

Agenda Report

TO: CITY COUNCIL

DATE: April 24, 2000

FROM: CYNTHIA J. KURTZ, CITY MANAGER

SUBJECT: APPROVAL OF FY 2000 HEALTHY FAMILIES/MEDI-CAL FOR CHILDREN PROGRAM AGREEMENT BETWEEN CALIFORNIA DEPARTMENT OF HEALTH SERVICES AND THE PASADENA PUBLIC HEALTH DEPARTMENT IN THE AMOUNT OF \$159,111

RECOMMENDATION:

It is recommended that the City Council:

1. Authorize the City Manager to execute an FY 2000 Agreement with the California Department of Health Services for the period December 1, 1999 through September 30, 2000 in the amount of \$159,111 for implementation of the Healthy Families/Medi-Cal for Children Program; and
2. Approve a Journal Voucher increasing FY 2000 estimated revenues in account # 6297 by \$159,111 and increasing estimated revenues and appropriations in the Maternal and Child Health Division budget account #564100 by \$159,111 from \$1,937,559 to \$2,096,670.

BACKGROUND:

The State of California has allocated a total of \$6 million in federal funds to regional coalitions that include cities, counties and community-based organizations to implement the statewide Healthy Families/Medi-Cal for Children outreach campaign. The funding is allocated under provisions of the Welfare and Institutions Code, Section 14067, which requires the State Department of Health Services develop and conduct local community outreach campaigns to help families learn about and apply for benefits from the Healthy Families program and Medi-Cal. The Pasadena Public Health Department, in

collaboration with the Pasadena Unified School District (PUSD) and Young & Healthy, is implementing this program for the Pasadena and Altadena communities.

The Pasadena Public Health Department (PPHD) performs on-going outreach to individuals who may be eligible for health insurance programs such as the Healthy Families Program and Medi-Cal. Since 1998, PPHD has been conducting a comprehensive outreach program to increase Medi-Cal enrollment in collaboration with Young & Healthy and PUSD. PPHD also participates in the Children's Health Access Task Force. Through these efforts, a total of nearly 3,500 individuals have been enrolled in the available programs since 1998, including Medi-Cal, Healthy Families, Kaiser Permanente Cares and Cal Kids.

This new program will provide for enhancement of existing outreach efforts and includes a specific focus on families eligible for the Healthy Families program which serves children who have family incomes between 100 to 200 percent of the federal poverty level, and the Medi-Cal for Children program which serves children who have family incomes below 100 percent of the federal poverty level. The collaboration between the three agencies will allow the funds to be leveraged to provide a greater level of services than would be possible if the Health Department worked alone

During this Agreement period, PPHD staff will continue to work closely with the Children's Health Access Task Force and will continue to identify individuals, groups, businesses and educational institutions that can contribute to the success of outreach programs aimed at increasing enrollment in available health insurance programs.

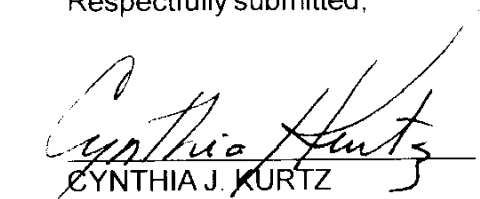
This grant provides funding for a 1.0 contract Outreach Worker and 2.0 subcontracted Outreach Workers through PUSD. These staff are key to implementation of the new "School Jam" outreach effort, which involves reaching out to just one school per week in an intensive enrollment effort. The order of the 30 schools has been prioritized by the percentage of students eligible for free and reduced-price meals. Since each school is different, the activities and approaches used are specialized to be effective. Outreach workers will also be stationed at PUSD's childcare centers. In addition, the 165 churches, temples and other faith organizations in Pasadena will be targeted for enrollment activities.

This action is exempt from the Affirmative Action in Contracting Ordinance pursuant to PMC Section 4.09.060 (A) which exempts contracts with other governmental entities for labor, materials, supplies or services.


FISCAL IMPACT:

This action by the City Council will increase estimated revenues and appropriations in the Public Health Department's Maternal Child Health Division FY 2000 adopted operating budget account #564100 by \$159,111 from \$1,937,559 to \$2,096,670.

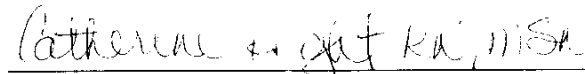
Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

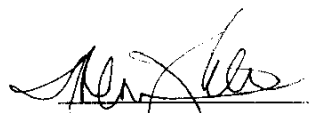
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