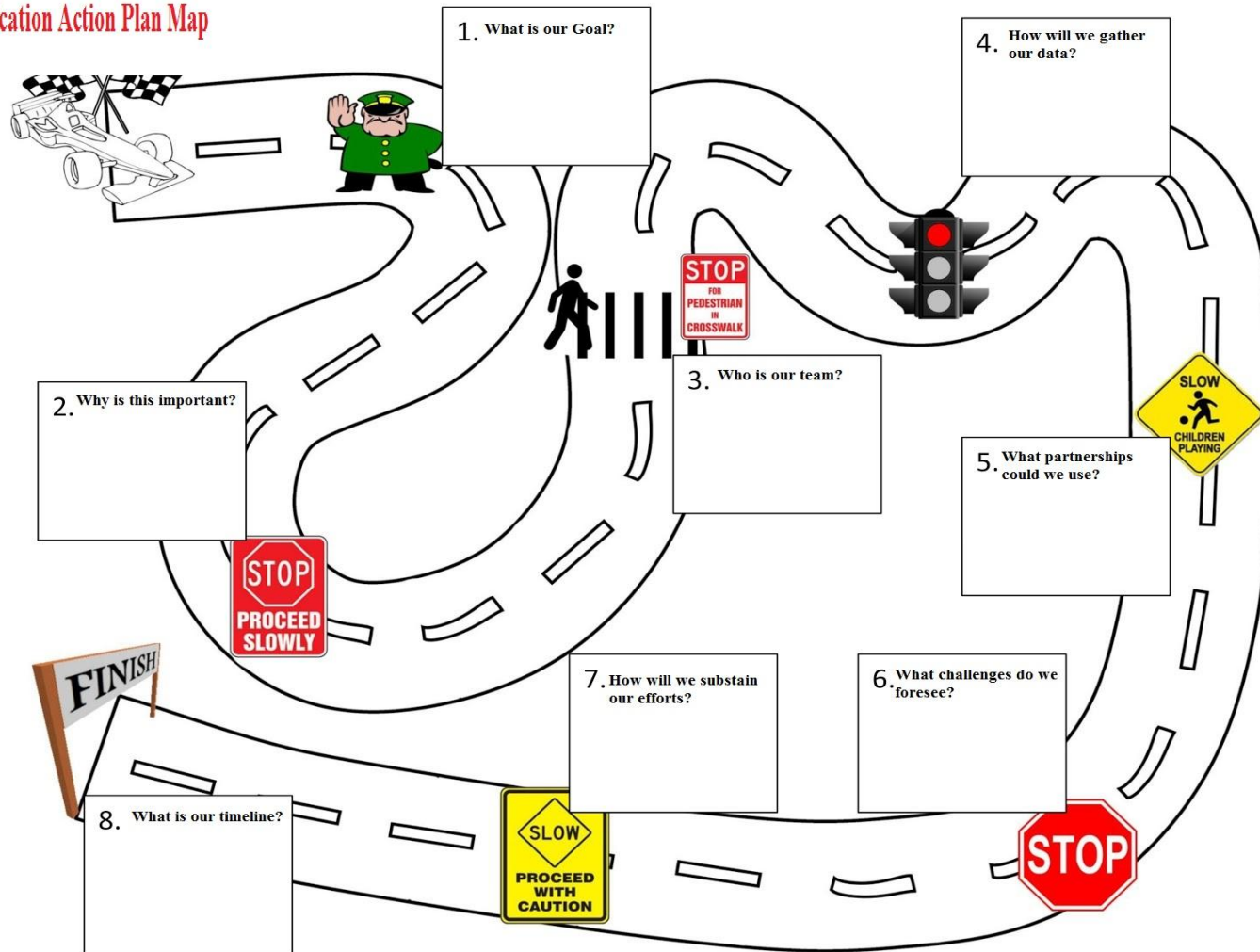
# Incorporating Health Insurance Outreach/ Awareness “**Outside**” Classroom

## Events:

- ▣ Health fairs (mobile units)
- ▣ Enrollment events
- ▣ Clinic partnerships (Certified Enrollment Counselors)
- ▣ Community Resource Fairs
- ▣ Site visits/field trips with health partners
- ▣ Fundraisers/Drives
- ▣ City + School district + partners (i.e. hospitals, clinics..)

# Road Map for School Districts

## Implication Action Plan Map



# How To Get Started...

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- Where are we now?
- Where do we want to go?
- How do we get there?



# Resources

- Children's Defense Fund-CA [www.cdfca.org](http://www.cdfca.org)
- The Superintendent's Association [www.aasa.org](http://www.aasa.org)
- All In Campaign [www.allincampaign.org](http://www.allincampaign.org)
- CA School Based Health Alliance  
[www.schoolhealthcenters.org](http://www.schoolhealthcenters.org)
- Connecting Kids to Coverage National Campaign  
<http://insurekidsnow.gov>

\*Please refer to handout for additional resources

# Questions ?



# *Thank you!*

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