

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001a. form	re: SSN and DOB (partial) (1 page)	n.d.	P6/b(6)
001b. form	re: SSN and DOB (partial) (1 page)	02/18/1999	P6/b(6)
001c. form	re: SSN and DOB (partial) (1 page)	02/18/1999	P6/b(6)
001d. memo	Stephanie Nelson to Barbara Wooley re: February 23rd Event (partial) (1 page)	02/17/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Devorah Adler
OA/Box Number: 20146

FOLDER TITLE:

CHIP [Children's Health Insurance Program] Outreach [Folder 9]

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RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

**DRAFT: Questions and Answers: *Insure Kids Now* National Kickoff /
CHIP Outreach Efforts
February 19, 1999
(For Internal Use Only)**

Q.1. What are you announcing today?

We are here today -- federal and state government officials, corporate and media representatives and community members -- to announce the *Insure Kids Now* initiative to help families get health insurance for their children. The campaign has several parts, including:

- A national toll free number *877-KIDS-NOW* that will connect any caller to his or her state's information number for eligibility information;
- A \$1 million HHS-sponsored national radio campaign to complement state and local outreach efforts;
- The new *Insure Kids Now* web site, www.insurekidsnow.gov, with information on the eligibility requirements for each state's CHIP plans;
- And, a wealth of public-private partnerships that will complement states' outreach and help millions of children get health insurance coverage.

Q.2. How many children do you expect to enroll through your *Insure Kids Now* outreach efforts?

As President Clinton has stated before, we hope to enroll as many as five million children through a combination of CHIP and Medicaid. States' initial estimates are that they will cover 2.5 million children through CHIP by September 2000. It's also extremely encouraging that states are now beginning to amend their original plans and expand their expected enrollment numbers.

We are confident that national commitments like the ones announced today will complement on-going state and local efforts and that we will reach millions of children.

Expanding health insurance coverage to children is one of the Administration's most important priority. Far too many children—as many as 11 million ages 0 through 18—are currently living without health insurance. At least 4 million of those kids are eligible for Medicaid, yet not enrolled, and approximately 3 million are eligible for CHIP. The **single biggest step** toward enrolling these kids is the passage of the Children's Health Insurance Program.

Q.3. Do all states have CHIP plans? Which states do not have approved plans and why not?

- A. Since the Children's Health Insurance Program was signed into law in October 1997, 50 states and U.S. territories' plans have been approved by the Department of Health and Human Services. They estimate they will cover 2.5 million children by September 2000.

There are three states -- Tennessee, Washington, and Wyoming -- which do not have CHIP plans yet. These states have done a lot for children. Both Tennessee and Washington had done an exceptional job in covering children with preexisting state programs. We continue to work with the states and hope that each state will soon take advantage of the CHIP program.

[Note: Tennessee has submitted its plan to HHS for review. Washington and Wyoming have not submitted plans.]

Q.4. Many states have multi-million dollar allotments, but are only insuring a few thousand children. Why are we giving so much money to insure so few kids?

- A. Expanding health insurance coverage to children is a top priority of ours and of everyone at the event today -- public and private sector, national and local. Far too many children—as many as 11 million ages 0 through 18--are currently living without health insurance. At least 4 million of those kids are eligible for Medicaid yet not enrolled and approximately 3 million more are eligible for CHIP. The **single biggest step** toward enrolling these kids is the passage of the Children's Health Insurance Program.

CHIP allotments are based on an estimated number of uninsured children in each state that are below 200 percent of poverty. States can receive *up to* their allotment, but are only reimbursed if they spend money on insuring children.

Q.5. It seems that states aren't drawing down their CHIP allotments very fast. Was CHIP overbudgeted -- or poorly designed?

- A. It is important to recognize that CHIP represents a fundamental change in the way we provide public coverage to uninsured children. A change of this magnitude can be expected to take time. The way CHIP was designed, any funds that are not expended in the initial years of the program can be applied to later years. And we are confident that enrollments will grow over time. So, it would be wrong to conclude that CHIP is overfunded. The challenge now is to get the word out and to build on successful models of outreach in order to get these eligible children enrolled.

Q.6. Aren't you afraid that the CHIP program may cause employers to start dropping private insurance coverage for children? What are you doing to minimize this "crowd-out" problem?

A. In fact, the HHS is aggressively enforcing the law's provisions designed to avoid crowd-out. In every state where we believed the risk of crowd out was significant, we've insisted that programs include features to discourage families from dropping private plans in favor of CHIP. That is why some states are requiring that children who previously had insurance be uninsured for a short period of time before they are eligible for CHIP. Even in states where we believed the risk of crowd out was minimal, we have still insisted that states monitor their programs to be sure that no substitution occurs.

The federal CHIP law allows states a lot of flexibility in designing ways to minimize "crowd-out." This variation will help us learn which approaches work best in balancing the need to avoid crowd-out with the desire to enroll the maximum number of uninsured children.

Q.7. Even the steps you're announcing today don't sound like much. Aren't states doing anything to recruit eligible children on their own?

A: There are many things that states are doing to make both CHIP and Medicaid reach out to all eligible children. For example, several states are making use of streamlined application procedures. Louisiana is replacing its 14 page Medicaid application with a 2-page application for both Medicaid and its CHIP program.

Also, states are experimenting with a range of outreach initiatives and marketing campaigns. Maryland has experienced higher than expected enrollments in CHIP during its first months - one of their outreach initiatives was to put CHIP advertising on fast food restaurant tray liners. North Carolina had success recruiting eligible children into their CHIP program by canvassing local churches during the holiday season. Connecticut plans to put CHIP brochures in tax literature and car registration packets and send leaflets home with school children.

Q.8. Is this all HHS is doing on CHIP outreach?

A. Not at all. HHS is working with the Interagency Task Force and throughout its own individual agencies to build on our current outreach efforts. HHS' efforts include identifying specific communities that need to know about CHIP and helping states and territories with more effective outreach efforts. For example:

- HCFA is currently working on conducting focus groups in several communities around the country regarding disseminating information and evaluating the effectiveness of the information for Hispanic American and Asian and Pacific Islander populations.
- In May, HCFA will work with large metropolitan school districts in California, New York, and Pennsylvania to replicate a successful outreach program originally implemented in Chicago. Last year, the Chicago public school system identified and targeted the largest number of schools with children in poverty and created specific CHIP enrollment days, same as mandatory report card days, to speak to parents directly regarding CHIP while they were at their children's schools.
- In May, HRSA is holding a conference to train Spanish-speaking health workers on CHIP and Medicaid in five states – California, New Mexico, Arizona, Texas and Florida in May 1999. The conference will address concerns about identifying and enrolling children who live on the border.
- For FY 2000, HHS is requesting an additional \$875 million for CHIP outreach. This money would fund the outreach activities to find the children who are eligible for CHIP, and then pay part of the cost of insurance.

Q.9. You've announced the First Lady's public service announcement today. Does this have anything to do with promoting the First Lady and her possible run for a U.S. Senate seat in New York in 2000?

Not at all. Interestingly, we've found that Americans want to hear the First Lady talk about health coverage for children. To help us figure out the best way to get the message out about children's health insurance, last year several public relations firms focus-tested various messages about health care and preferences for spokespersons among working parents. Among the group of working parents who are the major focus of this outreach campaign, Mrs. Clinton was one of the top preferences for spokesperson of the *Insure Kids Now* initiative. Her PSA was prepared last year as well – well before media speculation about her possible interest in a Senate seat.

Q.10. The NGA says they're only going to pay for hotline through September 1999?

A. HHS' Health Resources and Services Administration plans to assume responsibility for the hotline once the National Governors Association's responsibility is over.

**PRESIDENT CLINTON AND FIRST LADY HILLARY RODHAM CLINTON
LAUNCH THE INSURE KIDS NOW CAMPAIGN PROMOTING
CHILDREN'S HEALTH INSURANCE OUTREACH
DRAFT: February 23, 1999**

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Today, the President and the First Lady, along with Governors Carper and Leavitt and Secretary Shalala, launched the nationwide "Insure Kids Now" campaign designed to enroll every eligible but uninsured child in Medicaid and the new Children's Health Insurance Program (CHIP). Building on his efforts to ensure that it is easy and accessible for families to enroll their children, the President has engaged a broad-based, bipartisan, public-private coalition to use whatever means possible to educate and assist families in insuring their children. This includes launching a nationwide, toll-free number set up by the National Governors' Association in partnership with the White House and Bell Atlantic, allowing families to get essential information; airing public service announcements on TV and radio; placing the toll-free number on corporate products; enlisting grass-roots organizations to get the word out; and stepping up activities by over 10 Federal agencies that interact with working families. Altogether, these actions will make a major contribution towards the President's goal of covering up to 5 million uninsured children.

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CHILDREN'S HEALTH INSURANCE INITIATIVE

The President and First Lady have made improving children's health a priority. Studies show that children without health insurance are more likely to be sick as newborns, less likely to be immunized as preschoolers, and less likely to receive medical treatment when they are injured.

- **Historic, new options for children.** The President, with bipartisan Congressional support, created the State Children's Health Insurance Program (CHIP) in 1997, which devotes \$24 billion dollars over the next five years for health coverage for children. Today, 47 states have implemented CHIP and expect that they will enroll over 2.5 million children when fully operational. *by September 2000.
- **Greater challenge: enrolling children.** Ensuring that all eligible children get enrolled in health insurance is a formidable challenge. Barriers like complicated applications, lack of coordination between children's programs, and the perception that working families are not eligible prevent uninsured children from getting the coverage that they need. To remove these barriers, the President has taken numerous actions to encourage states to streamline their application and enrollment processes, accept mail-in applications, and place eligibility workers in convenient locations. He also ordered 8 Federal agencies, through their hundreds of programs that serve working families, to aggressively assist in enrolling children.

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NEW, NATIONWIDE "INSURE KIDS NOW" OUTREACH CAMPAIGN

Building on last year's efforts, today the President and First Lady launched the "Insure Kids Now" public-private campaign. For the first time, major TV and radio networks, corporations, health care organizations, religious groups, and other community-based organizations can join Federal agencies in raising awareness of the importance of children's health insurance.

- **Launching "1-877-KIDS NOW" Hotline.** Today, Governors Carper and Leavitt unveiled 1-877 KIDS NOW, a new toll free number developed by the National Governors Association in partnership with Bell Atlantic and the Administration, that provides state-specific information about Medicaid and CHIP to families in all 50 States. Families calling the line will speak with a person who can provide information about eligibility criteria, benefits, and how to apply for coverage. Beginning in October, HHS will assume responsibility for this line.

HHS

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- **Running public service announcements on national television about Insure Kids Now.** Beginning tomorrow, to help surround families with information about Insure Kids Now, NBC, ABC, Univision, Turner Entertainment, the National Association of Broadcasters, and Viacom/Paramount will air public service announcements providing information about the importance of health insurance and promoting the Insure Kids Now number. (44 +
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Arkansas nationwide
- **Airing radio advertisements about Insure Kids Now.** Today, the Department of Health and Human Services (HHS) will begin funding radio ads on Insure Kids Now in ~~15 States and DC~~, starting with California, Utah, Colorado, Alabama, Illinois, Ohio, ~~Kentucky~~, North Carolina, New Jersey, Connecticut, and Maine. ~~Later this year, Radio Disney and Bonneville will run similar ads nationwide.~~ Radio advertisements reach over 77 percent of consumers daily, making them an incredibly effective way to reach the millions of families with children who are eligible for Medicaid or CHIP. In addition, when radio and television are used together as part of a larger educational campaign, over 70 percent of people remember the visual images of the television advertisement when hearing the radio advertisement.
- **Publishing editorials and writing articles about Insure Kids Now.** This spring, USA Today will publish an editorial and Blue Cross/Blue Shield will publish a full page advertisement in the April issue of Time Magazine on children's health insurance. In addition, Pfizer, the American College of Emergency Physicians, the American Nurses Association, the United Way, American College of Physicians, the National Collaboration for Youth, the Association of State and Territorial Health Officials, Wyeth Lederle, Kaiser Permanente, Volunteers of America, the March of Dimes, the Points of Light Foundation, Hope for Kids, the Veterans of Foreign Wars, the National Education Association, and religious organizations from across the country have agreed to put information on Insure Kids Now in their product handbooks, circulars, and mass mailings, as well as distributing posters featuring the Insure Kids Now number to their clients and constituents. Print media is an effective educational tool, especially when used together with other media, because it allows the reader to reread and thoroughly digest the information.
- **Printing the Insure Kids Now toll free number on commonly used products.** Public service announcements and advertisements are only one component of a successful communications campaign. Building on a series of commitments made in 1998, K-Mart, General Motors, the American Dental Hygienists Association and American Medical Response have joined the Insure Kids Now campaign and have pledged to put the new toll free number on grocery bags, toothbrushes, diaper boxes, pharmaceutical products, child safety seats, and on the sides of buses.
- **New Federal efforts to promote children's health insurance outreach.** The President has both legislative and administrative proposals to help enroll children in Medicaid and CHIP, including over \$1.2 billion in his FY 2000 budget for children's health outreach, through proposals that will help states access additional funding for successful outreach activities. In addition, the Federal Task Force on children's health outreach has taken on new activities, including launching the new "InsureKidsNow.Gov" website today that provides information about state programs and the Administration's public-private outreach campaign; distributing 145,000 posters to over 20,000 health centers, providers, and other grantees; sending 92,000 USDA employees information about outreach on March 8 on their wage and earning statements, including the national toll-free number; and sending a letter and posters with the Insure Kids Now number from the Department of Justice to all 170 sites in Operation Weed and Feed, a crime prevention and community revitalization initiative

INSURE KIDS NOW CAMPAIGN
DRAFT: NEW COMMITMENTS

February 23, 1999

Today, the President and the First Lady, along with Governors Carper and Leavitt and Secretary Shalala, launched the nationwide Insure Kids Now campaign that aims to enroll every eligible but uninsured child in Medicaid and the new Children's Health Insurance Program (CHIP). About half of the 10 million uninsured children qualify for these programs but remain unenrolled. To ensure that families know that their children may be eligible, the President has engaged a broad-based, bipartisan, public-private coalition to use whatever means possible to educate and assist families in insuring their children.

Public-Private Partnership. The Insure Kids Now campaign has three components: (1) a new television, radio, and print media campaign; (2) new efforts by private corporations and non-profit organizations; and (3) new proposals and actions from the President, all designed to educate families about the health insurance options available through Medicaid and CHIP. Parents will hear the message from teachers, volunteers, health care providers, and on the radio, and see the new toll free number on television, tray liners, grocery bags, and on diaper boxes.

Launching 1-877 KIDS NOW, a new, national toll-free number for children's health outreach. Today, the President and First Lady launched 1-877 KIDS NOW, a new toll free number developed by the National Governors Association in partnership with Bell Atlantic and the Administration that provides information on Medicaid and CHIP to families nationwide. This number will provide families in all 50 States with State specific information about Medicaid and CHIP. Families calling the line will speak with an eligibility counselor who can provide information about eligibility criteria, benefits, and how to apply for coverage. Beginning in October, HHS will assume responsibility for this line.

THE NATIONAL MEDIA MAKES AN UNPRECEDENTED COMMITMENT TO CHILDREN'S HEALTH INSURANCE OUTREACH. Today, the President unveiled new efforts by national media organizations to provide families across the country with information about the importance of health insurance and how to apply for Medicaid and CHIP, including:

TELEVISION

- ~~NBC will air PSAs on children's health insurance.~~ Beginning on February 24, "The More You Know" campaign will air a public service announcement to educate parents and families about free or low cost health insurance options. ~~This (PSA) using NBC stars S. Epatha Merkersen and Benjamin Bratt, provides information about the importance of health insurance for children and includes the Insure Kids Now number.~~
- ABC will air a PSA featuring the new Insure Kids Now number during their morning programming and evening programming for at least a year beginning on February 25 and will distribute it to their affiliates to air during local programming

- **Viacom/Paramount** will to air a PSA featuring the new Insure Kids Now number beginning March 1st. This PSA will air on 19 of their stations throughout the country .
- **Univision** will air Spanish language PSA developed by the Department of Health and Human Services beginning on February 23. The PSA will air twice a day (during the day and in prime time) over the next six months. Univision is watched by 90 percent of Hispanic households -- over 18 million people. Over 25 percent of Hispanic children are uninsured.
- **National Association of Broadcasters (NAB)** will distribute a PSA featuring the new Insure Kids Now number. The NAB, the national trade association representing broadcast stations, will make the PSA available to all their member stations on Monday, February 22nd.
- **POSSIBLY DROP: Black Entertainment Television** to air a public service announcement featuring the new Insure Kids Now toll free number. BET will air a public service announcement that provides parents and families with information about the importance of health insurance and promoting the new toll-free number. This PSA will air on 19 of their stations throughout the country.

RADIO

- **Airing radio ads in 45 States.** Beginning on February 23, the Department of Health and Human Services will fund radio ads to be aired in 45 States and the District of Columbia. In each State, the spots will run for 4 weeks (15 per week). The spots will run in groups of 10-11 States at a time, beginning with California, Utah, Colorado, Alabama, Illinois, Ohio, Kentucky, North Carolina, New Jersey, Connecticut, and Maine.
- **Radio Disney/ABC radio** will run ads specialized for children in their 25 markets, and will distribute the audio version of the PSA to all affiliate stations. *DRUPPED OUT X check Press Paper, Speed*
- **Bonneville** will run six public service announcements narrated by General Powell that will be aired in Chicago, Salt Lake City, San Francisco, and Washington DC. ~~The Ad Council will distribute these ads nationwide.~~ *[Not Sure]*

PRINT MEDIA

- **USA Today** will run an editorial on the importance of children's health insurance. USA Today has agreed to do a editorial in their weekend edition on the importance of health insurance for children and the new options available to families through Medicaid and CHIP. The editorial will feature the new Insure Kids Now hotline number.

PRIVATE ORGANIZATIONS JOIN THE ADMINISTRATION'S NATIONAL EFFORT.

Today, the First Lady and the President lauded the efforts of private sector companies to get the word out about the new free or low cost children's health insurance options available to families across the nation. The following is a list of the new commitments:

CORPORATIONS

- **American Medical Response** will include the Insure Kids Now number on ambulances and other transport vehicles, such as school buses, which transport over 2,000,000 students daily. In addition, they will provide information on Medicaid and CHIP to communities in 36 States through their 20,000 employees.
- **K-Mart Corporation** will dedicate two columns on children's health insurance in the K-Mart circular distributed to more than 70 million homes and they will also put daily public service announcements on K-Mart in-store radio network and put the Insure Kids Now number on all K-Mart shopping bags during June and September of 1999. In addition, during the month of May, K-Mart will work with the March of Dimes to staff counter displays at 1,600 K-Mart pharmacies nationwide with brochures for the Insure Kids Now campaign.
- **General Motors** will work with La Raza to affix labels with the Insure Kids Now number to child safety seats being donated to families in low-income communities across the country.
- **Ralph's Grocery** will place bag stuffers in shopping bags and ~~to~~ air PSA announcements ~~in~~ their in-store radio network to promote the Insure Kids Now toll free number.
- **Kids Korner Gift Shops**, owner of the 1-800-KIDS NOW and 888- KIDS NOW numbers, ~~has already fielded over 900 phone calls on behalf of the Insure Kids Now campaign and will continue to refer callers to the 1-877 KIDS NOW number.~~ Kids Korner Gift Shops will also include Insure Kids Now materials in packets sent to thousands of schools nationwide.
- **Neil Romano & Associates Inc.** will work with CHIP corporate partners to produce a television PSA ~~featuring the President, First Lady, or celebrity athlete to distribute on behalf of the campaign, to millions of people across the country.~~

HEALTH INDUSTRY

- **Blue Cross & Blue Shield Association** will begin to educate local physicians, hospitals and state government partners about the new health insurance options for low income children next month by distributing posters, brochures, and other materials featuring the Insure Kids Now number. In addition, Blue Cross / Blue Shield's national association will produce and distribute a radio public service announcement nationwide as well as print advertorials on the Insure Kids Now campaign in the April issues of Readers Digest and Time Magazine

- **Pfizer Inc** has ~~agreed to~~^{nm} incorporate the Insure Kids Now ^{number} onto their patient/parent resource publication, mailings to their pediatricians, and in their Pharmacy Assistance Program. In addition, Pfizer will distribute an outreach kit to 400 community health centers in the Spring.
- **Wyeth Lederle Vaccines** will distribute handbooks this March that include the Insure Kids Now toll ~~free~~ number and information on how to educate families about health insurance options for their children to 1,500 local community based organizations and providers.
- **Schering-Plough** will provide information on the Insure Kids Now effort to the nation's 33,000 school nurses information through their health education website later this year. }

PROFESSIONAL ASSOCIATIONS

- **American Dental Hygienists' Association** ~~will~~^{will} include the Insure Kids Now toll ~~free~~ number on toothbrushes and on a tear out flyer in its Access magazine, which reaches 80,000 dental hygienists in each of the 50 states nationwide.
- **American Nurses Association** ~~has committed to~~^{will} distribute posters featuring the Insure Kids Now number and other materials to their 180,000 member nurses this spring. Information will also be posted on their new web site.
- **American College of Emergency Physicians** ~~has agreed to~~^{will} send information to 20,000 members through their March newsletter, including how to download posters and access outreach materials through the internet.
- **American College of Physicians / American Society for Internal Medicine** will advertise the Insure Kids Now toll ~~free~~ number through its national website, in its monthly publication, the Observer, and in its bi-monthly legislative newsletter. These materials are distributed to 110,000 physicians.
- **Association of State and Territorial Health Officials** will distribute outreach resource packets to publicize the Insure Kids Now toll ~~free~~ number to state health departments leaders and staff in 57 states and territories.
- **American Maternal and Child Health Association** will devote the front page of their newsletter Updates, which is mailed to over 500 national, State, and local public health organizations and officials, to Insure Kids Now. They will also add an ad banner to their website that will link to the Insure Kids Now website.
- **American Psychiatric Association** will develop a Medicaid/CHIP Tool Kit to educate doctors and patients about Medicaid and CHIP programs for use by its 42,000 members nationwide.

- **American Medical Association** will promote the Insure Kids Now ~~toll free~~ number to the nation's 600,000 physicians in its weekly newspaper, the American Medical News, and by posting information on AMA's website.

GRASSROOTS ORGANIZATIONS JOIN TOGETHER WITH PRIVATE SECTOR PARTNERS IN THIS BROAD BASED EFFORT. In addition, numerous groups representing health care providers, volunteers, children's advocates, educators, child care providers, and religious organizations come in contact with low-income and working families on a regular basis and can help educate them about Medicaid and CHIP.

COMMUNITY-BASED ORGANIZATIONS *America's Dr*

- **Volunteers of America** will make information on Medicaid and CHIP available to low-income families through the distribution of outreach material to homeless shelters, low income housing, and childcare centers.
- **United Way of America**, *and Medicaid?* together with the Department of Justice, *attempt* will enroll 500,000 eligible children in CHIP and will mobilize select local United Ways (of which there are 1400 across the country) to partner with local organizations to coordinate training for outreach volunteers to pilot the program, then expanding to approximately 30-50 communities across the country.
- **March of Dimes** will feature children's health insurance in a direct mail newsletter to be sent to 800,000 individual donors in September of 1999. *In* addition, they will promote the Insure Kids Now effort through the June issue of the local chapter and WalkAmerica newsletters which are sent to an additional 500,000 volunteers and 20,000 corporate supporters.
- **Points of Light Foundation** will publicize the Insure Kids Now ~~toll free~~ number by providing it to over 20 million people through the "Connect America" initiative. Information will also be provided to 450 communities and 200 corporate members through the Volunteer Centers of the Points of Light Foundation. In addition, over 2,000 members will receive information on the Insure Kids Now ~~toll free~~ number.
- **HOPE for Kids** *will* ~~has committed~~ to make children's health insurance the primary focus of its national outreach event on April 17, 1999. Beginning this spring, it will also implement efforts to educate 400,000 people in 38 States about Medicaid and CHIP.
- **Veterans of Foreign Wars (VFW)** *will* ~~has committed to distributing~~ information about CHIP through its network of posts.

EDUCATION AND CHILDREN'S ADVOCATES

- **National Child Care Association** ^{will} has agreed to distribute advertisements and posters promoting the Insure Kids Now ~~toll-free~~ number to 700,000 parents through the network beginning this spring.
- **National Collaboration for Youth** ^{Insure Kids Now} will distribute the ~~toll-free~~ number to its 27 member organizations and 5 million volunteers, who collectively serve 40 million children aged 6 to 18. The collaboration includes Boys and Girls Clubs, Girls Inc., YMCA, YWCA, Big Brothers and Big Sisters, Campfire Boys and Girls, and the Salvation Army.
- **Public Education Network** will provide information on Insure Kids Now to the 2000 members participating in their listserve, and will display the Insure Kids Now ~~toll-free~~ number on their website. They will also send information on Insure Kids Now to the participants of the Comprehensive School Health Initiative.

RELIGIOUS ORGANIZATIONS

- **Union of American Hebrew Congregations** will advertise CHIP and the Insure Kids Now ~~toll-free~~ number to all 875 Reform Jewish Congregations across the nation through a mass mailing this spring.
- **Catholic Charities/USA** will host 10 training events to help facilitate enrollment in Medicaid and other state insurance programs during 1999.
- **National Council of Churches of Christ** will distribute the Insure Kids Now ~~toll-free~~ number to their 33 member communions representing 52 million people.
- **International Union of Gospel Missions** will distribute the Insure Kids Now ~~toll-free~~ number to their missions located in 260 cities where they serve over 7 million homeless and needy people.
- **United Synagogue of Conservative Judaism** will publicize the Insure Kids Now ~~toll-free~~ number to their over 800 congregations across the country.
- **National Council of Catholic Women** will distribute the Insure Kids Now ~~toll-free~~ number in their monthly newsletter to 350 diocesan leaders and their May/June magazine to 11,000 nationwide.
- **Council of Jewish Federations** will promote the Insure Kids Now ~~toll-free~~ number in service settings across the country.

- **NETWORK MAGAZINE** will advertise the Insure Kids Now toll-free number in their magazine, which that reaches 10,000 people nationwide.
- **The Evangelical Lutheran Church in America, Church Women United, Unitarian Universalist Service Committee, United Methodist Church-General board of Church and Society, and Women's Missionary Union** will distribute the toll-free number to their member churches. *IKN*

NEW PRIVATE EFFORTS COMPLEMENT THE EXPANDING FEDERAL EFFORT.

Today, the President and First Lady unveiled the new steps Federal agencies are taking to identify and enroll uninsured children in free or low cost health insurance. These include:

- **HHS: Launching the "insurekidsnow.gov" website for outreach.** *with ? Medicaid* HHS has developed a website bringing together essential State-specific information for people who are potentially eligible to participate in the CHIP program, including contact information, benefits, and eligibility information in a user friendly format for families, educators, advocates and other non-health professionals. It will also provide information on the Administration's public-private outreach campaign, including posters, hand-outs, and descriptions of the effort.
- **HHS: Distributing 145,000 posters advertising the toll free number to over 20,000 Federal grantees and field offices beginning March 1.** *Insure kids* HHS developed posters advertising the toll-free number to be distributed to over 20,000 Federal grantees and field offices as part of their new and ongoing efforts to educate parents, health care providers, and other Federal employees about Medicaid and CHIP.
- **HHS: Development of a kit to teach other agencies about how to explain kids' health outreach to their employees and clients.** *Echelon for children* Today, HHS will distribute an outreach training kit that has been prepared for to Federal workers from all Departments who will participate in the "Insure Kids Now" campaign. The kit contains a presentation outline, posters, and materials that can be used as handouts. *the how many*
- **USDA: Sending 92,000 employees information about outreach.** *Insure kids Now* On March 8, over 92,000 USDA employees will receive information on CHIP with the national toll-free hotline number on their Wage and Earnings Statements.
- **USDA: Reaching uninsured children through the Women, Infant and Children (WIC) program.** During February, over 115,000 Alabama WIC participants will receive a CHIP outreach message with the AI-Kids toll-free hotline number on their WIC food instruments. In the near future, over 90,000 Oklahoma WIC applicants and participants will receive assistance in completing CHIP applications during their WIC visit.
- **JUSTICE: Distributing information through Operation Weed and Feed.** *S* The Department of Justice will work with Operation Weed and Feed, a crime prevention and

community revitalization initiative that brings together the United States Attorney and 170 community leaders nationwide to distribute a letter with information on CHIP and Medicaid and posters advertising the new toll free number beginning in March of 1999.

- **JUSTICE: Hands on involvement in communities nationwide.** Beginning in March of 1999, the Department of Justice, together with the United Way and HOPE for Kids (a non-profit charitable organization), will hold community forums, distribute enrollment information, and provide application assistance to residents in 6 to 10 cities to identify and enroll uninsured children in Medicaid and CHIP.
- **EPA: Distributing information on Medicaid and CHIP through the Child Health Champion Campaign.** The Environmental Protection Agency will distribute information on Medicaid, CHIP, and the new toll free number for children's health insurance outreach through the new Child Health Champion Campaign, which works with 200 communities nationwide to protect children from environmental hazards by providing information, technical assistance and other support.

THESE NEW ACTIVITIES BUILD ON THE COMMITMENTS MADE BY:

- ~~Amer~~ + ~~America's Promise~~ ?
- **National Association of Chain Drug Stores (NACDS)** will include the Insure Kids Now number and include outreach campaign materials with each prescription filled. Additionally, NACDS will display outreach posters and have brochures available in 30,000 chain pharmacies visited by over 5 million people daily.
- **National Community Pharmacists Association** will distribute information on Insure Kids Now to 50,000 pharmacists through their newsletter, journal, and satellite programs.
- **American Hospital Association** will include materials on the Insure Kids Now campaign in their "Campaign for Coverage" information, will reach over 6 million uninsured people.
- **Bell Atlantic** provided NGA with funding to implement the new Insure Kids Now number, the cornerstone of the President's new national effort.
- **Pampers** will include Insure Kids Now materials in their child birth education packages, which are given to 90 percent of first time mothers.
- **National Educational Association** will provide information on the Insure Kids Now ~~to~~ ~~the~~ number to the presidents of their 14,000 local affiliates beginning this month. In addition, NEA will feature an article about CHIP in the October issue of the organization's magazine, distributed to 2.4 million educational employees.
- **American Medical Association** will distribute the Insure Kids Now number to 600,000 physicians in its weekly newspaper, American Medical News, and on AMA's website.

March of Dimes, the Points of Light Foundation, Hope for Kids, the Veterans of Foreign Wars, the National Education Association, and religious organizations from across the country have agreed to put information on Insure Kids Now in their product handbooks, circulars, and mass mailings, as well as to distribute posters featuring the Insure Kids Now toll free number to their clients and constituents. Print media is an effective educational tool, especially when used together with other media, because it allows the reader to reread and thoroughly digest the information.

- **Printing the Insure Kids Now toll free number on commonly used products.** Public service announcements and advertisements are only one component of a successful communications campaign. Building on a series of commitments made in 1998, many more organizations, including K-Mart, General Motors, the American Dental Hygienists Association and American Medical Response have joined the Insure Kids Now campaign and have pledged to put the new toll free number on grocery bags, toothbrushes, diaper boxes, pharmaceutical products, child safety seats, and on the sides of buses.
- **New Federal efforts to promote children's health insurance outreach.** The President has both legislative and administrative proposals to help enroll children in Medicaid and CHIP, including Over \$1.2 billion in his FY 2000 budget for children's health outreach, through proposals that will help states access additional funding for successful outreach activities, and new actions by the Federal Task Force on children's health outreach, including launching the new "InsureKidsNow.Gov" website today that provides information about state programs and the Administration's public-private outreach campaign; distributing 145,000 posters to over 20,000 health centers, providers, and other grantees; sending 92,000 USDA employees information about outreach on March 8 on their wage and earning statements, including the national toll-free number; and sending a letter and posters with the Insure Kids Now number from the Department of Justice to all 170 sites in Operation Weed and Feed, a crime prevention and community revitalization initiative.

On behalf of the President and the First Lady, we thank you for your interest in the Children's Health Insurance Plan (CHIP) Initiative's private sector partnership program. The President and the First Lady Hillary Rodham Clinton would like to announce your commitment during a White House event to raise awareness about the CHIP program. The event is scheduled for February 23 and the time and location is to be determined.

The White House plans to incorporate a summary of your commitment in press materials. To streamline efforts, please provide the following information and fax this form to Barbara Woolley at 202-456-6218 by February 19th. Also, we can send to you our tagline and toll-free number if you are interested in using them as part of your efforts. If you have any questions or concerns, please don't hesitate to call Barbara Woolley at 456-2930. Thank you very much for your efforts to help insure children.

Name of company:

PFIZER INC

Summary of commitment/activity:

- ① Promote 1.877.KIDS.NOW Information to tens of thousands of physician office waiting rooms
- ② Distribute HRSA/CHIP OUTREACH KIT TO 400 COMMUNITY HEALTH CENTERS

Time frame during which commitment/activity will be implemented:

SPRING 1999

Location (nationwide/regional, etc.):

NATION/WIDE

Company representative attending White House event:

Name: Randall Kaye, MD

Work address/telephone number: PFIZER

235 East 42nd St

NEW YORK, NY 10017

(212) 573-3489

If applicable, can you provide a visual for the event? If yes, please describe:

- ① PARENT RESOURCE GUIDE INCORPORATES 1.877* ON BACK COVER.
- ② SEE HRSA KITS.

Name of Company:

Inova Fairfax Hospital, member of the Council of Women's and Infants' Specialty Hospitals (CWIISH)

Summary of commitment/activity:

- **Partnership for Healthier Kids**

Inova Health System established the Partnership for Healthier Kids (PHK) in 1995 to ensure that Northern Virginia children have access to healthcare, as well as a medical home. PHK has established partnerships with 10 Fairfax County elementary schools identified as Special Needs Schools by the county, as well as other community-based organizations. PHK staff meet with the families and children to help them enroll in Medicaid or CHIP. From October 26 (the first day the Commonwealth of Virginia enacted CHIP) to January 31, 1999, PHK assisted with 103 Medicaid/CHIP applications.

The Partnership for Healthier Kids plans to expand its services -- incorporating the tag line and toll-free number -- to 40 new schools in its service area by fall. PHK plans include posters, brochures, letters from school principals, small group parent meetings and on-site appointments for intake interviews as part of its continued outreach efforts.

PHK is funded through the Inova Health System, through a grant from the Virginia Health Care Foundation, and by Mobil, Inc.

- **Inova Fairfax Hospital for Children Pediatric Center**

The Inova Fairfax Hospital for Children Pediatric Center provides primary health care and wellness education for children of low income families. In order to determine a child's eligibility for either Medicaid or CHIP, the center is staffed five days a week with either a full-time or part-time financial counselor. Each family's financial situation is reviewed. The counselors assist families in filling out applications, and offer guidance for determining eligibility in other program. Last year, the center saw 1600 new referrals, and they provided care for more than 3,000 families in the Northern Virginia area.

- **Inova Fairfax Hospital/Inova Fairfax Hospital for Children**

Inova Fairfax Hospital/Inova Fairfax Hospital for Children has four bilingual full-time Fairfax County benefits specialists and two full-time English speaking benefits specialists on-site to screen patient referrals for CHIP. Inova Health System pays the county to provide this service within the hospital. The specialists are able to determine a child's eligibility in Medicaid and CHIP on the premises, rather than forwarding the paperwork to a county office. The specialists assist patients in determining which programs they're eligible for, as well as filling out and processing applications for CHIP. If the patients are not eligible for CHIP, the specialists explore other healthcare options for the children.

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001a. form	re: SSN and DOB (partial) (1 page)	n.d.	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Devorah Adler
OA/Box Number: 20146

FOLDER TITLE:

CHIP [Children's Health Insurance Program] Outreach [Folder 9]

2012-0463-S

rc734

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

• Other

An employee newsletter outlining the CHIP program will be mailed in one of two monthly paychecks sent to Inova employees. The newsletter will include information about the Insure Kids Now effort, along with the tag line and toll-free number. Inova's 13,000 employees live throughout the Washington-metropolitan region. R

Additionally, the CHIP program and toll-free Insure Kids Now number will be featured in a quarterly community mailing, Inova HealthSource, which will be distributed to 400,000 households in Northern Virginia. The information will be featured in the summer edition, which will be mailed in June. R

Time frame during which commitment/activity will be implemented:

Ongoing for Partnership for Healthier Kids and on-site eligibility determination. Employee newsletters and community mailings will be distributed in the next several months.

Location (nationwide/regional, etc.):

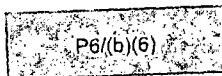
Regional; Northern Virginia

Company representative attending White House event:

Name: Toni Rae Ardabell, RN, MSN, MBA, CNAA
Assistant Vice President, Inova Health Systems

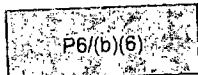
Work address/telephone number: 3300 Gallows Road, Falls Church, VA 22042,
703-693-3561 (phone); 703-204-6078 (fax)

Social Security No.:



[001a]

Birthdate:



If applicable, can you provide a visual for the event? If yes, please describe:

On behalf of the President and the First Lady, we thank you for your interest in the Children's Health Insurance Program (CHIP) Initiative's private sector partnership program. The President and the First Lady Hillary Rodham Clinton would like to announce your commitment during a White House event to raise awareness about the CHIP program. The event is scheduled for February 23 and the time and location is to be determined.

The White House plans to incorporate a summary of your commitment in press materials. To streamline efforts, please provide the following information and fax this form to Barbara Woolley at 202-456-6218 by February 19th. Also, we can send to you our tagline and toll-free number if you are interested in using them as part of your efforts. If you have any questions or concerns, please don't hesitate to call Barbara Woolley at 456-2930. Thank you very much for your efforts to help insure children.

.....

Name of Company:

American Psychiatric Association (APA)

Summary of commitment/activity:

Since its inception, APA has been working to educate our membership about the CHIP program and supported outreach to children eligible for CHIP. Now, the APA is developing a Medicaid/CHIP Tool Kit for use by its local organizations nationwide to educate doctors and patients about Medicaid and CHIP programs and how to access the programs. The Tool Kit will also highlight many states' best practices in reaching out to the Medicaid/CHIP eligible population, particularly those with mental illness. This APA effort is supported in part by SAMHSA.

Time frame during which commitment/activity will be implemented:

APA's education of its members is ongoing. Completion of the first Tool Kit will be in summer 1999 with updates of the state programs and best practices as needed.

Location (nationwide/regional, etc):

Nationwide

Company representative attending White House event:

Name: Hilary L. Wilson

Work address/telephone number: American Psychiatric Association
1400 K Street, N.W.
Washington, D.C. 20005
(202) 682-6049

If applicable, can you provide a visual for the event? If yes, please describe:

Regrettably, we do not have a draft of the Tool Kit ready for use.

The Blue Cross and Blue Shield family of Plans has served American communities – from big cities to small towns – for more than 70 years. A key component of this long-standing commitment is our tradition of finding unique ways to improve the health of our nation's children. Leveraging our presence in all 50 states, the Blues will reach out to local physicians, hospitals and state government partners to spread the word about the important new federal program to insure low-income children. In addition, the Blue Cross and Blue Shield Association will leverage our national presence by producing and distributing a nationwide radio public service announcement and print advertisement. We believe this combination of local and national impact will help the Administration achieve its goal of covering all eligible young people.

Romano & Associates Inc.

F-A-X-T-R-A-N-S-M-I-T-T-A-L

Date: February 19, 1999

To: Barbara Woolley

Company: The White House

From: Jim Carroll

Call Back Number: (410) 730-4133

Return Fax Number: (301) 621-4622

Pages To Be Sent Including Cover: 2

Comments:

Here is the information that you needed from us. If you need anything else or have any questions, please call me. Thank you.



10630 Little Patuxent Parkway • Columbia, Maryland 21044 • Suite 313 •
(410) 730-4133 • Fax (301) 621-4622

Name of company:

Neil Romano & Associates Inc.

Summary of commitment/activity:

Romano & Associates is offering to work with a CHIP corporate partner to produce a television PSA (in-kind) featuring the President, First Lady, or celebrity athlete which the corporate partner could distribute on behalf of the campaign.

Time frame during which commitment/activity will be implemented:

Anytime during calendar year 1999.

Location (nationwide/regional, etc.):

Spot would need to be shot in the Washington, DC metro area.

Company representative attending White House event:

Name: Neil Romano/James Carroll

Work address/telephone number:

(410) 730-4133

10630 Little Patuxent Parkway, Suite 313

Columbia, Maryland 21044

If applicable, can you provide a visual for the event? If yes, please describe:



United Way
of America

701 North Fairfax Street
Alexandria, Virginia 22314-2045
Phone: (703) 836-7100

FAX TRANSMISSION SHEET

TO:

Barbara Woolley

PHONE:

FAX:

FROM:

Alisa Hanger
Public Policy
Community Impact Area

PHONE:

FAX:

703 836 7112 & 435

(800) 892-2757

(703) 549-9152

DATE:

2/18/99

Number of pages including cover sheet: 2

Remarks:

☐ Urgent

☐ For your review

☐ Reply ASAP

☐ Please comment

On behalf of the President and the First lady, we thank you for your interest in the Children's Health Insurance Plan (CHIP) Initiative's private sector partnership program. The President and the First Lady Hillary Rodham Clinton would like to announce your commitment during a White House event to raise awareness about the CHIP program. The event is scheduled for February 23 and the time and location is to be determined.

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Name of company:

United Way of America

Summary of commitment/activity:

As a founding partner with the Department of Justice of The 5 Goals 4 Kids Coalition, United Way of America (UWA) is committed to enrolling 500,000 eligible children in CHIP. UWA will be mobilizing select local United Ways (of which there are 1400 across the country) to partner with DOJ's Weed & Seed program, HOPE for Kids, and other local organizations to coordinate trainings for outreach volunteers and then dispatch those volunteers throughout the community where they would be most beneficial.

Time frame during with commitment/activity will be implemented:

1999-2000

Location (nationwide/regional, etc.):

Approximately 6-8 local communities to pilot the program then expand to approximately 30-50 communities across the country.

Company representative attending White House event:

Name: Irvin S. Katz, Group Vice President

Work address/telephone number: (703) 683-7852

701 North Fairfax Street, Alexandria VA 22314-2045

If applicable, can you provide a visual for the event? If yes, please describe:

On behalf of the President and the First Lady, we thank you for your interest in the Children's Health Insurance Plan (CHIP) Initiative's private sector partnership program. The President and the First Lady Hillary Rodham Clinton would like to announce your commitment during a White House event to raise awareness about the CHIP program. The event is scheduled for February 23 and the time and location is to be determined.

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Name of company:

Union of American Hebrew Congregations

Summary of commitment/activity:

We will send out information about the Children's Health Insurance Program to the congregations of the Union of American Hebrew Congregations. Our goal is to have a sheet advertising CHIP and the new toll-free number posted in all 875 Reform Jewish Congregations across the nation

Time frame during which commitment/activity will be implemented:

within the next few months

Location (nationwide/regional, etc.):

Nationwide

Company representative attending White House event:

Name: Rabbi David Saperstein

Work address/telephone number: (202) 387-2800

2027 Massachusetts Ave. NW
Washington DC. 20036

If applicable, can you provide a visual for the event? If yes, please describe:

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001b. form	re: SSN and DOB (partial) (1 page)	02/18/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Devorah Adler
OA/Box Number: 20146

FOLDER TITLE:

CHIP [Children's Health Insurance Program] Outreach [Folder 9]

2012-0463-S

rc734

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

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b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Name of Company:

American Dental Hygienists' Association

Summary of commitment/activity:

The American Dental Hygienists' Association (ADHA) is imprinting the toll-free number and the tag line on toothbrushes that will be distributed to school children in targeted areas across the country. A June rollout is expected. ADHA will also publish the toll-free number and tag line in its *Access* magazine, which reaches 80,000 dental hygienists in each of the 50 states. Featured will be 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.

Timeframe during which commitment/activity will be implemented:

A June rollout is expected for distribution of the free toothbrushes imprinted with the toll-free number and tag line. The March issue of *Access* magazine with the toll-free number, tag line and additional information will be mailed to 80,000 dental hygienists in mid-March.

Location (nationwide/regional, etc.):

The toothbrushes will be distributed in targeted areas across the country. The magazine is distributed nationally.

Company representative attending White House event:

Name: Beverly P. Whitford, RDH, BS
President, American Dental Hygienists' Association

Work address/telephone number: 444 N. Michigan Ave., Suite 3400, Chicago, IL 60611
(312) 440-8911

Social Security No.:

P6/(b)(6) [0016]

Birthdate:

P6/(b)(6)

If applicable, can you provide a visual for the event? If yes, please describe:

We anticipate having sample imprinted toothbrushes by Monday, February 22, 1999. Attached is a copy of the explanatory sidebar and the tear-out flyer that will be included in the March issue of *Access*.

On behalf of the President and the First Lady, we thank you for your interest in the Children's Health Insurance Plan (CHIP) Initiative's private sector partnership program. The President and the First Lady Hillary Rodham Clinton would like to announce your commitment during a White House event to raise awareness about the CHIP program. The event is scheduled for February 23 and the time and location is to be determined.

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Name of company:

National Community Pharmacists Association

Summary of commitment/activity:

To publicize the availability of the CHIP program in our newsletter, journal,
and our satellite program through National Pharmacy Television (NPTV).
Our publications go to all independent pharmacies and will include appropriate
posters, signage, etc. (NCPA members include franchisees, such as Medicine
Shoppes and chains not publicly held and owned by pharmacists as well as typical
NCPA members who own one or two pharmacies).
Time frame during which commitment/activity will be implemented:

1999

Location (nationwide/regional, etc.):

Nationwide

Company representative attending White House event:

Name: John M. Rector

Work address/telephone number: (703) 683-8200

205 Daingerfield Road

Alexandria, VA 22314-2885

If applicable, can you provide a visual for the event? If yes, please describe:

N/A

A Partnership Including
Professional Corporations
600 13th Street, N.W., Suite 1200
Washington, D.C. 20005-3096
202-756-8087

Facsimile Operator No. 202-756-8090

Boston
Chicago
Los Angeles
Miami
Moscow
Newport Beach
New York
St. Petersburg
Silicon Valley
Vilnius
Washington, D.C.

McDERMOTT, WILL & EMERY

FACSIMILE

FROM:

Attorney:	<u>Karen S. Sealander</u>	Direct Phone:	<u>202-756-8024</u>
Attorney's E-Mail:			
Secretary:	<u>Shannon R. Howard</u>	Direct Phone:	<u>202-756-8086</u>
Client/Matter/Tkpr:	<u>32036-012-0818</u>	Date:	<u>February 18, 1999</u>
		Time Sent:	
		Number of pages including this page:	<u>4</u>

TO:

Name:	<u>Barbara Woolley</u>	Facsimile No.	<u>202-456-6218</u>
	<u>Assistant Director for Public Liaison</u>		
	<u>The White House</u>		
Company:	<u>Office of Public Liaison</u>	Contact No.	<u>202-456-2930</u>

Barbara - Here is the commitment for:

Inova Fairfax Hospital, member of
the Council of Women's and Infants'
Specialty Hospitals (CWIHS)

The One Representative is

Toni Rae Ardabell, RN, MSN, MBA, CNAA
Assistant Vice President 703/698-3561
Inova Health Systems (see attached for
SS# and DOB)

(Also attached FYI is info on the hospital -)

MANY THANKS,

Karen Sealander

The information contained in this facsimile message is legally privileged and confidential information intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, or copy of this facsimile is strictly prohibited. If you have received this facsimile in error, please notify us immediately by telephone and return the original message to us at the above address via the United States Postal Service. Thank you.

Name of Company:

Inova Fairfax Hospital, member of the Council of Women's and Infants' Specialty Hospitals (CWI-SH)

Summary of commitment/activity:

- **Partnership for Healthier Kids**

Inova Health System established the Partnership for Healthier Kids (PHK) in 1995 to ensure that Northern Virginia children have access to healthcare, as well as a medical home. PHK has established partnerships with 10 Fairfax County elementary schools identified as Special Needs Schools by the county, as well as other community-based organizations. PHK staff meet with the families and children to help them enroll in Medicaid or CHIP. From October 26 (the first day the Commonwealth of Virginia enacted CHIP) to January 31, 1999, PHK assisted with 103 Medicaid/CHIP applications.

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Devorah Adler
OA/Box Number: 20146

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2012-0463-S

rc734

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- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

- **Other**

An employee newsletter outlining the CHIP program will be mailed in one of two monthly paychecks sent to Inova employees. The newsletter will include information about the Insure Kids Now effort, along with the tag line and toll-free number. Inova's 13,000 employees live throughout the Washington-metropolitan region.

Additionally, the CHIP program and toll-free Insure Kids Now number will be featured in a quarterly community mailing, Inova HealthSource, which will be distributed to 4000,000 households in Northern Virginia. The information will be featured in the summer edition, which will be mailed in June.

Timeframe during which commitment/activity will be implemented:

Ongoing for Partnership for Healthier Kids and on-site eligibility determination. Employee newsletters and community mailings will be distributed in the next several months.

Location (nationwide/regional, etc.):

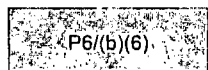
Regional; Northern Virginia

Company representative attending White House event:

Name: Toni Rae Ardabell, RN, MSN, MBA, CNAA
Assistant Vice President, Inova Health Systems

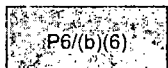
Work address/telephone number: 3300 Gallows Road, Falls Church, VA 22042,
703-698-3561 (phone); 703-204-6078 (fax)

Social Security No.:



[001C]

Birthdate:



If applicable, can you provide a visual for the event? If yes, please describe:

02/16/88 INC 17.45 FAX

004

Inova Fairfax Hospital

Inova Fairfax Hospital is the flagship facility of the not-for-profit, community-based Inova Health System, one of the largest private health care delivery systems in the metropolitan Washington, DC region. The hospital was founded in 1956 by a group of local citizens in Fairfax, VA.

With 656 beds, Inova Fairfax Hospital is the largest hospital in Northern Virginia and offers a comprehensive array of tertiary care services (the most advanced) for infants through adults. The hospital has won numerous awards for clinical excellence and efficient management.

U.S. News & World Report has named Inova Fairfax Hospital as one of "America's Best Hospitals" for the past three years, in 1996, 1997 and 1998. The hospital also has won numerous other industry awards, including awards from *Modern Healthcare* and *HCIA*, which ranked Inova Fairfax Hospital in the top 100 hospitals nationally in 1998.

The Inova Heart Center offers state-of-the-art cardiac care for people of all ages, including treatment for pregnant women and their unborn children. The hospital's renowned cardiac surgeons perform more than 1,800 open heart procedures each year. Inova Fairfax Hospital is one of 25 hospitals nationwide to offer cardiac surgery for children and adults.

Also located at the facility is the 130-bed Inova Fairfax Hospital for Children offering most pediatric subspecialties. It's home to Northern Virginia's only pediatric intensive care unit. Pediatric medical specialists are available 24 hours a day to treat accidental injuries of children.

The obstetrics program is the third busiest in the country with more than 9,000 babies delivered each year. The Women's Center includes a 12-bed high risk pregnancy unit and a 47-bed neonatal intensive care unit.

Inova Fairfax Hospital has the only Level I (highest rated) Trauma Center in Northern Virginia. It includes a medevac helicopter service called Inova Medical AirCare, whose highly trained paramedics can reach and transport accident victims in minutes.

The transplant program is one of the busiest in the area. The hospital was the site of the area's first heart transplant in December of 1986, first lung transplant in December of 1991, first heart-kidney combination transplant in 1992 and first heart and double-lung transplant in 1997.

Inova Fairfax Hospital is a medical teaching hospital, affiliated with Georgetown and George Washington University Medical Schools, the Medical College of Virginia, and nursing schools at George Mason University, Marymount University and Northern Virginia Community College.

For more information, visit our website at www.inova.com

On behalf of the President and the First Lady, we thank you for your interest in the Children's Health Insurance Plan (CHIP) Initiative's private sector partnership program. The President and the First Lady Hillary Rodham Clinton would like to announce your commitment during a White House event to raise awareness about the CHIP program. The event is scheduled for February 23 and the time and location is to be determined.

The White House plans to incorporate a summary of your commitment in press materials. To streamline efforts, please provide the following information and fax this form to Barbara Woolley at 202-456-6218 by February 19th. Also, we can send to you our tagline and toll-free number if you are interested in using them as part of your efforts. If you have any questions or concerns, please don't hesitate to call Barbara Woolley at 456-2930. Thank you very much for your efforts to help insure children.

Name of company:

Association of State & Territorial Health Officials
(ASTHO)

Summary of commitment/activity:

① Outreach Resource Packet to assist states in
planning and implementing outreach components of expanded
children's health insurance program. It outlines outreach
provisions, outreach innovations, including "shygone", links to
school-linked services, and monographs on the political, ethical, & economic
issues of outreach

Time frame during which commitment/activity will be implemented:

Ongoing since October 1998

Location (nationwide/regional, etc.):

nationwide

Company representative attending White House event:

Name: Christa-Marie Singleton Executive Director

Work address/telephone number: 202-371-9090

1275 K Street, NW Suite 800
Washington, DC 20005

If applicable, can you provide a visual for the event? If yes, please describe:

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001d. memo	Stephanie Nelson to Barbara Wooley re: February 23rd Event (partial) (1 page)	02/17/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Devorah Adler
OA/Box Number: 20146

FOLDER TITLE:

CHIP [Children's Health Insurance Program] Outreach [Folder 9]

2012-0463-S
rc734

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
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Fax Memo

2 Pages

TO: Barbara Woolly
Jeanne Lambrew

FROM: Stephanie Nelson
American Hospital Association

Re: February 23rd Event

Hello! It was good to speak with you on Monday, Jeanne. Congratulations on the 800-number -- I know it has been a lot of effort and hard work. I'm sure the February 23rd kick-off will be fabulous. I'll be thinking of you on my honeymoon (maybe!).

As promised, please find the AHA information you requested. I'm sorry I had to re-type your form. I don't have convenient access to a copy machine, and my parent's home fax machine won't send your faxed form. Anyway, I hope it helps.

Steve Ahnen is going to arrange for AHA representation at the event. Could you please fax Steve at 202/626-2303 the information you faxed me here in Orlando so that he has the background information? As soon as you have event details, please fax to him the necessary information.

Thanks so much for including AHA in this event. If you need to get a hold of me, please call me at [REDACTED]

P6(b)(6)

[could]

2/23

Name of Company: American Hospital Association

Summary of commitment/activity: For the past two years, the American Hospital Association has led the Campaign for Coverage ... *A Community Health Challenge*, a national initiative that challenges hospitals and health systems to undertake a community activity that reduces the uninsured. Approximately 1,500 hospitals and health systems from across the country joined the Campaign helping approximately 6 million uninsured people. Approximately half of the Campaign participants are involved in Medicaid/CHIP outreach.

Several outreach activities were conducted as part of this Campaign. For example, last Fall, AHA, March of Dimes, the Health Care Financing Administration and WJLA-TV, the Washington-metro ABC affiliate, produced and aired 266 commercials announcing the availability of free or low-cost health insurance in DC, Virginia and Maryland. These ads reached millions of people, encouraging them to call a local number for more information. And, the D.C. Hospital Association produced brochures that were placed in Safeway drug stores providing information on D.C.'s CHIP program. Some state and metropolitan hospital associations are considering to run the ads in their markets.

AHA also shares case examples and outreach best practices in various publications to the state and metropolitan hospital associations across the country and to hospital and health system leaders. AHA regularly features these stories in AHA News, Hospitals and Health Networks magazine, on the AHA Web site, and in the Campaign for Coverage quarterly reports. And, last Fall full implementation of CHIP was an agenda item at AHA's Regional Policy Board meeting, a meeting of hospital leaders. We will publicize the new 800-number in these articles.

Time frame during which commitment/activity will be implemented: Ongoing. AHA will continue to run outreach articles in our publications, maintain the outreach section on our Web site, and work with state and metropolitan hospital associations and hospital leaders to undertake more aggressive outreach activities.

Location: National

Company representative attending White House event:

Mr. Steve Ahnen
American Hospital Association
325 7th Street, N.W.
Washington, D.C. 20004
Phone: 202/626-2354
Fax: 202/626-2303

Can you provide a visual for the event? We can provide a copy of the commercials that were produced.

On behalf of the President and the First Lady, we thank you for your interest in the Children's Health Insurance Plan (CHIP) Initiative's private sector partnership program. The President and First Lady Hillary Rodham Clinton would like to announce your commitment during a White House event to raise awareness about the CHIP program. The event is scheduled for February 23 and the time and location is to be determined.

The White House plans to incorporate a summary of your commitment in press materials. To streamline efforts, please provide the following information and fax this form to Barbara Woolley at 202-456-6218 by February 19th. Also, we can send to you our tagline and toll-free number if you are interested in using them as part of your efforts. If you have any questions or concerns, please don't hesitate to call Barbara Woolley at 456-2930. Thank you very much for your efforts to help insure children.

Name of company:

HOPE for Kids

Summary of commitment/activity:

HOPE for Kids is making the Medicaid/CHIP programs a primary focus of its national outreach event on April 17th, 1999. During this day-long event, the HOPE for Kids volunteer force of over 37,000 people in 38 states and 93 cities will knock on 400,000 doors in our core communities to educate families about important children's health issues and the Medicaid/CHIP program available in their state. The goal is to reach nearly one million children through this effort. HOPE for Kids is working closely with the Child Health Coverage Committee and collaborating agencies as well as the DOJ, HUD, HCFA and EPA.

Time frame during which commitment/activity will be implemented:

April 17th, 1999

Location (nationwide/regional, etc.)

93 cities in 38 states

Company representative attending White House event:

Name: Lawton M. Chiles, III

Work address/telephone number:

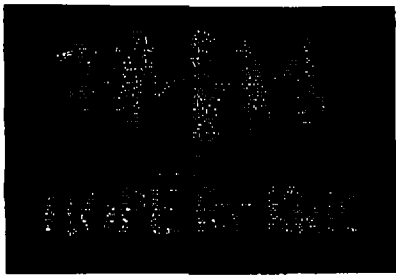
HOPE for Kids

100 Hamilton Plaza, Suite 1000

Paterson, NJ 07505

(973) 754-1400

If applicable, can you provide a visual for the event? Please describe:



A program of HOPE worldwide

New Jersey Office
100 Hamilton Plaza, Suite 1000
Paterson, NJ 07505
Phone: (973) 754-1400
Fax: (973) 754-0757

*HOPE for Kids
Advisory Board*

*Martin S. Begun
President
MSB Strategies
New York, NY*

*Rhea Chiles
First Lady of Florida
Tallahassee, FL*

*Robert Crider
Director of Immunization
Texas Department of Health
Austin, TX*

*The Honorable David Dinkins
New York, NY*

*Ben Lytle
Chief Executive Officer and President
Anthem
Indianapolis, IN*

*Charles B. Reed, M.D.
Chancellor
State University System
Sacramento, CA*

*Robert K. Ross, M.D.
Director
County of San Diego
Department of Health Services
San Diego, CA*

*M. Monica Sweeney, M.D., MPH
Chair
Community Health Association of New York
Immunization Task Force
New York*

*John Wilhelm, M.D., MPH
Deputy Commissioner
Department of Public Health
Chicago, IL*

*Maga Nevares de Rosello
First Lady of Puerto Rico
La Fortaleza
San Juan, Puerto Rico*

*C. Mack
President and Chief Executive Officer
Citibank, F.S.B.
Central and Mid-Atlantic Regions
Chicago, IL*

HOPE for Kids' Operation Weed & Seed Commitment

HOPE for Kids is partnering with the Department of Justice's Operation Weed & Seed, United Way of America and other non-profit organizations in a nationwide Child Health Insurance Program and Medicaid outreach effort. The initial focus will be on 6-10 cities in different regions of the country with the number of cities increasing as this partnership grows.

HOPE for Kids, together with Operation Weed & Seed, United Way of America and other partners, will develop community and corporate relations on the local level in the targeted cities and work together with local political and community leaders to create a tailored outreach strategy that would be most effective in the targeted community.

This is a very powerful partnership because of the extensive experience of HOPE for Kids, Operation Weed & Seed and United Way in solving problems at the grassroots level and providing services to families in the nation's inner cities. The scope of the partnership has the potential of being quite extensive, as Operation Weed & Seed has sites in 170 communities, United Way of America has 1400 locations and HOPE for Kids is currently serving over 90 cities.



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

Kmart Corporation
Resource Center
3100 West Big Beaver Road
Troy MI 48064-3163
248 643 1623
Fax 248 643 5513
dapley@kmart.com

TO: Barbara Woolley

FROM: Dale Apley

DATE: February 18, 1999

RE: CHIP Outreach



This confirms that Kmart Corporation will participate as a private sector partner in the announcement on February 23rd.

Shawn Kahle, Vice President, Corporate Affairs will be representing Kmart Corporation at the announcement. I will accompany Shawn, but not participate in the event.

I will fax to you by noon on Friday, a summary of Kmart's commitment and the time frame.

Should you have any questions, please feel free to contact me.

Five Moore Drive
PO Box 13398
Research Triangle Park, NC 27709-3398
(919) 483-0593 Fax (919) 315-3015
E-3030 Ruvane Bldg.

Glaxo Wellcome Inc.

Fax

To: Barbara Woolley

From: Margaret Dardess

Fax: 202-456-6218

Pages: 4 pages (including cover sheet)

Phone: 202-456-2930

Date: Thursday, February 18, 1999

Re: CHIP Program

CC:

☐ **Urgent**

☐ **For Review**

☐ **Please Comment**

☐ **Please Reply**

☐ **Please Recycle**

• **Comments:** Attached you will find the related information for the CHIP Program. This same letter with attachments will be Airborne overnight for your records and press materials.

GlaxoWellcome

Margaret B. Dardess

Senior Vice President
Corporate Affairs

February 19, 1999

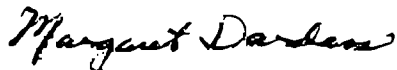
Barbara Woolley
Special Assistant to the President
The White House Office of Public Liaison
122 OEGB
Washington, DC 20502

Dear Ms. Woolley:

Attached is the information you requested regarding Glaxo Wellcome's involvement in North Carolina's CHIP Program, N.C. Health Choice for Children. I look forward to meeting you on Tuesday, February 23, at the White House event.

If you have any questions, please feel free to call me at (919) 483-2702.

Sincerely,



Margaret Dardess
Senior Vice President
Corporate Affairs

Glaxo Wellcome Inc.

Five Moore Drive
PO Box 13398
Research Triangle Park
North Carolina 27709-3398

Telephone
919 483 2702

Fax
919 483 6002

White House Information Request

Name of Company:
Glaxo Wellcome Inc.

Summary of commitment/activity:

Glaxo Wellcome has contributed to and is working on the following projects to support N.C. Health Choice for Children:

- Funded the printing of outreach brochures targeted at parents.
- Presented information on N.C. Health Choice for Children at the American Academy of Pediatrics Conference.
- Presented informational packet to the N.C. Governor's Council on Management and Development, an organization of state business leaders, to encourage members to become involved in promoting N.C. Health Choice to their employees and in their community. Packet included sample brochures, presentation materials and PSA scripts.
- Created a new category for the Glaxo Wellcome Child Health Recognition Awards to recognize innovative and creative ways to enroll children into N.C. Health Choice. The awards were created in 1994 to recognize public health professionals who work to improve child health in North Carolina.
- Created a PowerPoint presentation for leaders to use in introducing program to local PTAs, work groups and civic organizations.
- Designed brochure to promote the program to businesses and to encourage them to communicate with their employees about N.C. Health Choice.
- Producing TV Public Service Announcements to increase awareness about program.
- Organizing breakfast meetings across North Carolina to introduce N.C. Health Choice to communities. Invitees include are business leaders, local educators and public health officials.
- Promoting program internally to Glaxo Wellcome employees and encouraging them to spread the word to local PTAs and church groups.
- Provided materials and training to employees who have volunteered to speak to community groups about the program.

Time frame during which commitment/activity will be implemented:

Glaxo Wellcome began its support when the program was initiated in October 1998. Support will continue through the recognition of N.C. Health Choice collaborative programs through the Glaxo Wellcome Child Health Recognition Awards Program in September 1999.

\

Company representative attending White House event:

Margaret Dardess
Senior Vice President Corporate Affairs
Glaxo Wellcome Inc.
Five Moore Drive
P.O. Box 13398
Research Triangle Park, North Carolina 27709-3398
919-483-2702

If applicable, can you provide a visual for the event? If yes, please describe:

- PowerPoint presentation used to introduce the program to local organizations
- Brochures targeted at parents and businesses

RUSH**Burson-Marsteller**

1801 K Street, NW, Suite 1000-L
Washington, DC 20006 USA
202.530.0400
www.bm.com

F A X T R A N S M I S S I O N

DATE: February 18, 1999

TO: Barbara Woolley

COMPANY: *WHITE HOUSE*

TELEPHONE:

FAX: 456-6218

FROM: Jeff Richardson, Burson-Marsteller

TELEPHONE: 202-530-4667

FAX: 202-530-4681

NO. OF PAGES: 4 Including cover page

cc: *Shelia Davis*

COMMENTS:

*Thanks Barbara, let me know if you
need anything else.*

Sincerely,

Jeff

CONFIDENTIALITY
NOTICE:

The information contained in this message is intended only for the use of the individual or entity to which it is addressed, and may contain information which is legally privileged, confidential and exempt from disclosure. Photocopying, distribution or the taking of any action in reliance on contents of this facsimile transmission is unauthorized and prohibited. If you have received this transmission in error, please notify us immediately by telefax, so that we can arrange for the return of the facsimile message/documents to us at no cost to you. Thank you.

Name of Company:Wyeth Lederle Vaccines**Summary of commitment/activity:**

Committed to helping make the Children's Health Insurance Program a success, Wyeth Lederle Vaccines spearheaded the creation of a national task force composed of national children's advocacy and health groups (see attached) to develop joint CHIP projects. Early in the group's discussions the need surfaced for an outreach communications handbook for use by local community-based organizations (CBOs). Developing such a handbook became the primary focus of the group's work. The goal of the handbook is to provide outreach "how-to" information and tools to local CBOs. Supported by these materials, CBOs will communicate with parents in their community about the children's health insurance program and other free or low-cost health insurance options. The 800 Insure Kids Now number will be highlighted in the handbook. The creation, development and distribution of the CHIP Communications Handbook is underwritten solely by Wyeth Lederle Vaccines.

Time frame during which commitment/activity will be implemented:

The CHIP Outreach Communications Handbook should be ready for distribution in March. With the help of its partners, Wyeth Lederle will distribute the Handbook to more than 1500 local CBOs and providers - potentially reaching from 1 to 4 million people.

Location (nationwide/regional)Nationwide**Company representative attending White House event:**

Name: Kevin Reilly, President, Wyeth Vaccines & Nutrition

Work address/telephone number: _____

280 King of Prussia Road, Radnor, PA, 19087

Phone: 610-902-4320

If applicable, can you provide a visual for the event? If yes, please describe:

Yes, a copy of the CHIP Communications Handbook (cover and CHIP Working Group acknowledgements) and a poster display of the handbook cover and CHIP Working Group acknowledgements page.

Wyeth Lederle Vaccine's CHIP Initiative

Wyeth Lederle Vaccine has been working over the past year and a half to advance CHIP with several key national children's, health and advocacy organizations whose focus is on children. Following are some highlights of the CHIP communication work that we have been doing -- with our advocacy group partners -- in 1998/99.

- **Formation of the CHIP Working Group** -- We have assembled the nation's top children's, health, and advocacy groups, including the American Academy of Pediatrics, Healthy Mothers, Healthy Babies, the National Education Association-Health Information Network, and the Children's Defense Fund, to discuss ways to ensure CHIP's success. [See attached list of CHIP Working Group members]. This unprecedented grouping of dedicated advocates has already led to some tangible results, including the National Children's Health Survey and a CHIP Handbook designed to help community-based organizations communicate CHIP-messages to parents.
- **The CHIP Outreach Communications Handbook** -- Flowing from the findings of the National Children's Health Survey and in collaboration with the CHIP Working Group, we have created a CHIP communications/outreach tool kit. This free kit will help those who work in local community-based organizations -- local advocates and outreach workers -- to support their CHIP awareness and enrollment initiatives. When completed this March, the kit will include sections in how best to work with the media and build coalitions, assessment tools to better evaluate current communications strategies, select advocacy materials, and a concise resource directory. **The Handbook will prominently include the new 800 Insure Klds Now number that will be distributed to more than 1500 local community-based organizations.**
- **National Children's Health Survey** -- Researchers affiliated with NYU's Wagner School of Public Service and Wirthlin Worldwide earlier this year conducted a survey in 1998 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 and other results to call for more aggressive outreach activities surrounding CHIP.
- **Beyond Enrollment: Are SCHIP Plans Linking Children to Quality Health Care?** Supported by a research and educational grant from Wyeth-Lederle, was co-authored by Jack A. Meyer, President of New Directions for Policy (NDP), and his colleague Nancy S. Bagby. Reviewing the then-19 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.

Advancing the CHIP program nationwide has been a priority issue for Wyeth Lederle Vaccines for the past year and one half. Working together -- physicians; advocacy organizations; federal, state, and local governments; and private sector companies -- we will be able to accomplish so much more for our nation's children.

On behalf of the President and the First Lady, we thank you for your interest in the Children's Health Insurance Plan (CHIP) Initiative's private sector partnership program. The President and the First Lady Hillary Rodham Clinton would like to announce your commitment during a White House event to raise awareness about the CHIP program. The event is scheduled for February 23 and the time and location is to be determined.

The White House plans to incorporate a summary of your commitment in press materials. To streamline efforts, please provide the following information and fax this form to Barbara Woolley at 202-456-6218 by February 19th. Also, we can send to you our tagline and toll-free number if you are interested in using them as part of your efforts. If you have any questions or concerns, please don't hesitate to call Barbara Woolley at 456-2930. Thank you very much for your efforts to help insure children.

Name of company:

National Association of Chain Drug Stores

Summary of commitment/activity:

Plans In partnership with Johnson & Johnson, the National Association of Chain Drug Stores
Distribution of posters to be displayed in 30,000 chain pharmacies
visited by over 5 million people daily promoting awareness of program,
educational materials for 93,000 chain pharmacists to help answer
customer questions and encouragement of pharmacists to include the
800 number on patient informational leaflets distributed with new prescriptions

Time frame during which commitment/activity will be implemented:

2nd quarter 1999

Location (nationwide/regional, etc.):

Nation wide

Company representative attending White House event:

Name: Phillip L. Schneider

Work address/telephone number: NACDS

412 N. Lee Street Alexandria, VA 22314

703-549-3001 ext 168, Fax 703-739-6079

If applicable, can you provide a visual for the event? If yes, please describe:

yes - color mock up of poster with 800 number

**FACSIMILE
COVER SHEET****AMERICAN MEDICAL RESPONSE, INC.****Date** February 17, 1999**Number of pages including cover sheet** 1**TO:** Barbara Woolley**FROM:** Ellen Morris, Executive Assistant
Government Relations, AMR, Inc.

2821 S. Parker Road, 10th Floor

Aurora, CO 80014

EMAIL: ellen_morris@amr-corp.com**Phone** 303/614-8513**Fax** 303/614-8502**RE:** 202/456-6218**REMARKS:**☐

Urgent

☒

For your review

☐

Reply ASAP

☐

Please Comment

Additional information based on my conversation with Jerry Klepner:

The one-liner:

Through direct contact with underinsured families, extensive community education efforts and distribution of printed material, American Medical Response and its sister organizations in school transportation and emergency medical service will use the resources of over 35,000 dedicated employees to provide information about the Children's Health Insurance Program.

Exact time frame:

Spring, 1999 – California, Washington, Oregon, Hawaii

Summer, 1999 – Nevada, New Mexico, Texas, Colorado, Wyoming, Montana, South Dakota, Kansas, Missouri, Iowa, Wisconsin, Illinois

Fall, 1999 – Maine, New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Ohio, Michigan, Indiana

Late Fall, 1999 – Virginia, North Carolina, South Carolina, Tennessee, Georgia, Alabama, Mississippi, Louisiana, Florida

Poster:

A mock-up will be available.

7/21/98

American Medical Response, its parent company Laidlaw, and Laidlaw's family of other companies come into contact with several million adults and children each day through their provision of ambulance, school bus, emergency physician and para-transit services. The very nature of these businesses provides unique opportunities to promote Children's Health Insurance Program (CHIP) and to educate uninsured families on how to access and utilize the program for their children. In addition to their respective services, each of these businesses provides a broad range of community outreach and educational programs. These programs reach people across the country from virtually every ethnic and educational background at all levels of financial means.

American Medical Response, the nation's largest provider of ambulance and emergency medical services, has committed to coordinate with its Laidlaw sister companies in a company-wide effort to integrate CHIP promotional and education materials into every appropriate contact point and community outreach program that the company provides across the country.



second person

KAISER PERMANENTE GOVERNMENT
RELATIONS OFFICE
1700 K STREET, NW
SUITE 601
WASHINGTON, DC

FACSIMILE TRANSMITTAL COVER SHEET

TO:	Barbara Woolley	FROM:	Jane Andrews
COMPANY:	White House	DATE:	2/17/99
FAX NUMBER:	456-6218	TOTAL NO. OF PAGES INCLUDING COVER:	4
PHONE NUMBER:		SENDER'S PHONE NUMBER:	202 296 1314
RE:			

☐ URGENT ☐ FOR REVIEW ☐ PLEASE COMMENT ☐ PLEASE REPLY ☐ PLEASE RECYCLE

NOTES/COMMENTS:

- 1) Here is our summary of our commitment
 - 2) Also attached is our flier incorporating the Ensure Kids Now #. Note the Spanish language flier will be translated.
 - 3) Linda Kotis, the program Director for the Kids initiative would like to attend from California, but has not made travel plans pending confirmation that the event will take place.
 - 4) Would like to know if an additional KP rep. may attend
- Please call me at 296-1314. Thank you!

CALL 202 296 1314

IF THERE ARE TRANSMITTING DIFFICULTIES

Name of company:

Kaiser Permanente

Summary of commitment/activity:

- * \$100 million commitment over five years to subsidize health care coverage for 50,000 uninsured children in California (the Child Health Plan) ineligible for Healthy Families (California's CHIP program), Medi-Cal or other public and private programs
- * \$150,000 outreach grant to the Children's Health Access and Medi-Cal Program (CHAMP) to develop training program and materials (including Healthy Families, Medi-Cal and other programs)
- Referral of families to Healthy Families and Medi-Cal via health fairs, community events, phone calls, and inserts in Child Health Plan application packets and letters of ineligibility
- Distribution of Community Resource Guide with information on free and low-cost coverage programs for children (including Healthy Families, Medi-Cal and other programs)

Time frame during which commitment/activity will be implemented:

The goal of the Kaiser Permanente Cares for Kids initiative is to partner with other organizations to achieve universal coverage for California's uninsured children within five years (1998 - 2003).

Location (nationwide/regional, etc.):

California

Company representative attending White House event:

Name: Linda Kotis, Director
Kaiser Permanente Cares for Kids
Address: 1950 Franklin Street - 13th Floor
Oakland, CA 94612
Phone: (510) 987-2589
Fax: (510) 873-5603

If applicable, can you provide a visual for the event? If yes, please describe:

Yes, we have a bilingual (English/Spanish) flyer detailing free and low-cost health care coverage options for California's children, which we recently revised to include "Insure Kids Now" information.

Health Care Programs for Low and Moderate Income Families in California

Kaiser Permanente Cares for Kids Child Health Plan: 1-800-255-5053

The Child Health Plan provides comprehensive health coverage to eligible children under age 19 who live within the California Division Service Areas and are enrolled in participating public schools. Children are eligible if family income is above 200% and not more than 275% of the Federal Poverty Level (FPL).

Medi-Cal: 1-888-747-1222

Medi-Cal is a program that pays for all medically necessary health and mental health services for many low-income people. Medi-Cal is available to people who meet certain income requirements, including children under age 21, older people 65 years and over; disabled and blind people, pregnant women and families where at least one child is under 21 and one parent is absent, disabled or working less than 100 hours per month. The income requirements vary by age of the child.

Healthy Families: 1-800-880-5305

Healthy Families is a state program that provides low-cost health insurance for low-income children. With Healthy Families, a family pays a small amount each month to receive health care for their children. This program serves low-income, uninsured children ages 1 to 19 who are not eligible for Medi-Cal. Children ages 1-6 are eligible if gross income is between 133% and 200% FPL; children ages 6 to 19 are eligible if gross income is between 100% and 200% FPL.

California Kids: 1-800-374-4543

California Kids provides outpatient, dental, eye care, prescription, mental health services to uninsured children ages 2-18. Family income must be between 200% and 300% FPL.

Access for Infants and Mothers (AIM): Enrollment contractor is Healthcare Alternatives, 1-800-433-2611

Access for Infants and Mothers (AIM) provides health coverage for pregnant women and their children. The program will accept pregnant women not over 30 weeks pregnant at the time of application. The program also provides health insurance for the baby for two years. Family income must fall between 200% and 300% FPL.

Insure Kids Now: 1-877-KIDS-NOW (1-877-543-7569)

This nationwide toll-free number directs families to health care programs for children in their state.

Federal Poverty Level 1998

Percent of Federal Poverty Level	Number of Family Members							
	1	2	3	4	5	6	7	8
100	\$8,050	\$10,850	\$13,650	\$16,450	\$19,250	\$22,050	\$24,850	\$27,650
200	\$16,100	\$21,700	\$27,300	\$32,900	\$38,500	\$44,100	\$49,700	\$55,300
225	\$18,113	\$24,413	\$30,713	\$37,013	\$43,313	\$49,613	\$55,913	\$62,213
250	\$20,125	\$27,125	\$34,125	\$41,125	\$48,125	\$55,125	\$62,125	\$69,125
275	\$22,138	\$29,838	\$37,538	\$45,238	\$52,938	\$60,638	\$68,338	\$76,038
300	\$24,150	\$32,550	\$40,950	\$49,350	\$57,750	\$66,150	\$74,550	\$82,950

Effective 2/24/98. Source: The Federal Register

Rev. February 17, 1999

Números telefónicos de los programas de atención médica de California para familias de ingresos bajos y moderados

Kaiser Permanente Cares for Kids Child Health Plan: 1-800-255-5053

El Child Health Plan ofrece cobertura médica global para los niños menores de 19 años que califiquen, vivan dentro del Área de Servicio de la División de California y estén inscritos en una de las escuelas públicas participantes. Los niños califican si los ingresos de la familia son superiores al 200% del nivel federal de pobreza (FPL) o hasta un 275% del mismo.

Medi-Cal: 1-888-747-1222

Medi-Cal es un programa que paga todos los servicios médicos y de salud mental médicamente necesarios de muchas personas de bajos ingresos. Se ofrece Medi-Cal a aquellas personas que cumplan con determinados requisitos de ingresos, entre ellas niños menores de 21 años, personas de 65 años de edad o más, gente discapacitada o ciega, mujeres embarazadas, y familias en las cuales por lo menos hay un menor de 21 años y el padre/la madre está ausente, sufre de una discapacidad o trabaja menos de 100 horas al mes. El requisito de los ingresos varía conforme a la edad del menor.

Healthy Families: 1-888-747-1222

Healthy Families es un programa estatal que ofrece seguro médico a bajo costo para niños de familias de bajos ingresos. Con Healthy Families, cada familia paga mensualmente una pequeña cantidad para recibir atención médica para los hijos. Este programa es para niños de 1 a 19 años, sin seguro, de familias de bajos ingresos y que no califican para Medi-Cal. Los niños de 1 a 6 años califican si los ingresos brutos de la familia o del hogar se encuentran entre el 133% y el 200% del FPL; los niños de 6 a 19 años califican si los ingresos brutos de la familia o del hogar se encuentran entre el 100% y el 200% del FPL.

California Kids: 1-800-974-4543

California Kids presta servicios para pacientes no hospitalizados, dentales, de la vista, de surtido de recetas y de salud mental para niños de 2 a 18 años que no tienen seguro. Los ingresos de la familia deben encontrarse entre el 200% y el 300% del FPL.

Access for Infants and Mothers (AIM): La agencia de inscripciones es Healthcare Alternatives. 1-800-433-2611

Access for Infants and Mothers (AIM) ofrece cobertura médica para las mujeres embarazadas y sus hijos. Este programa está dirigido a las mujeres embarazadas que en el momento de la solicitud aún no han pasado las 30 semanas de embarazo. El programa también ofrece seguro médico para el bebé durante dos años. Los ingresos de la familia deben encontrarse entre el 200% y el 300% del FPL.

Insure Kids Now: 1-877-KIDS-NOW (1-877-543-7689)

This nationwide toll-free number directs families to health care programs for children in their state. (TO BE TRANSLATED.)

Nivel federal de pobreza - 1998

Porcentaje del Nivel federal de pobreza	Número de miembros de la familia							
	1	2	3	4	5	6	7	8
100	\$8,050	\$10,850	\$13,650	\$16,450	\$19,250	\$22,050	\$24,850	\$27,650
200	\$16,100	\$21,700	\$27,300	\$32,900	\$38,500	\$44,100	\$49,700	\$55,300
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300	\$24,150	\$32,550	\$40,950	\$49,350	\$57,750	\$66,150	\$74,550	\$82,950

Fecha de entrada en vigor: 24/2/98. Fuente: The Federal Register

mentions

AMR

Pfizer

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* General Motors

#1000; cars cats

Dental Hygienists

Ralph's Foods

air PSAs on internal
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& staffers beginning
(Ralphs grocery)