


COUNTY OF SAN MATEO  
Departmental Correspondence

DATE: OCT 24 2001

HEARING DATE: NOV 18 2001

TO: Honorable Board of Supervisors

FROM: Margaret Taylor, Acting CEO, Hospital and Clinics 

SUBJECT: ... Acceptance of Department of Health Services (DHS) Grant Award for State Children's Health Insurance Program (S-CHIP) Marketing and Enrollment Funds

RECOMMENDATION

Adopt a resolution:

1. Accepting grant funding in the amount of \$140,000 for FY 2001-02.
2. Approving an ATR in the amount of \$140,000 for FY 2001-02.

Background

According to UCLA Center for Health Policy Research, 14 percent or 25,700 of San Mateo County's population age 0 – 18 was uninsured in 1999. Using the Center's overall eligibility, Health Services estimates that 10,200 of these uninsured children were eligible for Medi-Cal and 7,450 were eligible for Healthy Families. Health Services believes many of these uninsured clinic patients could be eligible for Medi-Cal and Healthy Families.

Research has found that the Medi-Cal and Healthy Families programs are not well known or understood by most parents with eligible children. In some cases, the perception is that Medi-Cal is linked to welfare leading some parents of eligible children to distrust the program's value and question its quality. In other instances, parents of eligible children receive inaccurate information about eligibility and program guidelines.

Several California counties have found that comprehensive advertising and public relations campaigns provide an effective way to improve consumer education about health coverage options. Social marketing campaigns can make families aware of Medi-Cal and Healthy Families and reduce the stigma associated with the programs.

The division of Hospital and Clinics was recently awarded a Community Access Program (CAP) grant and a Healthy Families and Medi-Cal outreach and enrollment grant both of which expand efforts to reach and enroll more uninsured families in cultural, community and employer networks.

This new grant from the California Department of Health Services will supplement these efforts by informing consumers of the need and availability of health coverage options through an intensive social marketing campaign.

Discussion

In August, the California Department of Health Services (DHS) informed San Mateo Health Services, along with other CA counties, of the availability of \$10 million in Federal S-CHIP funds that the State had to expend by December 31, 2001. Due to the short nature of the grant, Health Services applied for funds to focus primarily on an intensive social marketing campaign using brochures, bus ads and possibly radio spots. In addition, Health Services will work with Human Services Agency and local CBOs to increase enrollment activities such as large-scale enrollment events. On September 20, 2001, DHS awarded San Mateo Health Services a \$140,000 grant to be fully executed by November 30, 2001.

Performance Measures

<b>Measure</b>	<b>Goal FY 2001-2002</b>
Decrease the number of uninsured Medi-Cal and Healthy Families eligible children by enrolling them in federally and state subsidized health insurance programs	4,500 additional children and parents enrolled in Medi-Cal and Healthy Families

Term and Fiscal Impact

The term of this grant is July 1, 2001 through November 30, 2001 for the amount of \$140,000. Costs are completely covered by State funding through the federal State Children's Health Insurance Program. Attached is the ATR, which provides an account description for this State grant.

RECOMMENDED

  
Health Services Agency

RESOLUTION NO. \_\_\_\_\_

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA

\* \* \* \* \*

RESOLUTION AUTHORIZING HEALTH SERVICES TO ACCEPT GRANT FUNDING FROM THE CALIFORNIA DEPARTMENT OF HEALTH SERVICES AND APPROVING AN ATR IN THE AMOUNT OF \$140,000 FOR FY 2001-02

RESOLVED, by the Board of Supervisors of the County of San Mateo, State of California, that

WHEREAS, there has been presented to this Board of Supervisors for its consideration and acceptance an Award Letter from the California Department of Health Services, reference to which is hereby made for further particulars, whereby the County of San Mateo will conduct an intensive social marketing campaign to promote enrollment in Medi-Cal and Healthy Families; and

WHEREAS, the California Department of Health Services has granted Health Services \$140,000 to support these efforts:

NOW, THEREFORE IT IS HEREBY DETERMINED AND ORDERED that Health Services is authorized to accept funds in the amount of \$140,000 from the California Department of Health Services, and the ATR in the amount of \$140,000 for FY 2001-02 is approved.

**DEPARTMENT OF HEALTH SERVICES**

**MEDI-CAL POLICY DIVISION**  
**MEDI-CAL ELIGIBILITY BRANCH**  
714/744 P Street, Room 1650  
P.O. Box 942732  
Sacramento, CA 94234-7320  
(916) 657-2952

**EXPEDITE**

September 20, 2001

**REVISED NOTICE OF INTENT TO AWARD**

Toby Douglas  
San Mateo County Health Services  
222 W. 39<sup>th</sup> Avenue  
San Mateo, CA. 94403

Contract Number: 01-16158

Dear City or County Government Representative:

The Department of Health Services is pleased to announce that your county or city has been awarded a \$140,000 contract to provide outreach to enroll children in the Healthy Families and Medi-Cal Programs under funds available through the federal State Children's Health Insurance Program (SCHIP). Please submit this Notice of Intent to Award to your County Board of Supervisors or City Council to obtain a resolution authorizing this contract; contracts must be fully executed by the county or city as well as the State no later than November 30, 2001.

There are special federal requirements for these SCHIP funds. The following are the conditions for accepting and using the funds:

- Awards are subject to a 35 percent match with non-federal funds.
- The term of the contract will be 7/1/01 through 12/31/01; contractors will have the ability to invoice in arrears for approved outreach activities performed after July 1, 2001, upon the full execution of the contract, for activities not charged to any other fund source.
- Contracts must be fully executed by both the city or county and the State by 11/30/01.
- Final invoices must be submitted and received no later than 11/30/01 in order to process and pay all invoices no later than 12/31/01. Any invoices received after 11/30/01 will not be processed or paid.

Contract awards are contingent upon receipt of the Budget, Budget Justification, and Scope of Work (in the required format attached) no later than close of business Friday, September 21, 2001. The Scope of Work must identify both Healthy Families and Medi-Cal outreach efforts. Failure to submit these documents by this date will result in the contract

award being cancelled. An electronic version of the budget and scope of work forms can be sent to you upon request to: [mwilliams@dhs.ca.gov](mailto:mwilliams@dhs.ca.gov).

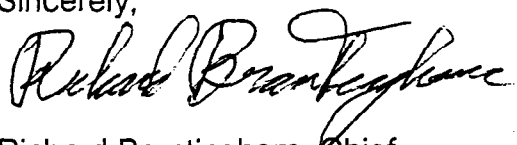
The Department has obtained the assistance of county and city staff in addition to state staff to help prepare the contracts. The following person has been designated as the lead person to coordinate the preparation of the contract. Please submit the budget, budget justification, and scope of work by mail and e-mail to:

Mitchell Williams  
Department of Health Services  
714 P Street, Room 500  
Sacramento, CA 95814  
[Mwilliams@dhs.ca.gov](mailto:Mwilliams@dhs.ca.gov)  
Phone Number: (916) 651-9701

Upon completion of the budget, budget justification and scope of work, the contract materials will be reviewed, prepared and then submitted to the State for processing. If the budget and scope of work are not in the requested format and/or do not follow the guidelines in the attached samples, you will be contacted and asked to resubmit the documents.

If you have any questions regarding this Notice of Intent to Award, please contact Sarah-Soto Taylor at (916) 657-3087.

Sincerely,



Richard Brantingham, Chief  
Education and Outreach Section  
Medi-Cal Eligibility Branch

Cc: Mitchell Williams

**COUNTY OF SAN MATEO  
APPROPRIATION TRANSFER REQUEST**

REQUEST NO.  
ATR2-028

DEPARTMENT Health Services - San Mateo Community Health Clinic DATE 10-15-01

**1. REQUEST TRANSFER OF APPROPRIATIONS AS LISTED BELOW:**

	C O D E S		AMOUNT	DESCRIPTION
	FUND OR ORG.	ACCOUNT		
From	68160	1957	140,000 00	All Other Federal Grants
To	68160	5856	130,000 00	Contract Special Program Services
	68160	5969	10,000 00	Other Special Dept Expense

**Justification. (Attach Memo if Necessary)** This ATR will appropriate funding to pay for the cost of consultants/ contracts and other services and supplies to increase education and information about Healthy Families and Medi-Cal within the County leading to a decrease in the number of uninsured. Funding will come from the California Dept. of Health Services 'State Children' Health Insurance Program(S-CHIP) Federal Funds. There is no change in Net County Cost.

DEPARTMENT HEAD  
BY: Margaret Taylor DATE 10/22/01

2.  Board Action Required  Four-Fifths Vote Required  Board Action Not Required  
Remarks:

COUNTY CONTROLLER  
BY: M. A. DATE 10-25-01

3.  Approve as Requested  Approve as Revised  Disapprove  
Remarks:

COUNTY MANAGER  
BY: \_\_\_\_\_ DATE \_\_\_\_\_

**DO NOT WRITE BELOW THIS LINE — FOR BOARD OF SUPERVISORS' USE ONLY**

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA  
RESOLUTION TRANSFERRING FUNDS

RESOLUTION NO. \_\_\_\_\_

RESOLVED, by the Board of Supervisors of the County of San Mateo, that

WHEREAS, the Department hereinabove named in the Request for Appropriation, Allotment or Transfer of Funds has requested the transfer of certain funds as described in said Request; and

WHEREAS, the County Controller has approved said Request as to accounting and available balances, and the County Manager has recommended the transfer of funds as set forth hereinabove:

NOW, THEREFORE, IT IS HEREBY ORDERED AND DETERMINED that the recommendations of the County Manager be approved and that the transfer of funds as set forth in said Request be effected.

Regularly passed and adopted this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

Ayes and in favor of said resolution:

Noes and against said resolution:

Supervisors: \_\_\_\_\_

Supervisors: \_\_\_\_\_

County of San Mateo  
 Health Services Agency

ATR/AER Form

Controller's ATR Number

Department: Health Services Agency  
 Division: San Mateo Community Health Clinic-Planning Grant

Type of Transaction:  ATR  AER  
 Status of Transaction:  One-Time  On-Going

Title: CHC-S-CHIP Funds for Healthy Families and Medi-Cal Marketing and Enrollment Campaign

Justification: This ATR will appropriate funding to pay for the cost of consultants/contracts and other services and supplies to increase education and information about Healthy Families and Medi-Cal within the County leading to a decrease in the number of uninsured. Funding will come from the California Dept. of Health Services 'State Children' Health Insurance Program(S-CHIP) Federal Funds. There is no change in Net County Cost.

TO BP: 68500BP Total: 140,000.00  
 FROM BP: 68500BP Total: 140,000.00  
 Net Change: 0.00

From/To	Sub Account	Account Description	Transfer Amt.
	68160 5856	Contract Special Program Services	130,000.00
	68160 5969	Other Special Dept Expense	10,000.00
Appropriation Total			140,000.00
68160	1957	All Other Federal Grants	140,000.00
Revenue Total			140,000.00
Net County Cost			0.00