



July 2014

A PROJECT OF THE CHILDREN'S PARTNERSHIP

# FIRST PROGRESS REPORT AND A LOOK AHEAD

## Overview

As California was preparing to implement the Affordable Care Act, or Obamacare, in the summer of 2013, The Children's Partnership launched a new and unusual partnership with California school leaders called the ALL IN for Health Campaign.

From the start, ALL IN was designed as an evidence-based health information and enrollment campaign built on two findings. The first is research showing that consumers typically require multiple "touches" or messages before they take the actual step to enroll.<sup>1</sup> The second is research by The California Endowment showing that schools are particularly powerful messengers, especially among Latino families.<sup>2</sup>

**Building on this evidence, ALL IN's goals are threefold: (1) to inform and engage education leaders so they can promote an awareness of new coverage options in their school communities; (2) to provide education leaders at all levels with the information and materials they need to directly inspire and help families to enroll in health coverage through Covered California, Medi-Cal, or other health coverage programs; and (3) to partner with select schools and districts to host actual enrollment events at schools.**

*We're telling all of our partners about ALL IN because we think this is a campaign that is smart. Reaching families through school and through child-care centers is good common sense. Go where the children are, go where the families are, and that is schools and that is child-care centers.*

*—Executive Director, Local First 5 Commission*

Championed by State Superintendent of Public Instruction Torlakson who was joined by school board members throughout the state, local superintendents, students, teachers, and principals, ALL IN for Health is tailor-made for the school community—a one-stop shop for information on health coverage for California's 10,000 public schools and 44,000 early learning and after-school programs. National clearinghouse groups, such as Enroll America, have referred to ALL IN as a one-of-a-kind effort nationally, because of its statewide approach, reach, and effectiveness.



<sup>1</sup>Ricky Gonzalez, "#StateOfEnrollment: How Targeted Follow-Up Can Increase Enrollment and Reduce Disparities," Enroll America, April 11, 2014, <http://www.enrollamerica.org/blog/2014/04/stateofenrollment-how-targeted-follow-up-can-increase-enrollment-and-reduce-disparities/>.

<sup>2</sup>Dave Metz and Shakari Byerly, "Uninsured California Latinos and Health Care Reform: Opportunities and Challenges for Engagement" (Presentation, The California Endowment, Los Angeles, CA, February 13, 2014).

# Outreach Partners

- Association of California School Administrators
- California AfterSchool Network
- California Association of African-American Superintendents and Administrators
- California Child Care Resource & Referral Network
- California Coalition for Youth
- California County Superintendents Educational Services Association
- California Department of Health and Human Services
- California Family Resource Association
- California Head Start Association
- California Network of Family Strengthening Networks
- California School Employees Association
- California School Nurses Organization
- California State PTA
- California Teachers Association
- Child Abuse Prevention Center
- Children Now
- Enroll America
- First 5 Association of California
- First 5 California
- First 5 LA
- HR Dowden & Associates
- J. Glynn & Company
- Los Angeles Trust for Children's Health
- Merced County Department of Public Health
- MomsRising
- New America Media
- PICO California



# Highlights: 2013-14

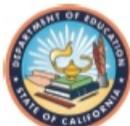
## Unusual Partnership Results in Far-Reaching Impact

The collective impact of ALL IN demonstrates the power of this unusual partnership between school leaders and child and health advocates.

- 150,000 California education leaders and families received health coverage information an average of three times from ALL IN's many partners.
- 114,463 parents were informed about health coverage through 24 schools or school districts that were ALL IN.
- 2,000 county and district school superintendents were contacted three times by State Superintendent of Public Instruction Torlakson.
- 6,250 school board members across the state were contacted every month.
- Approximately 4,430 individuals learned about health coverage by participating in one of 86 ALL IN webinars, presentations, and other events.
- While it is impossible to know how many people signed up on their own as a result of ALL IN outreach efforts, 386 individuals enrolled in coverage through one of eleven ALL IN school enrollment events.
- Multiple fact sheets in English and Spanish were posted on the ALL IN website (<http://www.allinforhealth.org>) and made directly available to schools.
- ALL IN Campaign accomplishments were featured in numerous general and trade media outlets—including *La Opinión*, *Good Day Sacramento*, *The Huffington Post*, *Cabinet Report*, ABC 27 WHTM, and *San Francisco Chronicle*.
- ALL IN had wide reach on social media. For example, one ALL IN Twitter party with MomsRising had 66 participants whose conversation reached 211,832 Twitter accounts for close to 4.9 million potential readers.
- When open enrollment for Covered California closed at the end of March, ALL IN for Health's outreach partners and schools stepped up to let families know how to use the health coverage options that remain available year-round for many.

The ALL IN Campaign made nearly **650,000 contacts** with parents, students, and employees across California before the close of open enrollment in March 2014.

### ALL IN For Health Campaign Core Partners



# Lessons From 2013-14 Inform the Work Ahead

## Four Elements Essential to Success

**1. Build Upon Trust.** First is the importance of building upon the trust relationship between educators and families. The All IN Campaign sought from day one to create an informed and trusted space to communicate to families about health care opportunities—and to make it easy for schools to share information of value to their families. Many families who are eligible to benefit from new affordable health coverage options don't know about them or don't trust government or insurance institutions. However, they do trust their local schools and educators.

**2. Engage Partners.** Second is the importance of engaging partner organizations that can reach educators at every level, who, in turn, can reach uninsured students, parents, and employees. Encouraged by the leadership of State Superintendent Torlakson, the wide network of statewide and local organizations involved in ALL IN allowed the Campaign to reach into thousands of schools to share information. In this way, ALL IN was able to provide one of the multiple contacts that research shows are typically needed before an uninsured person decides to actually enroll in coverage.

**3. Involve On-Site Champions.** Third is the importance of involving one or more school site leaders to be the “inside champions” in order to establish a deeper and more lasting level of engagement with families. ALL IN's champions included students, teachers, parents, principals, superintendents, and school board members who organized local enrollment events or information sessions and, over time, can help schools put in place a continuing mechanism to help families navigate health coverage. These ALL IN champions had two things in common: (1) they understood that healthy students make good learners; and (2) they were deeply committed to helping families at their school.

**4. Piggyback on What Already Exists.** Fourth is the recognition that it is valuable to piggyback on communications and school activities already taking place. For example, ALL IN's multiple levels of communication—including paid, earned, and social media, as well as community outreach—were designed to complement other statewide public campaigns such as Covered California's Get Covered Campaign and The California Endowment's Asegurate. In terms of on-the-ground activities, there was greater demand for presentations and enrollment events than ALL IN was able to meet in its first year. In Year Two, ALL IN will join with community and communications efforts planned by others to increase its direct enrollment opportunities.



Hellan Dowden, Teachers for Healthy Kids (Left); Melissa Vargas, The Children's Partnership (Center); Juzely Duran, Student Organizer (Right)

# Looking Ahead: ALL IN for Health, ALL YEAR

## Campaign for School Year: 2014-15

Today, ALL IN is going strong, sharing information about the year-round enrollment opportunities for many families—and gearing up for the next open enrollment period starting in November. Health enrollment happens all year, so ALL IN for Health's ALL YEAR effort will offer schools ongoing ways to help their families at key times throughout the 2014-15 school year.

You can join ALL IN for Health as the Campaign carries out four major activities in 2014-2015:

**1. ALL IN's Back-to-School Push** (starting in early August) to support schools with materials and ideas so they can use school registration and other back-to-school events to inform every student, parent, and school employee about the year-round opportunities to enroll in health coverage as well as the importance of renewing.

**2. ALL IN's Renew Coverage Push** (October 1-December 15) to help schools remind families currently covered through Covered California that they need to renew their current plan or change to a new plan to stay covered.

**3. ALL IN's Open Enrollment Push** (November 15-February 15) to equip schools to help their families sign up for coverage during Covered California's next open enrollment period.

**4. ALL IN's Day of Action** (January 24, 2015), a statewide information-sharing and enrollment day, when schools can join the statewide push to help their families enroll before open enrollment ends February 15.

Through all of these activities, ALL IN for Health will make it a priority to work with school leaders who want to put in place an ongoing arrangement for helping families get and stay covered—whether by having a regular relationship with an enrollment assistance entity or training school personnel to help.

We will also be on the lookout for ways the ALL IN network can promote the health of students through schools beyond enrolling them in coverage. Lastly, we will broaden the reach of ALL IN for Health by identifying and supporting partners in the early learning community.

To join the effort, contact ALL IN at [allinforhealth@childrenspartnership.org](mailto:allinforhealth@childrenspartnership.org) or (916) 844-2413.



*Ensuring that our students and their families are not only equipped with information regarding health care options, but also have access to resources and assistance along the way is vital in keeping our students healthy and their academic performance high. Connecting our families to affordable and comprehensive health care through an event like this one is the right thing to do.*

*—School Board Member  
Montebello Unified School District*

# School Partners: 2013-2014

## **Albert F. Biella Elementary**

*Santa Rosa, Sonoma County*

Community Event: Distribution of Materials

## **Beamer Park Elementary School**

*Woodland, Yolo County*

Community Event: Distribution of Materials  
Enrollment Events

## **Encina High School**

*Sacramento, Sacramento County*

Enrollment Event

## **Los Angeles Unified School District**

*Los Angeles, Los Angeles County*

In-Person Presentation & Dissemination of Materials to  
Los Angeles School-Based Health Coalition

## **Mark Twain Middle School**

*Los Angeles, Los Angeles County*

Community Event: Distribution of Materials

## **Mission Dolores Academy**

*San Francisco, San Francisco County*

In-Person Presentation to Parents & School Workers

## **Montebello Unified School District**

*Montebello, Los Angeles County*

Enrollment Event

## **Natomas Unified School District**

*Sacramento, Sacramento County*

Enrollment Events

## **Oakland Unified School District**

*Oakland, Oakland County*

In-Person Presentation to Alameda County  
School Health Services Coalition

## **Pomona Unified School District**

*Pomona, Los Angeles County*

Enrollment Event

## **PS 7 Elementary School**

*Sacramento, Sacramento County*

Enrollment Event

## **Riverbank Unified School District**

*Riverbank, Stanislaus County*

Enrollment Event

## **Sacramento Charter High School**

*Sacramento, Sacramento County*

Community Event: Distribution of Materials

## **Sacramento City Unified School District**

*Sacramento, Sacramento County*

In-Person Presentation & Dissemination of Materials to  
Community Organizations and District Staff

## **San Diego Unified School District**

*San Diego, San Diego County*

San Diego Education Association Enrollment Event

## **San Francisco Unified School District**

*San Francisco, San Francisco County*

In-Person Presentation to District Wellness Centers

## **San Juan Unified School District**

*Sacramento, Sacramento County*

Community Event: Distribution of Materials

## **Santa Monica-Malibu Unified School District**

*Santa Monica, Los Angeles County*

In-Person Presentation to Child Development Services &  
California Health Start Association State Preschools

## **South San Francisco Unified School District**

*San Francisco, San Francisco County*

In-Person Presentation to District Board of Trustees

## **St. Hope Middle School**

*Sacramento, Sacramento County*

Community Event: Distribution of Materials

## **Student Empowerment Academy**

*Los Angeles, Los Angeles County*

In-Person Presentation to Parents, Teachers, & Students  
Enrollment Event

## **Twin Rivers Unified School District**

*Sacramento, Sacramento County*

In-Person Presentation to  
District Teachers Union Members

## **West Contra Costa Unified School District**

*Richmond, Contra Costa County*

In-Person Presentation to West Contra Costa Unified  
School District-School Health Partnership



## **Rio Americano High School**

*Sacramento,*

*Sacramento County*

In-Person  
Presentation to  
Students

*Working with ALL IN has been an amazing experience. They provide the enrollment counselors, press releases, and expertise. All we have to do is get our community members to the events. They are very knowledgeable and passionate. All of the initial anxieties around enrollment are gone. It's an amazing customer service for our community.*

*—District Official  
Natomas Unified School District*

# Presentations and Webinars

## Presentations Made

Advancement Project  
Water Cooler Conference

Association of California School  
Administrators Conference

California Association of  
African-American Superintendents  
and Administrators Professional  
Development Summit

California Education Coalition for  
Health Care Reform Board Meeting

California Head Start Association  
Health Institute Conference

California Head Start  
Association Parent and Family  
Engagement Conference

California School-Based Health  
Alliance Conference

California School Nurses  
Organization Conference

California Coverage & Health Initiatives  
Champions for Coverage Event

California Coverage & Health Initiatives  
Membership Meeting

Central Valley School-Based Health  
Coalition Meeting

Families USA Health Action Conference

First 5 Association of California Meeting

Healthy Richmond Action Team Meeting

California School Boards Association  
Local Control Funding Formula Road Show

California School Boards  
Association Conference

League of Women Voters Event

Los Angeles Coalition of  
School Health Centers Meeting

Mendocino County Office of Education Meeting

Steps to College Conference 2014

**The Reach is Great**

- Over **10,000** schools across California.
- Approximately **4,500** after-school programs across California.
- Over **11,000** licensed child-care centers across California (including Head Start sites).
- Nearly **33,200** licensed child-care providers across California.

[www.allinforhealth.org](http://www.allinforhealth.org)

Orange County Department of Education  
School Nurses Meeting

The California Endowment  
Reach Out and Enroll Meeting

## Webinars Hosted or Participated In

California AfterSchool Network

California Child Care  
Resource & Referral Network

California Coverage & Health Initiatives

California Head Start Association

Enroll America

First 5 LA Grantees

New America Media

Merced County Department of Public Health

ALL IN Statewide Rally

The California Endowment Grantees

David and Lucile Packard Foundation Grantees

## Press

### Select Press Coverage

New Health Care Enrollment Effort to Partner with Schools Across California, *ABC27.com*, October 17, 2013

Campaign Launched to Enroll Children, Families in Covered California, *California Healthline*, October 18, 2013

Obamacare Llega a las Escuelas, *La Opinión*, October 22, 2013

Zero Divide Interview on ALL IN Campaign, *Zero Divide Blog*, November 12, 2013

Rio Americano High Senior Organizes School Health Event, *Sacramento Bee*, January 09, 2014

Rio Americano High School Senior Organizes Health Care Registration Event, *CBS 13 Sacramento* and *Good Day Sacramento*, January 11, 2014

### Select Coverage by the Education Community

Articles, interviews, Facebook posts, and Tweets have been published and posted by the following organizations:

- California Association of Bilingual Education (CABE)
- Association of California School Administrators (ACSA), *Ed Cal*
- California School Boards Association
- California County Superintendents Educational Services Association (CCSESA)
- California Teachers Association



## Funding Partners

ALL IN for Health is made possible through generous support from The California Endowment, Kaiser Permanente Northern California Community Benefit Programs, and the David and Lucile Packard Foundation.

## About The Children's Partnership

The Children's Partnership (TCP) is a national, nonprofit child advocacy organization with offices in Santa Monica, CA and Washington, DC. We focus particular attention on the goals of ensuring that all children have the health care they need and that the opportunities afforded by computing devices and the Internet benefit all children and families. With input from our advisors, we advance our goals by combining national research with community-based pilot programs. We then develop policy and advocacy agendas to take these demonstrated solutions to scale. For more information about our work, visit <http://www.childrenspartnership.org>.