

# *Healthy Kids, Healthy Schools* (HKHS)

A project of Consumers Union,  
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# HKHS Project Overview

- Funded by the David and Lucile Packard Foundation
- Promote school-based / school-linked health insurance outreach, enrollment, utilization, retention (OERU) to expand access to health insurance
- Research options for financial sustainability of these OERU programs.

# HKHS Strategies

- Pilot programs
- Technical assistance
- Disseminate information (ie., conferences, website, reports, outreach guide, new guide on CD, new Health Coordinator CD - 2006)
- Facilitate relationships between schools, state/county agencies, and CBOs
- Healthy Tracker
- MAA School Coalition

# Importance of Health Insurance

- Children w/o health insurance - 4xs more likely to experience delay in seeking care, over 5xs more likely to go without needed care, and 5xs more likely to use the ER
- Link between health insurance, absenteeism and school performance - ie., after enrolling in the HF program, CA children in the poorest health missed less school and improved their school performance (<http://www.mrmib.ca.gov/MRMIB/HFP/PedsQLYr2CHHS.pdf>)

# Schools are essential partners

- Key community-based site for outreach & enrollment
- Logical place to reach large numbers of uninsured children
- Trusted by families
- School staff and teachers likely to know if children need health insurance
- Schools are now being held accountable for student achievement

# Why Schools Should Get Involved?

- Healthy Students Make Better Learners
- Increased ADA
- Generate \$ through LEA/MAA Medi-Cal Billing
- Decreased dropout rate
- Grants for schools (\$\$\$)

# Examples of School-Based Outreach and Enrollment Activities

- Request for Information/Health Insurance Surveys
- School Registration
- School Events/Health Fairs
- School Health Screenings
- Parent-Teacher Conferences
- Report Card Days
- Information on School-Lunch Menu
- Emergency Cards
- Peer Outreach Project
- Express Lane Eligibility (ELE)

**Health Coordinator:  
Coordinated Approach to Outreach,  
Enrollment, Retention and Utilization**

**Coalition building within the  
district and with community-  
based organizations**

**Outreach Strategies:**  
Express Lane Eligibility  
Health Insurance Survey  
Request for Information  
Forms  
Emergency Cards  
Enrollment Events  
Parent/Teacher  
Presentations

**Education  
Utilization  
Retention  
Case Management**

**Sustainability:**  
Medi-Cal Administrative Activities  
Local Education Medi-Cal Billing  
Option  
Private Foundation. state or federal  
grants

**Data Tracking  
Reports  
Program evaluation**



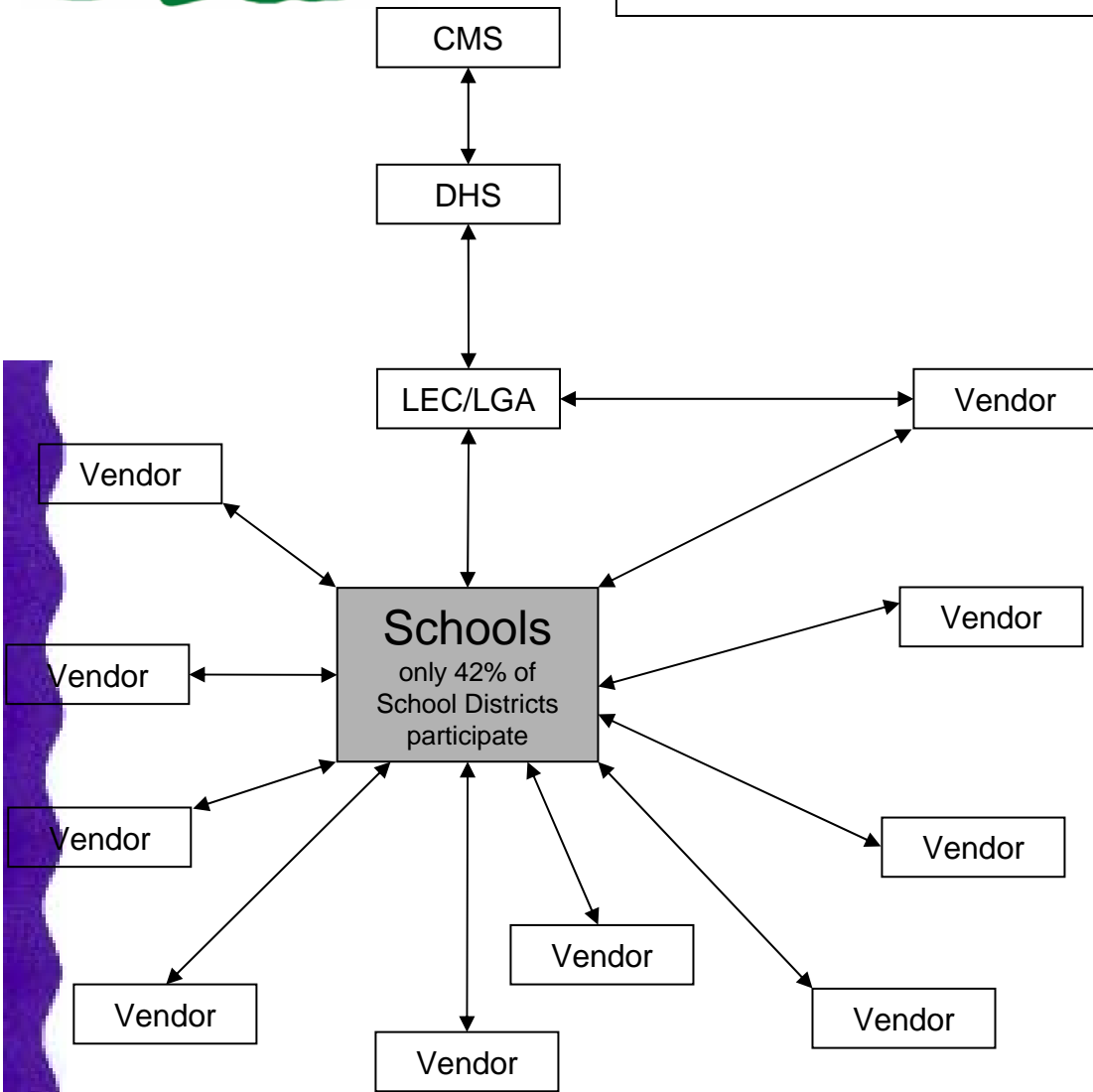
# Sources of Funding for School-Based Outreach and Enrollment

- Special Funds for Schools Under Medi-Cal (LEA & MAA)
- Private Funding
- First 5 California Health Access for All Children

# Special Medi-Cal Funds for Schools

- LEA Medi-Cal Billing Option (LEA)
  - Schools may seek partial reimbursement for performing health related services and reimbursements must be reinvested in health-related activities
- Medicaid Administrative Activities (MAA)
  - Schools may seek partial reimbursement for performing health related administrative activities such as outreach and enrollment for health insurance

**Existing MAA**



- LEC = Local Education Consortium
- LGA = Local Governmental Agency

The Center for Medicaid and Medicare Services contracts with Department of Health Services (DHS).

DHS administers the program for the state and contracts with intermediaries (regional administrators) to help DHS administer the MAA program.

Currently, these intermediaries are 11 LECs (local education consortium) and 61 LGAs. The 11 LECs are certain County Offices of Education. The LGAs (local governmental agencies) are County Public Health Departments and approximately 20 LGAs contract with DHS to contract with school districts for the MAA program.

School districts that want to participate in MAA must contract with a LEC or LGA and pay an administrative fee. Approximately 42% of school districts participate in MAA. School districts may also need to contract with a vendor because the process is so complex. They pay an additional fee for vendor services.

Districts participate in time survey weeks, 3 times per year to receive reimbursement for administrative activities related to Medi-Cal.

For more information on MAA contact your local educational consortium or your local governmental agency. You can also visit the DHS website at [www.dhs.ca.gov](http://www.dhs.ca.gov).

# Helping to Improve MAA

*Healthy Kids, Healthy Schools* has been working to

- simplify the MAA reimbursement process,
- maximize federal funds by increasing the number of participating schools,
- encourage use of federal reimbursement funds to sustain outreach/enrollment,
- implement the recommendations of state audit of the MAA program, with the help of the department of health services.

To accomplish these goals Healthy Kids, Healthy Schools

- Sponsored legislation – AB 2270 (2004), SB 496 (2005)
- Written an LEA/MAA report – October 2005
- Organized and facilitated for a MAA School Coalition

# Bureau of State Audit – California MAA Program

## Recommendations:

- Eliminate the use of local governmental agencies in administering MAA.
- Require local educational consortia to encourage nonparticipating schools to implement MAA and ensure that participating schools are doing so effectively.
- Use a single private vendor selected by the region.
- Establish fee limits and delineate the amount of excess earnings or reserves regional administrators are allowed to accumulate.
- Monitor local administering entities and take appropriate action when their performance is unsatisfactory.
- Increase site visits by DHS.
- Update DHS' current invoice and accounting processes.

## Upcoming publications:

- ✓ **MAA/LEA Report**
- ✓ **Interactive CD – Health Coordinator/Coordinated Approach to OERU**

For more information visit our web site:

- [www.healthykidsproject.org](http://www.healthykidsproject.org)