



Engaging Business to Reach Kids

Connecting Kids to Coverage

November 1, 2011

Why Engage Business?

UWCA's Strategy



Advocacy :

- Garner support for expansion of children's coverage to all CA children.
- Educate and activate business leaders and employers about crisis of children's coverage
- Create advocates and influencers
- Neutralize opposition to covering all kids

Starting last year, our goals also include:

- Integrate education, outreach & enrollment into all United Ways do

Business we work with



- Large, medium AND Small
- Key sectors for outreach: agriculture, hospitality, retail, etc.
- Key opinion leaders: ask them for help reaching other business and advocating for kids

Know your goal and approach them from their place, not yours.



Goal: We want ACCESS to employees and/or customers

- Check any judgment at the door!
- Don't make them feel guilty they aren't providing coverage or paying more: they are paying market rate.
- Don't use "working poor"! Interpreted as finger pointing
- Put in their value frame: "Hardworking parents need just a little help raising their families"
- We want to insure kids, not win over advocates unless...
- Use terms they understand – NO jargon

What do businesses care about?



- Their bottom line!
 - Insured dependents helps bottom line
 - Workforce issues: decreased parent absenteeism, loyal employees
 - You are helping them offer “free” benefit
- Does health insurance make kids more healthy?
 - Coverage → access → healthy kids
- Prepared workforce
 - Healthy kids → school success → prepared future workforce
- Public Health
 - Healthy kids in schools, community. Prevention against flu, asthma, etc.

Businesses to target:



- Traditionally low-paying industries like ag, retail, hospitality
- Start with those you know
 - For UW, it's campaign companies
- Ask for referrals to other companies
- Companies laying off or closing doors – work with Chamber or local business council.
- Chambers – Run articles and free ads in newsletters
- Mom and pop businesses –reach door to door.

Actual Outreach



- If an HR department, work with them – best if they integrate with other benefit presentation. Train them, provide materials
- Provide payroll stuffers and fliers in employee lounges
- Presentations if possible
- Set up enrollment appointments off hours
- Articles in business newsletters i.e. Chambers

For customers of retail companies

- Fliers in bags
- Signs at register
- Printed bags.

Affordable Health Insurance for Children at NO Cost to Your Business



Healthy Kids of Santa Cruz County provides medical, dental, and vision insurance for uninsured children in low and middle income families

Employers...help us give your employees the tools they need to insure their children

Consider these facts:

- ✓ A family of 4 with an income of up to \$66,168 a year may qualify for affordable health insurance for their children.
- ✓ Families pay premiums of \$0 to \$24 dollars a month, per child, depending on their income levels.
- ✓ Immigration status does not matter for some programs.
- ✓ When employees have insured children, they miss less days of work due to a sick child

Are there parents in your company who might have children under the age of 19? **Tell them about the Healthy Kids program!**

Many working parents haven't heard about our program and yet they may be eligible to qualify if their children are uninsured.

For more information or to request a *free* presentation contact:

Alicia Fernandez
Health Outreach Coordinator
PHONE #
EMAIL
www.schealthykids.org



Flier insert for
Chamber
newsletter

CHAMBER OF COMMERCE ARTICLE – 2011:

Here in Santa Cruz County parents with uninsured children have options

Healthy Kids of Santa Cruz County was launched in 2004 by a broad coalition of healthcare providers and community leaders in order to provide comprehensive health insurance to local children. Currently nearly 2,000 children in Santa Cruz County are enrolled in the Healthy Kids Health Plan but, according to the 2008 Census, there are still about 5,000 children that remain uninsured... could they be children you know?

United Way of Santa Cruz County is working to ensure that all children have health coverage, but we need your help! We are asking employers to help us spread the word to the parents, grandparents and caregivers you employ. United Way can provide you with *free* handouts and/or a *free* informational presentation about how children can enroll into these programs.

Healthy Kids of Santa Cruz County links eligible children to three health plans; Medi-Cal, Healthy Families and Healthy Kids. Children qualify for one of these programs depending on their family's monthly income, family size, and child's age. A family of four can earn up to \$67,056 a year and pay premiums between \$0 to \$24 dollars per month per child. Premiums do not exceed \$72 dollars a month per family. All three programs provide children with essential medical, dental, and vision coverage. All parents with children under the age of 19 who are uninsured are encouraged to apply.

For more information contact

Alicia Fernandez
Health Outreach Supervisor
United Way of Santa Cruz County
PHONE
EMAIL
www.schealthykids.org

Article in
Chamber
Newsletter

Healthy Kids Take the Fright Out of Halloween!

Every parent wants to know their trick-or-treaters are healthy and safe so they can succeed in life.

Ghosts and goblins may be scary this Halloween, but with health insurance, an illness or a visit to the doctor won't be!



No-cost and low-cost children's health insurance is available now for kids 0-18!



☎ Call **2-1-1** to talk with a specialist about Medi-Cal & Healthy Families, or **1-877-KIDS-NOW**

☎ Apply online at www.healthapp.net

☎ Learn more about California's health coverage options for children at <http://finder.healthcare.gov>



Examples of Customer Outreach....and more

¡Tenga seguro de atención de salud para sus hijos hoy!



¡EL SEGURO DE ATENCIÓN DE SALUD PARA NIÑOS, DE BAJO COSTO Y SIN COSTO ESTÁ DISPONIBLE AHORA!

Sus hijos (en edades de 0 a 18 años) pueden tener la atención que necesitan para mantenerse saludables.

Es fácil:

- 1) Llame al 2-1-1 para conversar con un especialista acerca de Medi-Cal & Healthy Families, o al 1-877-KIDS-NOW
- 2) Solicite cobertura en línea en www.healthapp.net
- 3) Aprenda más acerca de las opciones de cobertura de salud de California para los niños en <http://finder.healthcare.gov>



IF they want more...



If they become interested in policy questions:

- Build simple strong economic case
- Importance of primary care for health and success in life
- Past and current success of CHIP and Medicaid.
- IF they care about it being right thing to do, that is a bonus!

**Remember: many small and large businesses would like to provide/offer coverage but can not because of market demands and demands for profitability.

For Questions or More Info:

Judy Darnell

Director of Public Policy

United Ways of California

jdarnell@unitedwaysca.org

877-355-8922 ext 2