

AMENDED IN SENATE APRIL 21, 1999

AMENDED IN SENATE MARCH 15, 1999

SENATE BILL

No. 180

**Introduced by Senator Sher
(Coauthor: Senator Dunn)**

January 13, 1999

An act to amend Section 12693.32 of the Insurance Code, and to amend Section 14067 of the Welfare and Institutions Code, relating to children's health insurance.

LEGISLATIVE COUNSEL'S DIGEST

SB 180, as amended, Sher. Healthy Families Program.

Existing law creates the Healthy Families Program, administered by the Managed Risk Medical Insurance Board, to arrange for the provision of health care coverage, including dental and vision care, to children older than 12 months and less than 19 years of age who meet certain criteria, including having a gross annual household income equal to or less than 200% of the federal poverty level, and meeting citizenship and immigration requirements. Existing law requires the State Department of Health Services, in conjunction with the board, to develop and conduct a community outreach and education campaign to help families learn about, and apply for, the Medi-Cal program and the Healthy Families Program. Existing law authorizes the board, as part of its community outreach and education campaign, to include community-based face-to-face initiatives to educate

potentially eligible applicants about the program and to assist them in the application process.

This bill would instead require the board, in conjunction with the department, to include these community-based *face-to-face* initiatives as part of its education and outreach campaign. This bill would also require the department, in conjunction with the board, to award \$5,000,000 in contracts *in the 1999–2000 fiscal year, and in each subsequent fiscal year*, to community-based organizations to help families learn about, and enroll in, Medi-Cal, Healthy Families, and other health care programs for low-income children, using specified existing state and federal funds appropriated for outreach purposes, *and expressing the Legislature’s intent for redirection of those funds for the 1999–2000 fiscal year*. This bill would also require the department, in conjunction with the board, to contract with an independent entity to evaluate the state’s Medi-Cal and Healthy Families programs outreach and education campaign, with the evaluation to be completed by June 1, 2000.

Vote: majority. Appropriation: no. Fiscal committee: yes. State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 12693.32 of the Insurance Code
2 is amended to read:

3 12693.32. (a) The board may pay designated
4 individuals or organizations an application assistance fee,
5 if the individual or organization assists an applicant to
6 complete the program application, and the applicant is
7 enrolled in the program as a result of the application.

8 (b) The board may establish the list of eligible
9 individuals, or categories of individuals and
10 organizations, the amount of the application assistance
11 payment and rules necessary to assure the integrity of the
12 payment process.

13 (c) The board, as part of its community outreach and
14 education campaign, shall, in conjunction with the State
15 Department of Health Services, include
16 community-based face-to-face initiatives to educate



1 potentially eligible applicants about the program and to
2 assist potential applicants in the application process.
3 Those entities undertaking outreach efforts shall not
4 include as part of their responsibilities the selection of a
5 health plan and provider for the applicant. Participating
6 plans shall be prohibited from directly, indirectly, or
7 through their agents conducting in-person, door-to-door,
8 mail, or phone solicitation of applicants for enrollment
9 except through employers with employees eligible to
10 participate in the purchasing credit mechanism.
11 However, information approved by the board on the
12 providers and plans available to prospective subscribers
13 in their geographic areas shall be distributed through any
14 door-to-door activities for potentially eligible applicants
15 and their children.

16 SEC. 2. Section 14067 of the Welfare and Institutions
17 Code is amended to read:

18 14067. (a) The department, in conjunction with the
19 Managed Risk Medical Insurance Board, shall develop
20 and conduct a community outreach and education
21 campaign to help families learn about, and apply for,
22 Medi-Cal and the Healthy Families Program of the
23 Managed Risk Medical Insurance Board, subject to the
24 requirements of federal law. In conducting this
25 campaign, the department may seek input from, and
26 contract with, various entities and programs that serve
27 children, including, but not limited to, the State
28 Department of Education, counties, Women, Infants, and
29 Children program agencies, Head Start and Healthy Start
30 programs, and community-based organizations that deal
31 with potentially eligible families and children to assist in
32 the outreach, education, and application completion
33 process.

34 (b) The outreach and education campaign shall be
35 established and implemented as of February 18, 1998. An
36 annual outreach plan shall be submitted to the
37 Legislature by April 1 for each fiscal year. The plan shall
38 address both the Medi-Cal program for children and the
39 Healthy Families Program and, at a minimum, shall
40 include the following:



1 (1) Specific milestones and objectives to be completed
2 for the upcoming year and their anticipated cost.

3 (2) A general description of each strategy or method
4 to be used for outreach.

5 (3) Geographic areas and special populations to be
6 targeted, if any, and why the special targeting is needed.

7 (4) Coordination with other state or county education
8 and outreach efforts.

9 (5) The results of previous year outreach efforts.

10 (c) In implementing this section, the department may
11 amend any existing or future media outreach campaign
12 contract that it has entered into pursuant to Section
13 14148.5. Notwithstanding any other provision of law, any
14 ~~such~~ contract entered into, or amended, as required to
15 implement this section, shall be exempt from the
16 approval of the Director of General Services and from the
17 provisions of the Public Contract Code.

18 (d) ~~The~~ *For the 1999–2000 fiscal year and in each*
19 *subsequent fiscal year, the* department, in conjunction
20 with the Managed Risk Medical Insurance Board, shall
21 award five million dollars (\$5,000,000) in contracts to
22 community-based organizations to help families learn
23 about, and enroll in, the Medi-Cal and Healthy Families
24 programs, and other health care programs for
25 low-income children. These contracts shall be funded
26 using existing state and federal funds appropriated for
27 outreach purposes.

28 (1) Contracts for these outreach and enrollment
29 projects shall be awarded based on, but not limited to, the
30 following criteria:

31 (A) Capacity to reach populations or geographic areas
32 with disproportionately low enrollment rates. If it is not
33 possible to estimate the number of uninsured children in
34 a geographic area who are eligible for the Medi-Cal
35 program or the Healthy Families Program, proxy
36 measures for rates of eligible children may be used,
37 including, but not limited to, the number of children in
38 families with gross annual household incomes at or below
39 200 percent of the federal poverty level.



1 (B) Organizational capacity and experience,
2 including, but not limited to:

3 (i) Organizational experience in serving low-income
4 families.

5 (ii) Ability to work effectively with populations that
6 have disproportionately low enrollment rates.

7 (iii) Organizational experience in helping families
8 learn about, and enroll in, the Medi-Cal and Healthy
9 Families programs. Organizations that do not have
10 experience helping families learn about, and enroll in, the
11 Medi-Cal and Healthy Families programs shall be eligible
12 only to the extent that they support and collaborate with
13 the outreach and enrollment activities of entities with
14 that experience.

15 (C) Effectiveness of the outreach and education plan,
16 including, but not limited to:

17 (i) Culturally and linguistically appropriate outreach
18 and education strategies.

19 (ii) Strategies to identify and address barriers to
20 enrollment, such as transportation limitations and
21 community perceptions regarding the Medi-Cal and
22 Healthy Families programs.

23 (iii) Coordination with other outreach efforts in the
24 community, including the statewide Healthy Families
25 and Medi-Cal programs outreach campaign, the state and
26 federally funded county Medi-Cal outreach program, and
27 any other Medi-Cal and Healthy Families programs
28 outreach projects in the target community.

29 (iv) Collaboration with other local organizations that
30 serve families of eligible children.

31 (v) Strategies to ensure that children and families
32 retain coverage and are informed of options for health
33 coverage and services when they lose eligibility for a
34 particular program.

35 (vi) Plans to inform families about all available health
36 care programs and services.

37 (2) The department, in conjunction with the Managed
38 Risk Medical Insurance Board, shall contract with an
39 independent entity to evaluate the state's Medi-Cal and
40 Healthy Families programs outreach and education



1 campaign. The evaluation shall include, but not be
2 limited to, the efficacy and cost-effectiveness of the
3 following elements of the campaign: (A) traditional
4 media, including television, radio, print, and billboard
5 advertisements, (B) public relations, including corporate
6 sponsorships and community events, (C) the application
7 assistance fee for community-based organizations, and
8 (D) outreach and education contracts awarded to
9 community organizations. The evaluation shall be
10 completed by June 1, 2000.

11 (3) To the extent permitted under federal law,
12 organizations that receive Medi-Cal and Healthy
13 Families application assistance funding shall be eligible
14 for a grant or contract under this provision to the extent
15 they demonstrate that the contract will fund additional
16 outreach or education activities not supported by
17 application assistance funding.

18 (4) Outreach activities may include advertising in
19 local media outlets to educate families about the Medi-Cal
20 and Healthy Families programs and the importance of
21 enrolling children in health care coverage.

22 (5) It is the intent of the Legislature that the additional
23 duties and responsibilities added by this section are to be
24 funded with existing statewide outreach funds.

25 *SEC. 3. It is the intent of the Legislature that the State*
26 *Department of Health Services in conjunction with the*
27 *Managed Risk Medical Insurance Board for the 1999–2000*
28 *fiscal year shall identify up to five million dollars*
29 *(\$5,000,000) of funds allocated for the purposes of*
30 *subdivision (a) of Section 14067 of the Welfare and*
31 *Institutions Code that can be redirected to fund contracts*
32 *pursuant to subdivision (d) of Section 14067 of the*
33 *Welfare and Institutions Code without causing a*
34 *deficiency in contracts or legal obligations for education*
35 *and outreach activities funded pursuant to subdivision*
36 *(a) of Section 14067 of the Welfare and Institutions Code.*

