

November 8, 1999

**MEMORANDUM TO CHRIS JENNINGS
JEANE LAMBREW
DEVORAH ADLER**

CC: Christine Stanek

FROM: Barbara Woolley

RE: CHIP Outreach

This is the final packet of commitments made by all supporters of CHIP outreach. It has since been passed on to HRSA.



American College of Emergency Physicians

To: Erica
Barbara Woolley

Fax: (202) 456-6218
(202) 456-2930

From: Laura Gore

Date: October 8, 1999

Pages: 2, including cover sheet.

Here is ACEP's blurb about CHIP. I'm sort of at a disadvantage, because I haven't been involved in promoting this program, and the people who are — are on their way to ACEP's annual meeting in Las Vegas. Our members (e.g., Dr. Al Sacchetti and Dr. John Brennan, especially) who have been involved in meetings and strategizing how to get the word out, also are on their way to Las Vegas. However, I did some research, and this is what I came up with.

American College of Emergency Physicians

The American College of Emergency Physicians (ACEP) has actively promoted the Children's Health Insurance Program through its more than 20,000 members in various ways including issuing a press release, posting information about the program on ACEP's website, and promoting the toll-free number through its state chapters. ACEP also has regularly updated its members on the program through its internal publications, and several ACEP Chapters have promoted CHIP extensively, especially Pennsylvania, New Jersey, and Florida.

Please call me if you need additional information.

fax

From the desk of...
Laura Gore

Public Relations Manager
American College of Emergency Physicians
1111 19th Street, NW #650
Washington, D.C. 20036

(202) 728-0610, ext. 3009

October 1999



American Dental Hygienists' Association
McDermott, Will & Emery
600 13th Street, N.W.
Washington, D.C. 20005-3096
(202) 756-8000

OFFICERS

Lisa B. Potter, RDH, President
Karia J. Girts, BSDH, RDH, President-Elect
E. Naber, RDH, Vice President
B. Meneses, RDH, BS, Treasurer
Verity P. Whitford, RDH, BS, Immediate Past President

TRUSTEES

Maige Jones-Bridges, RDH, District I
Susan Callahan Barnard, RDH, MS, District II
Irene Mary Connolly, RDH, MS, District III
O. Byrd, RDH, District IV
Barb Forrest, RDH, District V
Raychene Michaels, RDH, BS, District VI
Carrie D. Benson, RDH, District VII
Diann Bornkamp, RDH, BSDH, District VIII
Doris Baker, RDH, MA, District IX
Stephanie Bassenberger James, RDH, MS, District X
Mary Turner, RDH, MS, District XI
Gayle Chang, RDH, B.Ed., District XII

EXECUTIVE DIRECTOR

Stanley B. Peck

**ADHA Distributes 11,000 Free Toothbrushes With the
CHIP Tag Line and Toll-Free Number**

In August, the American Dental Hygienists' Association (ADHA) distributed 11,000 free toothbrushes provided by the John O. Butler Company to ADHA state constituents across the country. Each toothbrush was imprinted with the *Insure Kids Now* toll-free number and tag line. These toothbrushes are being distributed to school children in targeted areas across the country.

In other CHIP outreach and enrollment action, ADHA published information on the *Insure Kids Now* campaign including the toll-free number and tag line in the March 1999 edition of *Access* magazine. Featured was a tear-out flyer setting forth the toll-free number along with a sidebar providing background information urging dental hygienists to work to get kids the oral health benefits for which they are eligible. This magazine reaches 80,000 dental hygienists in each of the 50 states.

Information about the *Insure Kids Now* campaign was also made available to each of the registrants at ADHA's annual meeting in June.

ADHA will continue its efforts in partnership with the Administration to ensure that CHIP and Medicaid-eligible children receive the health insurance coverage to which they are entitled.

Enclosed are samples of the toothbrushes and a copy of the explanatory sidebar and the tear-out flyer that was featured in the March issue of *Access*.

For additional information contact ADHA's Washington Counsel Karen Sealander of McDermott, Will & Emery at 202-756-8024.

Enclosures

Let's Work Together To Get Kids The Oral Health Benefits For Which They Are Eligible

The Balanced Budget Act of 1997 created a new state Children's Health Insurance Program (CHIP). Like the Medicaid program, CHIP is designed to provide health insurance coverage to uninsured disadvantaged children. The Medicaid program and the vast majority of state CHIP initiatives include oral health coverage. However, an enormous number of children are eligible for but are not enrolled in these programs.

The White House is embarking upon a major outreach effort and has asked ADHA to participate. Below is a tear-out flyer that gives consumers the toll-free number (1-877-KIDS-NOW) for CHIP and Medicaid enrollment information and urges parents to "insure kids now." Although it is a national number, calls are automatically routed—based on the state from which the call

is placed—to that state's agency responsible for enrolling children in Medicaid and CHIP.

We urge that you tear out this announcement and utilize it in publications, flyers, or brochures, or distribute it to community health centers, schools, or any other place where disadvantaged children and their parents might see it and be able to take a copy.

Coordinate your activities with your state dental hygiene association and/or your local dental hygiene component. Feel free to put the flyer in your publications or on your letterhead. Let's all work together so as many children as possible benefit from the oral health coverage in Medicaid and CHIP.

Call Jan Starr (1-800-243-ADHA, ext. 8942) in governmental affairs with any questions.

Insure Kids Now

✱ ✪ ✱ ✪ ✱ ✪ ✱

1-877-KIDS-NOW

You love your children and work hard to help them grow up strong and healthy. But like many parents, you haven't been able to give them health insurance. Now you can do something about it because there's a new nationwide effort called INSURE KIDS NOW. Call our toll-free number. Don't let your kids go another day without health coverage.

**Low-cost or free health insurance for kids
is here now.**

American Hospital Association Medicaid/CHIP Outreach Activities

- **National "Back to School" Campaign sponsored by public/private partnership.** The American Hospital Association partnered with the United Way of America and eight other nationally based private sector organizations and three federal agencies for a two-week campaign enroll kids in CHIP and Medicaid. The campaign, scheduled for September 19 – October 2, involved over 25 communities across the country
- **Insure Kids Now September 25 sign-up Day at D.C. Metropolitan Area McDonalds**
The American Hospital Association partnered with WJLA-TV, HCFA March of Dimes and McDonald's for a Medicaid/CHIP sign-up day on Saturday, September 25. Sixteen area McDonalds from D.C., MD. VA., WV hosted Medicaid/CHIP enrollment and outreach activities with over 2000 individuals and families receiving information on how to enroll. In total 330 McDonald's restaurants participated in the information campaign. Sponsored TV ads ran for the month of September with callers directed to a toll-free number. Over 1,000 calls were received. WJLA-TV hosted a phone bank and 200 calls were received during the 90-minute news program.
- **Insure Kids Now Posters** Insure Kids Now posters are going out to every hospital (over 5,000) during the month of October to celebrate national child health month over. The poster has the national toll-free number that callers can dial from anywhere in the country. Callers are routed to their local state program.

American Hospital Association

**Contact: Molly Collins, Senior Associate
Director for Policy**

202-626-2326

202-626-4626(fax)

e-mail collins@aha.org

10/6/99



SpanglerT@ADA.ORG

10/06/99 05:02:00 PM

Record Type: Record

To: Barbara D. Woolley@eop

cc:

Subject: CHIP Activities

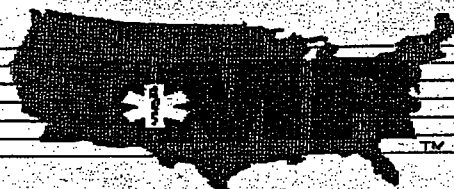
Barbara: In response to your fax on CHIP outreach activities -- the American Dental Association has done the following:

"White House Creates National Toll-free Number for CHIP" was the headline for a page one article in the member-wide circulation ADA News on March 8, 1999.

At a later date, under a headline "Medicaid and Kids", the CHIP story ran as a special state report in the ADA monthly, State Legislative Report, and referenced the March 8 ADA News article.

It ran at least twice on the ADA ONLINE (the ADA's web site) in March and September.

In each instance the toll-free number was listed.

**AMERICAN MEDICAL RESPONSE****MEMORANDUM**

DATE: October 8, 1999

TO: Barbara Woolley

FROM: Steve Murphy *sm*

SUBJECT: CHIP Update

Barbara,

American Medical Response has conducted EMS oriented community awareness days around the country, several of which have included promotional information on the CHIP program. We have developed a customized CHIP logo that will include the national 1-877-KIDS-NOW for use on our various community outreach materials throughout the country. We are in the process of developing a standardized flyer for national distribution to our operating locations for their use as envelope stuffers, give-aways, etc.

Steve

Future Contact Information –

Steve Murphy
Vice President, Government Relations
2821 S. Parker Road, Tenth Floor
Aurora, CO 80014
Office: 303/614-8536
Fax: 303/614-8502
E-mail: steve_murphy@amr-corp.com

Hi, Erica –

Here are some sentences about what America's Promise has been doing to connect uninsured children with health coverage through Medicaid or state children's health insurance programs. Hope it's helpful. Please feel free to call if you have any questions. 703/535-3818

Donna Langill

Children's Health Consultant / Healthy Start Advisor to America's Promise

Fulfilling the Healthy Start Promise and connecting kids to free and low-cost health coverage. – Since the enactment of the State Children's Health Insurance Program (CHIP) in 1997, America's Promise has been committed to the enrollment of uninsured children into state Medicaid and new children's health insurance programs. America's Promise is working with federal officials, the National Governors' Association and other national organizations to increase awareness of the ***Insure Kids Now*** campaign and the toll-free information line **1-877-KIDSNOW**. America's Promise has used a number of communications vehicles to promote free and low-cost coverage for children, including the *America's Promise Bulletin*, distributed to more than 5,000 individuals and organizations nationwide and its web site www.americaspromise.org which receives more than 700,000 hits a month.



BlueCr BlueShield
A ciation

An Association of
Independent Blue Cr
and Blue Shield Plans

1310 G. Street, N.W.
Washington, D.C. 20005
Telephone 202.626.4780
Fax 202.626.8654

News Release

FOR IMMEDIATE RELEASE
October 19, 1999

CONTACT: Bill Pierce
202.626.4818
william.pierce@wro.bcbsa.com

CONFIDENTIALITY COSTS DWARF COSTS OF MAJOR HEALTH PROGRAMS, REPORT SAYS

BCBSA Study Finds 5-Year Price Tag Is At Least \$43 Billion

(WASHINGTON) — Blue Cross and Blue Shield Plans “believe in privacy, not paperwork.” Requirements in confidentiality proposals will harmfully interfere with communications critical to the doctor-patient relationship, costing doctors, hospitals, insurers, and ultimately consumers billions of dollars per year, according to a new study funded by the Blue Cross and Blue Shield Association (BCBSA). The study estimates the cost of implementing the current confidentiality proposals at \$43 billion over five years.

This \$43 billion cost is higher than the cost of major health care programs and proposals, including the Children’s Health Insurance Program (\$24 billion), a Medicare prescription drug benefit (\$37 billion), a small business tax credit for low-wage workers (\$4.4 billion), and an acceleration of 100 percent tax deductibility for the self-employed (\$3 billion).

(more)

Cost of Confidentiality Dwarfs Other Health Costs/Add One

"Confidentiality proposals currently being developed in Washington would threaten the quality of patient care; create a bureaucratic nightmare for patients, doctors and hospitals; and increase the cost of insurance coverage — thus increasing the number of uninsured," said Mary Nell Lehnhard, senior vice president in BCBSA's Office of Policy and Representation.

"Think about it: The same government that brought us the tax code is now developing the privacy code," Lehnhard warned.

The study, conducted by the management consulting firm Robert E. Nolan Company Inc., analyzed the impact of common confidentiality provisions on key sectors of the health care industry, including doctors, hospitals and health plans. The major provisions examined in the study include new mandates for authorizations to use patient information; the right to inspect, copy and amend all information; and rules for tracking disclosures of information within and among providers of health care. The final cost of the proposals likely would be even higher than the study estimates because the study authors did not estimate the cost of all provisions and the cost impact on all those affected.

"We believe all subscribers and patients should have the peace of mind that comes with knowing your personal records are secure," Lehnhard said. "We are outraged when breeches of this trust occur. Therefore, this debate is not about *if* privacy should be assured, but *how* it is assured."

(more)

Cost of Confidentiality Dwarfs Other Health Costs/Add Two

"While we believe that privacy protection is important, we do not believe it must be *unduly complicated as to put quality at risk*," added Allan Korn, MD, BCBSA senior vice president for clinical affairs and chief medical officer. "New so-called 'privacy rules' would cause physicians to err on the side of providing too little information as they discuss patient needs. This interference would result in less timely, less accurate and less complete information for doctors to use in patient assessment, and would compromise patient health."

The paperwork would be paralyzing. A new document would have to be created every time an independent physician discussed a patient; every time a physician with hospital privileges obtained EKG or lab data; or every time a physician filed a document. Each of these routine transactions would be included in a tracking report according to Washington's specifications.

"The cost of just some of these rules would result in an additional \$43 billion in spending on health care — *more* than we spent on the Children's Health Insurance Program, *more* than the cost of providing prescription drugs for the elderly Medicare population," Lehnhard continued. "But the \$43 billion we'll spend implementing overly complex privacy rules will not buy a single new benefit or any additional health care services — instead, it will be spent simply on paperwork and administrative computer changes."

(more)

Cost of Confidentiality Dwarfs Other Health Costs/Add Three

The specific costs associated with the major categories are:

- \$1.9 billion for authorizations;
- \$4.0 billion for inspection, copy and amendment;
- \$9.1 billion for tracking and disclosure;
- \$23.4 billion for infrastructure changes;
- \$4.4 billion in added medical cost from reduced medical management.

Lehnhard concluded, "We are calling on Washington today to work with the health care community to develop real protections that do not threaten the timeliness and quality of patient care, and increase the cost of insurance coverage at a time when the number of uninsured continue to rise. Practical, common sense privacy protections — that's what our customers want, and that's what we want to provide."

BCBSA is a federation of independent, locally based Blue Cross and Blue Shield companies collectively serving more than 73 million — one in four — Americans. For more information about BCBSA, visit www.bluecares.com.

#

Burson-Marsteller

1801 K Street, N.W.
Suite 1000-L
Washington, D.C. 20006-1301
202.530.0400
FAX 202.530.4500
www.bm.com

October 7, 1999

Ms. Barbara Woolley
Special Assistant to the President
Office of Public Liaison
The White House
1600 Pennsylvania Ave
Washington, DC

Dear Ms. Woolley:

Thank you for the opportunity to present the activities and efforts undertaken by Wyeth-Lederle Vaccines on behalf of the Children's Health Insurance Program (CHIP).
Wyeth's efforts, some of which you may recall, include:

- *Formation of the CHIP Working Group* – We have assembled representatives of some of the nation's top children's health advocacy groups -- including the American Academy of Pediatrics, Healthy Mothers, Healthy Babies, the National Education Association, and the Children's Defense Fund -- to discuss ways to help ensure CHIP's success. This group of dedicated advocates has already led to some tangible results, including the First National Children's Health Survey and a CHIP Outreach Tool Kit designed to help community-based organizations communicate CHIP-messages to parents.
- *The First National Children's Health Survey* – Researchers affiliated with NYU's Wagner School of Public Service and Wirthlin Worldwide last year conducted a survey underwritten by Wyeth that sought to evaluate children's health priorities, assess awareness and opinions of CHIP, and test the effectiveness of current outreach efforts. This survey of parents, pediatricians, and advocates yielded several interesting results including that only 17 percent of parents surveyed said they were aware of the program. We have used this data as the basis for our work to enhance CHIP outreach activities.
- *The CHIP Communications Handbook* – Flowing, in part, from the findings of the First National Children's Survey and in collaboration with the CHIP Working Group, the CHIP Communications Handbook has been created. This Handbook will help local advocates and outreach workers have a more positive impact in their CHIP awareness and enrollment initiatives. Completed earlier this year, the Handbooks includes sections on "best practices", important assessment tools to better evaluate current communications strategies, various advocacy materials, and a concise resource directory.

CHIP Efforts, Page Two

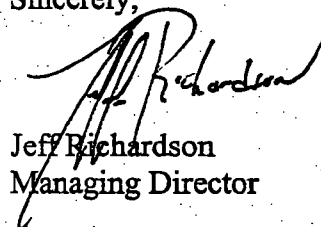
- *Beyond Enrollment: Are SCHIP Plans Linking Children to Quality Health Care?*
This report, supported by a research and educational grant from Wyeth-Lederle, was co-authored by Jack A. Meyer, President of the Washington, DC-based New Directions for Policy (NDP), and his colleague Nancy S. Bagby. Reviewing the then-19 state CHIP plans submitted to HCFA, the report was among the first to point out the vital importance of both the availability of care and the need to ensure that parents are actually *accessing* the care after they have enrolled.

We are very pleased to have collaborated over past year or so with the following key group of national children's supporters: American Nurses Association, Association of State and Territorial Health Officials, Children's Defense Fund, Delta Sigma Theta Sorority, Inc., Every Child By Two, Hope for Kids, National Assembly of National Voluntary Health and Social Welfare Organizations, National Council of La Raza, National Education Association/Health Information Network, National Health Council, and the National Healthy Mothers, Healthy Babies Coalition.

So as you can see, CHIP has been a priority issue for Wyeth-Lederle Vaccines. Working together to advance CHIP -- physicians, advocacy organizations, federal, state, and local governments, and private sector companies -- we can accomplish so much more for our nation's children.

Thank you.

Sincerely,



Jeff Richardson
Managing Director

Fax Attachments

● Maureen T. Shea

10/07/99 05:19:41 PM

Record Type: Record

To: Barbara D. Woolley/WHO/EOP@EOP

cc:

Subject: Re: chip 

Catholic Charities USA

Contact: Lisa Smith 703-549-1390 X160

As promised: A major drive with seven Catholic Hospital systems and their 1,500 local Catholic Charities, including advocacy handbooks and awareness kits sent to each for their use in spreading the word both within their own systems and in their communities. Also did trainings in eight states with Catholic Charities staff.

Evangelical Lutheran Church in America/ Division of Church and Society

Contact: Sally Camp 804-355-9185

As promised: Have on website with link, included in article on women and children in poverty as well as in children's initiative booklet distributed to their 11,000 congregations

National Council of Catholic Women

Contact: Annette Kane 682-0334 X105

As promised: Included in magazine which reaches 11,000 nationwide.

National Council of Churches of Christ

Contact: Mary Cooper 544-2350

As promised: Distributed information to their 33 members communications representing 52 million US Christians

United Methodist Church - General Board of Church and Society

As promised: Distributed to their 700 members nationwide and include in workshops.

NETWORK

Contact: Sister Kathy Thornton 547-5556 X15

As promised: Distributed in their magazine which reaches 10,000 nationwide.

Woman's Missionary Union - 205 991 4091 - Trudy Johnson

As promised: Distributed to their leadership of 300 nationwide.

205-995-4846 - Fax

The Children's Defense Fund is engaged in numerous outreach and enrollment activities in states where we have CDF offices - California, Mississippi, Minnesota, New York, Ohio and Texas.

In California, we have worked with community-based organizations throughout the state to create linkages where information on ideas and best practices can be shared between communities on Healthy Families and Medi-CAL outreach. We have also been successful in informing policy makers on the state level as to what is working with the programs and what needs to be fixed (long waits on toll free lines, community-based organizations not getting their application assitor checks from the state, and other problems that have arisen).

In Minnesota we are the lead agency for the Robert Wood Johnson Covering Kids grant. We are overseeing three pilot projects through this grant - one is through the parent walk in center in Minneapolis public schools.

In New York we have piloted two major outreach projects. One is a partnership that includes CDF-NY, Martha Stewart Living Omnimedia, and the Kmart Corporation which launched a three month campaign in early September in New York, New Jersey, and Connecticut that provides information to families needing health insurance for their children. Our goal is to ensure all eligible families learn about and enroll their children in the State Child Health Insurance Program. "Child Health Now!" features in-store informal displays and a public service media campaign by Martha Stewart. As part of this effort health fairs will be held at over 100 stores in the tri-state area over the three month campaign.

The second pilot is the Student Outreach Project (SHOUT). This project was launched last spring at Columbia University to train students to be application assitors and pair them with local community-based organizations that work with eligible families. This semester CDF is working to expand the program to 10 campuses throughout the country, as well as expanding our work in the New York area to Medical Schools. In the Spring of 1999 we also held a one day training for community-based organizations and area colleges on SHOUT and community based involvement in outreach and enrollment efforts in New York City.

HOPE for Kids 1999 Program Summary

Accomplishments in 1999

HOPE for Kids, a program of HOPE *worldwide*, has provided health education outreach to 1,164,784 children in 107 cities across 38 states this year. Activities include health fairs, door-to-door outreach campaigns, mentoring and training classes, and arts and entertainment programs. Areas of health education include immunizations, lead poison prevention, HIV/AIDS, asthma, hypertension, diabetes, and children's health insurance. In fact, HOPE for Kids volunteers have educated the families of 138,570 uninsured children and helped to enroll 6,758 of them. HOPE for Kids partners with hundreds of agencies and organizations across the nation to provide proper health insurance applications for Medicaid or CHIP. Through a grant from the Corporation for National Service, HOPE for Kids has hired AmeriCorps Fellows in eight selected cities (Chicago, Dallas, New York City, Miami, Los Angeles, Philadelphia, Boston and San Francisco). These AmeriCorps Fellows follow up with uninsured children and assist them in completing their Medicaid or Children's Health Insurance applications.

At the Presidents' Summit for America's Future in 1997, HOPE for Kids pledged that 150,000 volunteers would work 1 million volunteer hours to affect 3 million children with health education information in 100 cities by the end of the year 2000. This year HOPE for Kids has already surpassed these goals.

Future Activities

Each December, all HOPE for Kids programs nationwide participate in a Holiday Toy Drive to provide toys for disadvantaged inner-city children. In 1998, more than 89,000 children received gifts through our program. This year is expected to be even greater.

Challenges Encountered

HOPE for Kids has been very successful in its efforts to reach needy and uninsured children. However, we have faced several challenges in accomplishing our goals, including the following:

- Many families do not have an adequate understanding of what health insurance is available to them.
- Families believe that if they are taken off welfare they do not qualify for Medicaid or CHIP.
- In some states the Medicaid and CHIP applications are still too lengthy and some families give up before completing the application.
- More funding support should be given to assist organizations like HOPE for Kids with outreach, education, enrollment and follow up.

**HOPE for Kids
Outreach Results
January 1 - September 30, 1999**

<u>Region Totals</u>	<u>Total Children Affected</u>	<u>Uninsured Children Affected</u>	<u># Children Who Applied for Medical/CHIP</u>
Central US Region	198,168	22,237	111
East Coast Region	415,156	35,750	2,624
Gulf Coast Region	61,856	6,885	3,333
Los Angeles Region	113,234	32,778	91
Mid Atlantic Region	135,430	10,600	564
New England Region	43,144	3,534	0
Northwest Region	19,885	1,552	0
Pacific Rim Region	52,788	1,538	28
Southwest Region	125,125	21,496	7
National Totals:	<u>1,164,784</u>	<u>138,570</u>	<u>6,758</u>



KIDS' KORNER GIFT SHOPPES®

A Division of Gift Shops International, Inc.

2705 - 185th Ave. East

Sumner, WA 98390

1-800-KIDS-NOW

(253) 826-0015 FAX 253-891-4112

e-mail KIDSKORNERUSA@WORLDNET.ATT.NET

WEB SITE <http://www.kidskornerusa.com>

FAX TO: ERICA
CHIPS PROGRAM

FAX: 202-456-6218

DATE: Ocrtober 11, 1999

RE: PHONE CALLS RE-DIRECTED

Erica:

As per our telephone conversation I am confirming the following:

During the past seven months Kids' Korner Gift Shoppes®, suppliers of gifts for in-school gift shops and owners of 1-800-KIDS-NOW and 1-888-KIDS-NOW, have redirected over 15,000 calls to the CHIPS 1-877-KIDS-NOW number. We would like to thank AT&T for their assistance for giving us credit for many of these calls.



Dale J. Apley, Jr.
Divisional Vice President
Public Policy

Kmart Corporation
Resource Center
3100 West Big Beaver Road
Troy Mi 48084-3163
248 643 1623
Fax 248 643 5513
dapley@kmart.com

October 6, 1999

Ms. Barbara Wooley
Office of Public Liaison
The White House

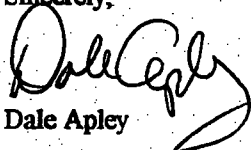
Dear Barbara:

Per your request, the following is a list of several programs Kmart Corporation has implemented in support of the Insure Kids Now campaign.

- Insure Kids Now brochures distributed through all Kmart Pharmacies nationwide (attached)
- Public Service Announcements aired in all Kmart locations. September – December
- Insure Kids Now message printed on checkout bags. September (attached)
- Tri-State Focus launched in September with March of Dimes and Children's Defense Fund in New York, New Jersey and Connecticut. Included in this effort are 50 in-store health fairs, which will provide answers regarding the program to interested parents. September 15 – November 8 (in store materials and press kit attached)
- Article in our internal Kmart Headliners newsletter that is distributed to all associates.

It's our pleasure to help spread the word about this important program. If you need additional information, please contact Cathy Polley, Director Pharmacy Government and Trade Relations at (248) 643-1262.

Sincerely,


Dale Apley

cc: Cathy Polley

March of Dimes SCHIP and Medicaid Outreach Activities

1. The March of Dimes promoted SCHIP and Medicaid and the Insure Kids Now toll-free phone number during WalkAmerica, the Foundation's largest fundraising event that takes place during early spring. Banners advertising the toll-free hotline were displayed at over 1000 WalkAmerica sites across the country, reaching the more than 1 million volunteers, 20,000 corporate donors, and radio and television audiences in every major media market (*photos attached*). The Foundation continues to display the Insure Kids Now banners during other organization activities, including education forums and legislative events.
2. On October 23, 1999, the March of Dimes will hold an in-store outreach and enrollment event at Kmart stores across the nation. During this special "Volunteer Days" grassroots initiative, March of Dimes volunteers, including members of our college-age Youth Council, will help families apply for coverage under SCHIP and Medicaid. (The participation of our college and high school age volunteers is, in part, an initiative designed to meet the Foundation's America's Promise commitment to step up involvement of youth in our high-priority national initiatives). The Foundation has also implemented an ongoing SCHIP/Medicaid promotion in Kmart's 1,200 in-store pharmacies. Flyers are available at the pharmacies and distributed with all prescriptions (*copy attached*).
3. The March of Dimes' Board of Trustees has designated implementation of SCHIP and Medicaid expansions as one of three mission priorities for 1999 and 2000. Accordingly, March of Dimes chapters in every state are engaging in a variety of activities to promote SCHIP and Medicaid, ranging from serving on state committees that devise outreach strategies (Illinois), to outreach efforts targeted to segments of the population often overlooked in broad mass media campaigns (e.g. South Carolina chapters have used their connections to the Hispanic community to conduct targeted outreach).
4. During the past 10 months, the seven March of Dimes chapters in Texas held 17 educational forums for policymakers, business leaders, parents, health professionals and community activists across the state. These forums were designed to promote awareness of the SCHIP program while Phase I of the Texas SCHIP program was being implemented and while debate over Phase II was taking place in the Legislature.
5. The March of Dimes has made use of its extensive direct mail network to promote children's health coverage. In particular, SCHIP was featured in a direct mail newsletter sent to over 1.5 million individual donors and through local chapter and WalkAmerica newsletters which are sent to an additional 500,000 volunteers and corporate supporters (*copy attached*).
6. The Foundation has engaged in back-to-school outreach activities in conjunction with the Department of Justice and other national partners in the "Back to School Campaign." The March of Dimes has promoted Medicaid and SCHIP and has

distributed application materials at various school-based outreach events in communities across the country, including Atlanta, Chicago and Washington, D.C.

7. The March of Dimes has funded and helped implement a television advertising campaign that began airing in the Washington, D.C. metropolitan area on October 7, 1998, as part of "National Child Health Month." The ads ran again in September 1999 in conjunction with March of Dimes SCHIP and Medicaid outreach events at McDonald's restaurants in the D.C. metropolitan area. The March of Dimes collaborated with the Health Care Financing Administration; the American Hospital Association; McDonald's; Safeway Food Stores; and WJLA-TV, the Washington, DC area ABC network affiliate, to carry out this campaign.



Contact: Kyle Good
Children's Defense Fund-NY
(212) 697-2323, ext. 105

-or-

Laura Mahle
Kmart Corporation
(248) 643-1650

**CHILDREN'S DEFENSE FUND LAUNCHES CHILD HEALTH
INSURANCE ENROLLMENT CAMPAIGN IN TRI-STATE REGION**

Martha Stewart Living Omnimedia and Kmart Corporation

jointly sponsor Child Health Now! outreach program

TROY, Mich., Sept. 8, 1999 — Children's Defense Fund, Martha Stewart Living Omnimedia and Kmart Corporation today launched a three-month public awareness and enrollment campaign to provide families with valuable information and help in obtaining free or low-cost health insurance for their children. Outreach efforts focus on the tri-state region of New York, New Jersey and Connecticut, where more than 1 million uninsured children reside.

As developed by the Children's Defense Fund (CDF), the Child Health Now! campaign presents families with opportunities to learn more about government-sponsored child health insurance programs in the tri-state region. Martha Stewart and Kmart are lending their support by creating and coordinating multimedia public service announcements, a Web site (www.childhealthnow.org), special in-store displays, mass distribution of print materials and mobilization drives. The campaign officially begins Sept. 15 and will continue through mid-November.

-more-

A PARTNERSHIP OF CHILDREN'S DEFENSE FUND, MARTHA STEWART LIVING OMNIMEDIA AND KMART CORPORATION

420 Lexington Avenue, Suite 655, New York, NY 10170
Tel: 212-697-2323 Fax: 212-697-0566 www.childhealthnow.org

Child Health Now! Launches in Tri-state Region / pg.2

"More than 11 million children in this country have no health insurance, and nine out of 10 live in families where at least one parent is working," said Marian Wright Edelman, founder and president of the Children's Defense Fund. "Together with Martha Stewart Living Omnimedia and Kmart Corporation, we can inform these hardworking parents about free or low-cost health insurance for their children, and we can help them with the enrollment process. Our goal is to provide a healthy start in life for all of America's children."

"It is very distressing when parents, many of whom work, cannot afford the high cost of health insurance," said Martha Stewart, chairman and ceo of Martha Stewart Living Omnimedia. "Our hope is that families will use the information we are providing and seek the health coverage that they and their children require and deserve."

The Child Health Now! sponsors, in collaboration with Working Class, an award-winning New York-based advertising agency, have developed a multimedia advertising campaign that features Martha Stewart delivering an informational message of awareness. The television, radio and print ads highlight a nationwide hotline—1-877-KIDS NOW—that puts callers in touch with local enrollment organizations.

"Kmart cares deeply about America's children and families. Through Child Health Now! we hope to provide our shoppers in New York, New Jersey and Connecticut with valuable information that can benefit the health of their children," said Andy Giancamilli, president and general merchandise manager, U.S. Kmart.

On a national level, Kmart Corporation is the only retailer that has joined with the White House and the National Governors Association to educate families about children's health insurance. Beyond promoting the national hotline, Kmart stores in the tri-state region are getting involved by broadcasting radio announcements narrated by Martha Stewart, featuring displays throughout their stores and distributing customer information about the availability of free or low-cost health insurance for children.

-more-

Child Health Now! Launches in Tri-state Region / pg.3

Select Kmart stores will host Child Health Now! health fairs, during which representatives from community-based organizations will talk with parents about the enrollment process and help them get started. In addition, Kmart will reward families who attend the fairs with a \$5 savings incentive upon completion of each enrollment.

The Child Health Now! enrollment process will be administered by community-based organizations in the tri-state area such as the Husky program and the Children's Health Council in Connecticut, the NJ Kid Care and the Association for Children of New Jersey, and many organizations in New York.

The federally funded State Child Health Insurance Program allocates \$48 billion to states over 10 years to provide health insurance to low-income uninsured children. New York, New Jersey and Connecticut combined receive \$380 million annually. Although eligibility and benefits vary from state to state, most states cover children through age 18 and provide benefits to uninsured children in working families earning up to approximately \$38,000 for a family of four. Coverage includes regular checkups, vaccinations, prescription drugs, emergency care and more.

"The collective reach of this unique partnership will help provide health insurance and care to many of our nation's children," said Sharon Patrick, president of Martha Stewart Living Omnimedia. "We hope that our campaign encourages uninsured families to enroll and enlists additional support from America's corporate sector for the Child Health Now! program."

Children's Defense Fund exists to provide a strong and effective voice for all the children of America, who cannot vote, lobby or speak for themselves. The mission of the Children's Defense Fund is to Leave No Child Behind, and to ensure every child a Healthy Start, a Head Start, a Fair Start, a Safe Start and a Moral Start in life and successful passage to adulthood with the help of caring families and communities.

###



pschneider@nacds.org
10/08/99 08:23:40 AM

CHIP

Record Type: Record

To: Barbara D. Woolley/WHO/EOP

cc:

Subject: Re: CHIP

Thanks again for helping the tour at 11 a.m. today. My friends are M/M Mark Dorian and their three children...Hanna, Emily and Sarah. They have been instructed to be at the water fountain by the East visitors gate and to await someone calling their name.

NACDS in Partnership with Johnson & Johnson distributed over 35,000 posters to chain pharmacies across the United states displaying information about the CHIP program, and posted the general referral number for enrollment information. Pharmacists also were given background information to help answer questions from the public. Additionally, chain pharmacies with other healthcare groups have launched focused campaigns in selected states to increase awareness of the program. (a campaign currently is underway in Virginia).

Noted as
National Assn of Chain
Drug stores

Brad Angevine
05/12/99 09:36 AM

To: woolley_b@a1eop.gov
cc:

Subject: Children's Health Insurance Program

Barbara,

It was great talking to you yesterday regarding the Children's Health Insurance Program (CHIPS).

I wanted to summarize for you the Public Service effort that we will be implementing to drive communication of the CHIPS initiative in the New York City Area:

have printed
>Containers Included: We will be printing the CHIPS toll-free number on the following Parmalat fresh milk containers:

- * Half-gallon gable-top cartons (Whole Milk, 2%, 1%, and Fat Free)
- * Quart gable-top cartons (Whole Milk, 2%, 1%, and Fat Free)

> Quantity: We sell in excess of 2.5 million containers in these sizes per month.

>Distribution: We distribute throughout New York City (Manhattan, Queens, Brooklyn, the Bronx, and Staten Island), Long Island, Westchester County, and parts of New Jersey and Connecticut

began
>Timing: We will begin producing containers with the toll-free number beginning on June 7, 1999.

over 10 million distributed, to date

We believe that our program will improve awareness of the CHIPS Initiative throughout the New York Metropolitan area, and among target households, given our broad distribution in New York City.

We also strongly believe that a press conference or other announcement of the program by the White House will further publicize this program.

We are excited and proud to be involved with this effort. Feel free to contact me with any questions or comments regarding our effort. I look forward to hearing back from you soon regarding a potential press conference.

Sincerely,

Brad Angevine

Brad Angevine
Vice President of Marketing
Parmalat USA Corporation, Inc.

Corporate Office Address:
Parmalat USA Corp., Inc.
400 Frank W. Burr Blvd.
Teaneck, NJ 07666

Ph: (201)836-5900 x254

P.S. We would gratefully appreciate a mention in the president's speech. I believe it would increase the publicity of the program!

U.S. Pharmaceuticals
Pfizer Inc
235 East 42nd Street
New York, NY 10017-5755
Tel 212 573 3489 Fax 212 309 4881



Pediatric Health
Committed to Kids



Randall E. Kaye, MD
Director—Team Leader
Pediatric Health Team

October 7, 1999

Barbara Woolley
Special Assistant to the President
The White House
Office of Public Liaison
1600 Pennsylvania Avenue
Washington DC 20007

Dear Ms. Woolley:

Pfizer Pediatric Health promoted the "Kids-Now" hotline by placing it on the back cover of our PDR Pediatric Resource Guide, 1999 edition. We are distributing 25,000 guides to pediatricians' offices around the country. Additionally in collaboration with Kmart we have distributed the guide for use in all of their pharmacies.

Regards,

A handwritten signature in dark ink, appearing to read "Randall Kaye".

Randall Kaye, M.D.
Director, Team Leader

REK/jb

Laura Efurd

10/08/99 02:58:37 PM

Record Type: Record

To: Barbara D. Woolley/WHO/EOP@EOP
cc:
bcc:
Subject: Re: chip 

Here's what I have so far:

Public Education Network
Arnold Fege
628-7460

Has provided Insure Kids Now to the 2000 members participating in their listserve; the Insure Kids Now toll free number is displayed on their website; sent information on Insure Kids Now to the Participants in the Comprehensive School Health Initiative; and sent Insure Kids Now information to 45 local education funds which represent 5 million children primarily in urban and disadvantaged school districts.

On ideas -- Arnie suggests another gathering of groups at the White House to reinvigorate effort. Concerned that there is an additional 1 million children uninsured. Need to have a sustained effort on this. Very willing to participate.

Still waiting to hear from National Collaboration on Youth & trying to locate National Child Care Association contact.
Barbara D. Woolley

 Barbara D. Woolley
10/05/99 05:30:46 PM

Record Type: Record

To: Jackson T. Dunn/WHO/EOP@EOP, Maureen T. Shea/WHO/EOP@EOP, Deborah B. Mohile/WHO/EOP@EOP, Laura Efurd/WHO/EOP@EOP
cc: Christine A. Stanek/WHO/EOP@EOP
Subject: Re: chip

next week, tuesday, the president will speak to the American Academy of Pediatrics on Children's Health Insurance. We are trying to get an update on what the groups did. I have put in your mailbox/chair the groups commitments made 6 months ago. Can you call the group and ask for the following information per devorah adler's email. If they have any visuals, please get copies. I would also like to put together a list of contacts, so please forward name, org and phone number. With the long weekend, we will need the information due thursday, oct. 7. Thanks. Any questions, call me.



SAFeway INC.

4551 FORBES BLVD.
LANHAM, MD 20706-4344

October 8, 1999

Ms. Barbara Wooley
White House
Washington, DC

Dear Barbara:

As you requested, here is a summary of the ways that Safeway Food & Drug cooperated with the children's health initiative to spread the word on the availability of low-cost or free health insurance for kids.

In addition to the "Insure Kids Now" campaign materials, Safeway's Eastern Division also participated with a local campaign promoted on WJLA-TV Channel 7 in Washington, DC. We ran ads on three separate occasions (see copy attached) in our Savings Guide, which, at the time, was mailed to approximately 2.3 million households in the Washington-Baltimore area each month (so that's 3 x 2.3 or 6.9 million households).

The artwork we received for "Insure Kids Now" was not the appropriate dimensions for our paper bags, so at my cost I had it redesigned by a graphics firm and duplicated for six of our divisions. Here is what they're doing:

Eastern Division	Metropolitan areas of Washington, D.C. and Baltimore, MD (125 stores) 1.6 million bags during November and December 1999
Phoenix Division	State of Arizona and one store in New Mexico (85 stores) 3.2 million bags during March 2000
Nor Cal Division	Northern California, Nevada, Hawaii (242 stores) 1.2 million bags during December 1999
Denver Division	Colorado, South Dakota, Nebraska, Wyoming, New Mexico (121 stores) 500,000 bags in November
Portland Division	Oregon and Washington (106 stores) 2.6 million bags in November
Total	13 states (plus DC), 679 stores and 9.1 million bags

I hope this is what you need for your summary.

Sincerely,

Gregory A. TenEyck
Director of Public Affairs

Update on the Schering-Plough Corporation's Efforts to Promote CHIP-NJ KidCare

- ◆ Approximately 400 children in the City of Elizabeth, New Jersey, have been enrolled in NJ KidCare as a result of a recent grant made by Schering-Plough. The NJ KidCare project, which began in August, 1999, hopes to enroll 3,000 children. Based on the initial enrollment numbers, this goal should be reached.
- ◆ Schering-Plough's asthma/allergy Web site for school nurses (www.schoolasthma.com) prominently promotes CHIP information for all 50 states. Attached is an illustration of the CHIP state-specific information available to all school nurses who have access to the Internet. The Web site also provides an Internet hyperlink to the applications for the state-specific CHIP programs. School nurses can provide the application directly to parents of uninsured children. An official launch of the Web site featuring the CHIP/KidCare information will be attended by Governor Christine Todd Whitman and will take place in Elizabeth on November 2, 1999. Schering-Plough will provide the 150 school nurses who attend the event with re-engineered laptop computers that are Internet compatible.
- ◆ Schering-Plough is collaborating with America's Promise to solicit hardware to equip school nurses throughout the country with Internet accessibility for the above-stated uses.
- ◆ Schering-Plough expects to launch this Web site in as many states as possible.



FAX MESSAGE

TO: Erica FAX NUMBER: 202-456-6218
DATE: _____ NUMBER OF PAGES TO FOLLOW: 1
FROM: Jan H. [Signature] FAX NUMBER: 215-751-7655
Telephone Number: 215-751-7034 Mailcode: _____
Message/Special Instructions: _____

October 8, 1999

At the President's Summit for America's Future in April 1997, SmithKline Beecham commitment \$1.4 million to the Communities of Promise. This effort has nurtured many projects including assistance for children and parents in locating healthcare services and enrollment in state-funded Children's Health Insurance Plan (CHIP) programs. SmithKline Beecham has granted an additional \$1.5 million to continue these efforts.



October 7, 1999

TO: Barbara Woolley
Office of Public Liaison
The White House

FROM: Katrina Norfleet Brown
Director of Communications & Membership

RE: Children's Health Insurance Program (CHIP)

In response to your request for information on what AMCHP is doing to help spread the word about CHIP, I've outlined our activities below:

1. Created and maintain a direct link to the Insure Kids Now web site (with toll free number) on our home page at www.amchp.org.
2. Issued press release titled, "State Maternal and Child Health Programs Help Insure Kids Now" to general media. (February 23, 1999)
3. Published front page story on Insure Kids Now campaign in the March/April edition of our bimonthly *Updates* newsletter; continue to use *Updates* to provide information on state CHIP programs.
4. Published *Adolescents and the State Children's Health Insurance Program (CHIP): Healthy Options for Meeting the Needs of Adolescents* (Sept. 1999) in partnership with the National Adolescent Health Information Center and the Policy Information and Analysis Center for Middle Childhood and Adolescence, the University of California, San Francisco. AMCHP and its partners will hold a briefing later this fall announcing this resource in an effort to draw attention to the opportunities presented by CHIP to assure coverage to the adolescent population.
5. Provide ongoing representation and participation on the communications and marketing committee of "Covering Kids," a national health access initiative for low-income uninsured

• A M C H P •

1220 19th Street, NW, Suite 801 • Washington, D.C. 20036 • Phone: 202-775-0436 • Fax: 202-775-0061

The following religious organizations have worked with the CHIP program by distributing brochures and communicating via email:

Union of American Hebrew Congregations

United Synagogue of Conservative Judaism

United Jewish Communities (formerly Council of Jewish Federations)



YMCA

We build strong kids,
strong families, strong communities.

October 8, 1999

TO: Barbara Woolley
Office of Public Liaison, The White House
FROM: Eden Fisher Durbin *g. durbin*
Public Policy department, YMCA of the USA
RE: Children's Health Insurance Program (CHIP)

I am pleased to update you on our progress in getting out the word about CHIP to our 17 million members. The YMCA of the USA is passionately committed to spreading the word about CHIP to the families and communities we serve. By promoting CHIP, Ys are helping fulfill their mission of building strong kids, families and communities.

As I mentioned on the phone, our national executive director, David R. Mercer, and the chairman of the YMCA of the USA board, Tom Henderson, will be in Washington on Tuesday, October 12. They are available to participate in any CHIP events you may plan.

The YMCA of the USA met all three commitments made in February:

- We featured CHIP in our *Hotfax* publication, a national fax alert that goes to over 4,000 YMCA staff and volunteers (attached).
- Many YMCAs promoted CHIP at their annual Healthy Kids Day. Healthy Kids Day is a national day for YMCAs to highlight kids' health issues.
- CHIP materials were distributed and the program mentioned in appropriate speeches at national YMCA conferences, including the YMCA Multi-Cultural Conference and the YMCA City Agenda Conference, where keynote speaker Secretary Richard Riley discussed CHIP.

In addition, the Public Policy department is planning many more ways to spread the word about CHIP:

- The YMCA of the USA will incorporate CHIP into its new nationwide City Agenda. The City Agenda supports YMCA work in urban areas. City Agenda programs target low-income communities, focusing on middle-school age children and teenagers.
- CHIP will be featured on the soon to be re-launched www.ymca.net web site. In addition to providing general information and links, we will feature CHIP in our new e-mail newsletters.
- *Member News* is a four-color glossy poster hung in YMCA lobbies and locker rooms nationwide. Our 17 million members read *Member News* each month. An early 2000 edition will highlight CHIP (example attached).
- *Discovery YMCA* is a quarterly magazine that reaches approximately 100,000 YMCA volunteers, donors and friends. An article in one of next year's issues will address CHIP (example attached).
- On November 22 the YMCA of the USA will release *The Nation's Report Card: Assessing Risks to the American Family*. One section covers health issues and will include CHIP (example attached).
- Healthy Kids Day 2000 information packets will include information on CHIP.

The YMCA of the USA will continue to encourage YMCAs to find creative and effective ways to let their members know about CHIP. Here is an example of how one local YMCA in Silver Spring, Md., incorporates CHIP into every youth and family program:

YMCA of the USA • Public Policy • 1701 K Street, N.W., Suite 903 • Washington, D.C. 20006

202-835-9043 • toll-free: 800-932-9622 • fax: 202-835-9030 • <http://www.ymca.net>

YMCA mission: To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.