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**CHILDREN'S HEALTH PROGRAM
EXCEEDS ENROLLMENT EXPECTATIONS
IN FIRST MONTH**

SAN JOSE, CA—Santa Clara County's Children's Health Initiative program has resulted in the enrollment of 660 children in Healthy Kids. Santa Clara County is the first county in the nation to commit to the goal of insuring all of its children so they can get full medical, dental and vision care.

"The extraordinary amount of children enrolled in Healthy Kids demonstrates how great the need is in Santa Clara County," said Leona Butler, CEO, Santa Clara Family Health Plan.

Beginning February 1, 2001, the Healthy Kids program is providing health care services to children already enrolled. Along with full medical, dental and vision care, health care benefits include specialist care, inpatient and outpatient hospital services, mental health care, prescription coverage, a 24-hour nurse advice line, health education and many other services.

The Children's Health Initiative is comprised of three programs, Medi-Cal, Healthy Families and Healthy Kids. The new Healthy Kids program reaches out to all uninsured children in Santa Clara County with family income up to 300 percent of the federal poverty level. For example, an eligible family of four earning up to \$51,150 annually would pay between \$4-\$18 per month. Other eligibility requirements are that children be under the age of 19, residents of Santa Clara County, and not eligible for Medi-Cal or Healthy Families.

The Children's Health Initiative developed the Healthy Kids program, which has been officially certified by the State of California, to ensure that all Santa Clara County children have access to quality health care through comprehensive health insurance. Through an extensive outreach and enrollment effort, staff and volunteers discuss the benefits of children's health insurance with families, evaluate their eligibility, and then assist them in applying for the appropriate health insurance program (Medi-Cal, Healthy Families or Healthy Kids) for their child/children.

(more)

CHI Healthy Kids Exceeds Enrollment Expectations

Page 2

Funding for the Healthy Kids program, which is expected to cost \$14 million annually, will come from various sources. The Santa Clara County Board of Supervisors led the way with a commitment of \$3 million from tobacco settlement funds and \$2 million from Proposition 10 revenue. The Santa Clara Family Health Plan committed \$1 million and the City of San Jose followed with \$1.4 million. Additional funds are being sought from private sources, including local corporations and foundations.

The Children's Health Initiative includes Santa Clara County, Working Partnerships USA, People Acting in Community Together (PACT), and Santa Clara Family Health Plan.

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