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**FOR IMMEDIATE RELEASE**

**Joint Venture: Silicon Valley 2002 Index Report Cites Children's Health Initiative As Major Indicator of Community Health**

24,000 Previously Uninsured Children Applied for Health Insurance during 2001

San Jose, CA (January 30, 2002) - In its annual report on the state of Silicon Valley, Joint Venture: Silicon Valley cited the Children's Health Initiative's efforts to sign up previously uninsured children for medical, dental and vision coverage as a leading indicator of the region's health.

When the Children's Health Initiative began signing up children on January 2, 2001, it was estimated that there were 71,000 children in Santa Clara County who did not have access to quality preventative health care because they did not have health insurance. Between January and December 2001, the Children's Health Initiative received health insurance applications for more than 24,000 of these children. Approximately 66% of those applications were for the existing federally funded insurance plans, Medi-Cal and Healthy Families. The remaining 34% applied for the groundbreaking, local Healthy Kids program that was created to cover the children of working families who do not qualify for Medi-Cal or Healthy Families.

"Joint Venture has given us a very complete snapshot of our local economy," said Leona Butler, CEO of Santa Clara Family Health Plan, which administers the Healthy Kids program. "A region that does not look after the health care needs of its children cannot be considered 'successful' in this day and age, and we are proud that Santa Clara County has taken the lead in setting the bar higher for other regions in California and the nation."

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

The Children's Health Initiative attributes its success to an extensive and aggressive outreach program aimed at reaching out to and educating families whose children may be eligible for one of three plans, Medi-Cal, Healthy Families or Healthy Kids. The Healthy Kids program is the essential component to reaching all of the county's uninsured children because it insures the children of working families who do not qualify for Medi-Cal and Healthy Families either because of income or immigration status.

Healthy Kids is a groundbreaking health program because it is the first of its kind in the nation to be partially funded with tobacco settlement and cigarette tax money. 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 Santa Clara County Children and Families First Commission, the Santa Clara Family Health Foundation and the David and Lucile Salter Packard Foundation.

About Santa Clara Family Health Plan: Santa Clara Family Health Plan (SCFHP) is a not-for-profit health plan that provides high quality, comprehensive health care coverage, at an affordable price, for those who do not have access to good health care. SCFHP was chosen by the community to administer the Healthy Kids program and, in Santa Clara County, is the local health plan for Medi-Cal and the designated Community Provider plan for the Healthy Families program. Visit [www.scfhp.com/](http://www.scfhp.com/).