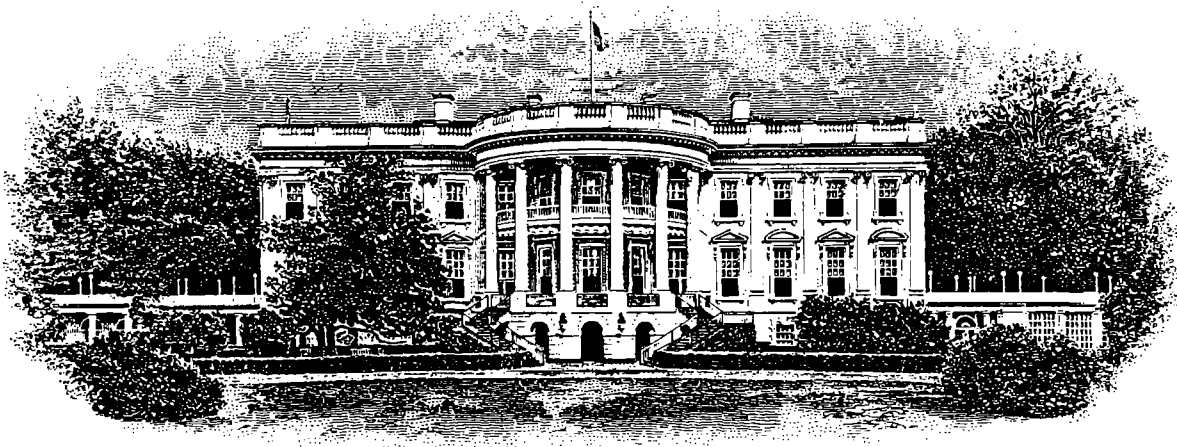


Measure Kids Now!!!



The White House



**PHOTOCOPY
PRESERVATION**

on letter head
sent to HHS on
fraud & abuse

praise AARP & Dept & HHS &
Justice

Long standing Outing

Health care providers or supplier
who bill says he no friend of
bunnies, us OR other providers
bad apples.

① Today working w/ Partners
genies — have & continue
to work w/ others who
are equally committed

February 22, 1999

CHILDREN'S HEALTH OUTREACH EVENT

DATE: February 23, 1999
LOCATION: East Room
TIME: 1:45pm - 2:10pm (Briefing)
2:15pm - 2:30pm (Meet & Greet)
2:30pm - 3:10pm (Event)
FROM: Bruce Reed, Mary Beth Cahill

I. PURPOSE

To launch the nationwide "Insure Kids Now" campaign aimed at enrolling eligible but uninsured child in Medicaid and the new Children's Health Insurance Program. You will launch the National Governors' Association/White House/Bell Atlantic, toll-free phone number and preview both the First Lady's and *NBC*'s public service announcements. You also will commend various media, corporate, and grass-roots organizations for their commitment to the campaign to enroll uninsured children.

II. BACKGROUND

You 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.** In 1997, you created the Children's Health Insurance Program (CHIP), which devotes \$24 billion dollars over five years for health coverage for children. Today, 47 states have implemented CHIP; they expect to enroll over 2.5 million children through this program when fully operational.
- **The challenge of enrolling children.** Ensuring that all eligible children get enrolled in health insurance programs is a formidable challenge. Barriers like complicated applications, lack of coordination between programs, and misinformation about eligibility criteria prevent uninsured children from getting the coverage that they need. To remove these barriers, you have taken numerous actions to encourage states to streamline their application and enrollment processes, accept mail-in applications, and place eligibility workers in convenient

locations. You also ordered federal agencies to provide active assistance in enrolling children through their many programs serving working families.

New Nationwide “Insure Kids Now” Outreach Campaign

Building on last year’s efforts, today you and First Lady will launch 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 will join federal agencies in disseminating information about 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, to provide state-specific information about Medicaid and CHIP to families in all 50 states. Families calling this number will receive information about eligibility criteria, benefits, and how to apply for coverage. Beginning in October, the Department of Health and Human Services (HHS) plans to assume responsibility for operating this toll-free line.
- **Running public service announcements on national television about Insure Kids Now.** Beginning tomorrow, 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.
- **Airing radio advertisements about Insure Kids Now.** Today, HHS will begin funding radio ads on Insure Kids Now in 45 States and the District of Columbia, starting with California, Utah, Colorado, Alabama, Arkansas, Illinois, Ohio, Kentucky, North Carolina, New Jersey, Connecticut, and Maine. Later this year, Radio Disney and Bonneville will run similar ads nationwide. Radio reaches 77 percent of consumers daily, making radio ads a highly effective way to reach the millions of families with children eligible for Medicaid or CHIP.
- **Publishing information 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, the 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 to distribute 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.** Building on a series of commitments made in 1998, K-Mart, General Motors, the American Dental Hygienists Association, and American Medical Response have pledged to put the new toll-free number on grocery bags, toothbrushes, diaper boxes, pharmaceutical products, child safety seats, and schoolbuses.
- **Expanding federal efforts to promote children's health insurance outreach.** Your FY 2000 budget includes over \$1.2 billion to assist states to engage in children's health outreach activities. In addition, the Federal Task Force on children's health outreach has begun new outreach efforts, including launching the new "InsureKidsNow.Gov" website; distributing 145,000 posters to over 20,000 health centers, providers, and other grantees; providing 92,000 USDA employees with information about outreach, including the new toll-free number, on their wage and earning statements; and sending a letter and posters with the Insure Kids Now number to all 170 sites in the Department of Justice's Operation Weed and Seed program, a crime prevention and community revitalization initiative.

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- You will be announced into the East Room, accompanied by the First Lady, Secretary Donna Shalala, Governor Thomas Carper, and Governor Michael Leavitt.
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- Governor Thomas Carper will make remarks and introduce you.
- You will make remarks and introduce both the First Lady's and *NBC's* public service announcements.
- You will conclude your remarks, work a ropeline, and depart.

VI. REMARKS

To be provided by Speechwriting.

February 23, 1999

President Set to Establish a Toll-Free Number To Enroll Children in Health Insurance Plans

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By **ROBERT PEAR**

WASHINGTON -- Alarmed at an increase in the number of people without health insurance, President Clinton will announce on Tuesday that he is establishing a national toll-free telephone number to enroll children in **Medicaid** and in a separate new health program for people under the age of 19.

The phone number is 877-KIDS-NOW (877-543-7669). Callers will be automatically connected to the **Medicaid** agency or the health department of the state they are calling from. They may then obtain free or low-cost health insurance for their children. Many states allow families to apply by mail.

In August 1997, Congress created the Children's Health Insurance Program, and in December 1997, Clinton ordered a major effort to locate and sign up millions of children who were eligible for **Medicaid**. But the erosion of health insurance coverage has continued, as poor families, the Clinton Administration and state officials have not fully exploited the potential of the two programs.

On Tuesday, the President and leaders of the National Governors' Association will announce steps to reverse that trend.

Gov. Thomas R. Carper of Delaware, a Democrat who is chairman of the association, and Gov. Michael O. Leavitt of Utah, a Republican, said the special telephone line could help millions of families. State officials said they had been hiring people to answer calls.

The Census Bureau says that at least 10.7 million children lack health insurance. The White House says that half of them are eligible for **Medicaid** or the new insurance program, but have not enrolled in either.

The White House has enlisted many businesses and broadcasters in a campaign to increase enrollment.

Kmart will put the toll-free telephone number on its shopping bags, diaper boxes and pharmaceutical products. The General Motors Corporation will put labels with the number on child safety seats. NBC, ABC, Black Entertainment Television and Univision, the Spanish-language network, will run television

and radio advertisements publicizing the number. And the Federal Government will run radio spots in 45 states.

Changes in Federal welfare policy, including the landmark law that Clinton signed in August 1996, have increased the number of poor people without health insurance, experts on health policy say.

The number of welfare recipients has plunged 35 percent since the measure was signed into law. Children are often eligible for **Medicaid** after they lose cash assistance, but many parents do not know that their children may still qualify for **Medicaid**, and state officials do not always assess eligibility.

Jonathan M. Stein, a lawyer at Community Legal Services in Philadelphia, said: "State and Federal Governments have failed to carry out Federal laws that mandate a continuation of **Medicaid** coverage for most families leaving welfare. In Pennsylvania, tens of thousands of parents and children should have been continued on **Medicaid**, but have been erroneously terminated, without any active intervention by the Federal Government."

Federal officials said they were looking into the situation.

Matt Salo, a **Medicaid** specialist at the National Governors' Association, said it was proving difficult for caseworkers to reconcile the contradictory messages implicit in the 1996 welfare law: that "welfare is bad, everyone should stay off welfare," but "**Medicaid** is good, everyone should stay on **Medicaid**."

Eunice Kennedy Shriver, a longtime advocate for people with mental retardation, said she was "very concerned" that Federal **Medicaid** officials had not enforced the law that guarantees continuation of **Medicaid** coverage for disabled children who lost cash assistance in the last two years. Because of inaction by the Federal Government, Mrs. Shriver said, thousands of children have lost medical assistance in some states.

Even though the Federal Government is establishing one telephone number for its campaign to "insure kids now," the eligibility criteria vary widely by state. For example, information posted on the Internet says a child in a family of three may qualify for insurance under New York's Child Health Plus program if the family has an income under \$31,980 a year. But the comparable figures are \$40,950 for Connecticut; \$13,650 for Texas and Mississippi; and \$27,300 in New Jersey, Florida and California.

The number of people without health insurance increased an average of 1 million a year in the last decade and now exceeds 43 million, after a particularly sharp rise in 1997.

The increases occurred even though the Government has a wide safety net intended to guarantee medical assistance for low-income families, including these provisions:

¶ Under Federal law, if a family loses welfare because of increased earnings from employment, the family is supposed to remain eligible for **Medicaid** for six months "without any reapplication" for benefits. Moreover, the state is supposed to offer another six months of **Medicaid** to most such families.

¶ Under Federal **Medicaid** rules, a state must "continue to furnish **Medicaid** regularly to all eligible individuals until they are found to be ineligible." Thus, Federal courts have said, if a family loses cash assistance, the state may not automatically end **Medicaid** coverage, but must, on its own initiative,

determine whether the family might qualify for **Medicaid** on some other ground.

¶Under the 1996 welfare law, states must provide **Medicaid** to anyone who would have qualified for welfare under the eligibility rules in effect in July 1996. States may adopt new, more restrictive eligibility standards for welfare, but many families ineligible for cash assistance under those standards will be eligible for **Medicaid**.

The latest data from the Census Bureau, issued in September, show trends that worry many health policy experts.

The proportion of children with no health insurance of any kind increased to 15 percent in 1997, from 13.8 percent in 1995, when many states began cutting their welfare rolls. The proportion of poor children with no health insurance rose to 23.8 percent in 1997, from 21.4 percent in 1995.

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February 22, 1999

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VI. REMARKS

To be provided by Speechwriting.

**PRESIDENT CLINTON ANNOUNCES A SERIES OF NEW EFFORTS TO ENROLL
UNINSURED CHILDREN IN HEALTH INSURANCE PROGRAMS**

February 18, 1998

Today, the President is announcing the first major state coverage expansions under the recently enacted Children's Health Insurance Program (CHIP) and released information showing that many States will soon follow. He also unveiled an unprecedented set of public/private initiatives designed to enroll the millions of uninsured children who are eligible but not enrolled in Medicaid and other state-based children's health programs. These initiatives have been designed in partnership with Governors, health care providers, children's health advocates, foundations, businesses and many others who are committed to providing health care coverage for the nation's uninsured children.

Over 10 million children in America are uninsured. Nearly 90 percent of these children have parents who work, but do not have access to or cannot afford health insurance. Over 3 million of these uninsured children are already eligible for Medicaid. However, many families are not aware that their children are eligible for Medicaid, and others have difficulty filling out the application. Similar problems could undermine the new Children's Health Insurance Program's goal to enroll millions of uninsured children. With these challenges in mind, the President:

- ✓ **ANNOUNCED THAT COLORADO AND SOUTH CAROLINA HAVE JOINED ALABAMA AS THE FIRST COVERAGE EXPANSIONS UNDER THE NEW CHILDREN'S HEALTH INSURANCE PROGRAM (CHIP).** Today, the President is announcing that Colorado and South Carolina join Alabama as the first states to come into the children's health program. In late January, Alabama received approval to expand its Medicaid program to children ages 14 to 18 up to 100 percent of poverty. South Carolina will expand its Medicaid program to provide coverage to all children up to 150 percent of poverty. And, Colorado builds upon its current non-Medicaid program to cover children up to 185 percent of poverty. The President is also announcing that many more States are well on their way to expanding coverage to more uninsured children. Currently, 14 additional states have submitted plans to HHS for approval, and nearly 30 States are actively planning new ways to address the needs of uninsured children.

- ✓ **RELEASED A NEW PRESIDENTIAL DIRECTIVE TO LAUNCH A GOVERNMENT-WIDE EFFORT TO ENROLL UNINSURED CHILDREN.** In an executive memorandum to eight Federal agencies with jurisdiction over children's programs — the Departments of Agriculture, Interior, Education, HHS, HUD, Interior, Labor, and Treasury and the Social Security Administration -- the President is directing the establishment of a multi-agency effort to enroll uninsured children. These agencies run programs such as WIC, Food Stamps, Head Start, and public housing that cover many of the same children who are uninsured and eligible for Medicaid or other health insurance. The memorandum instructs these agencies: (1) to identify all their employees and grantees who might come into contact with these children and ensure that these individuals are aware of the health insurance programs available to children; (2) to develop an intensive children's outreach initiative, such as distributing information, coordinating toll-free numbers, and simplifying and coordinating application forms; and (3) to report back in 90 days on their plan to help enroll uninsured children.

- ✓ **HIGHLIGHTED BUDGET PROPOSALS THAT PROVIDE MEDICAID ENROLLMENT INCENTIVES TO STATES.** The President's FY 1999 budget invests \$900 million over 5 years in children's health outreach policies, including the use of schools and child care centers to enroll children in Medicaid. The budget provides states with the option of automatically enrolling children in Medicaid even before having received all of the complicated eligibility and enrollment forms (a provision known as "presumptive eligibility"). It also expands the use of a Federally-financed administrative fund so that it can underwrite the costs for all uninsured children — not just the limited population allowed under current law.

- ✓ **ANNOUNCED A HISTORIC PRIVATE SECTOR COMMITMENT TO PROVIDE OUTREACH.** To complement the public outreach effort, the President is announcing unprecedented new contributions from the private sector to help ensure that all children who are eligible for health insurance receive it, including:
 - **A new toll-free number that directs families around the nation to their state enrollment centers.** The President is announcing that Bell Atlantic will establish and operate a toll-free number to help states enroll uninsured children. The number, which will be put in place during the upcoming months, will be developed in cooperation with the nation's Governors. This will help millions of families around the nation by directing them automatically to their local state Medicaid enrollment agency.

 - **Over \$23 million in commitments from private foundations across the country.** The Robert Wood Johnson Foundation will spend \$13 million over the next 3 years to fund innovative state-local coalitions to design and conduct outreach initiatives, simplify enrollment processes, and coordinate existing coverage programs. The Kaiser Family Foundation will spend up to \$10 million over the next 5 years on studies to help understand why eligible children do not enroll in existing programs and how best to provide insurance coverage for these children. America's Promise, with support from the Robert Wood Johnson Foundation and in collaboration with the American Academy of Pediatrics, will mobilize corporations such as SmithKline Beecham and Schering Plough and local communities nationwide in children's health outreach efforts.

 - **New initiatives from corporate and advocacy organizations to reach out to uninsured children.** Pampers has volunteered to include a letter in its child birth education packages, given to 90 percent of first-time mothers, providing families information about available health insurance options. Grocery stores and chain drug stores across the country will provide information about the new Bell Atlantic toll-free number to their customers. The National Education Association is launching an unprecedented effort to educate teachers on how they can inform children and their families about health insurance, through national newsletters, conferences, and special training sessions. The American Hospital Association's Campaign for Coverage will increase its nationwide initiative to engage hospitals in helping uninsured Americans, including children.

- ✓ **ISSUED A CHALLENGE ACROSS AMERICA TO FIND NEW WAYS TO REACH OUT TO UNINSURED CHILDREN.** The President is challenging every physician, nurse, health care provider, business, school, parent, grandparent, and community across the nation, to find new ways to ensure that uninsured children eligible for health insurance are enrolled in Medicaid or CHIP. This national commitment should not stop until every eligible child across the country is enrolled in one of the existing health care programs.

**PRESIDENT'S CHILDREN'S HEALTH INSURANCE OUTREACH
EXECUTIVE MEMORANDUM AND INTERAGENCY REPORT**

June 22, 1998

Today, in an Executive Memorandum, the President ordered eight Federal agencies to enact over 150 initiatives designed to help enroll millions of uninsured children in Medicaid or the new Children's Health Insurance Program (CHIP). These initiatives are included in a report to the President that is also being released today. This report and the recommendations were produced by the Departments of Health and Human Services, Treasury, Agriculture, Education, Labor, Housing and Urban Development, Interior, and the Social Security Administration.

Taken together, these actions represent an unprecedented, cross-government commitment to provide affordable insurance to children. The American Academy of Pediatrics characterized these initiatives as "representing the best of creative government and absolutely critical to achieving our common goal of providing health insurance for all eligible children."

HIGHLIGHTS OF THE REPORT. As the first step in his public-private children's health outreach campaign, the President directed his own workforce to initiate an historic commitment to enrolling uninsured children in State health insurance programs. In response, eight Federal agencies developed plans in three areas: how to educate their workforce; how this workforce can help educate families about State health insurance programs; and how to coordinate cross-agency and public-private efforts to identify and enroll children in these programs.

Educating Federal Workers, State Workers, and Grantees about Children's Health

Many Federal and State workers, contractors or grantees have direct contact with families with uninsured children. For example, the majority of uninsured children probably have participated in a school lunch program, subsidized child care, or Head Start. Recognizing this fact, the President ordered the Federal agencies to, among other actions:

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 - National Health Service Corps and Area Health Education Centers that train about 21,000 students and 50,000 providers;
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 - 700 community health centers;
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- **Coordinate outreach campaign with major national associations, advocacy groups, and other private organizations.** Each Department has a set of outside organizations that could be partners in this outreach initiative. These include:
 - Elderly groups, to assist in enrolling uninsured grandchildren;
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Cross-Cutting Issues. Two topics were special focuses of the task force.

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 - Use of mapping to identify all service delivery sites on reservations that could be used for children's health outreach to Indian families;
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 - Use of "distance learning," such as new telemedicine communication capabilities, to educate rural providers about children's health insurance.
- **Coordinating program enrollment.** Integration of health and non-health program enrollment can increase the number of children with insurance. Models identified include:
 - Single application for multiple programs: Most States (e.g., Illinois, Iowa, Maryland, Michigan, Ohio) use joint applications for their social services programs.
 - "Adjunctive" eligibility (allowing eligibility for one program to fulfil some or all of the eligibility requirements for another): for example, children are automatically eligible for Florida's Healthy Start program if eligible for the school lunch program.

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UNINSURED CHILDREN, ANNOUNCES THREE STATE CHILDREN'S HEALTH
INSURANCE PROGRAM APPROVALS AND HIGHLIGHTS THE UNIQUE CHALLENGES
RURAL COMMUNITIES FACE IN INSURING CHILDREN**

September 1, 1998

Today, the Vice President joins the Children's Health Fund in kicking off a new public/private effort to reach out and enroll uninsured children across the nation. At this event, the Vice President hosted the National Child Health Caravan on its multi-state tour to promote children's outreach; unveiled major new children's health outreach and enrollment efforts from multiple departments within the Federal government; announced three state children's health insurance program (CHIP) approvals; and highlighted the special challenges that rural states face in targeting and covering uninsured children.

There are over four million children who are currently eligible but not enrolled in Medicaid and there could be hundreds of thousands more children eligible and not signed up as states implement CHIP. Recent studies have shown that uninsured children are more likely to be sick as newborns; less likely to be immunized; and less likely to receive treatment for recurring illnesses, like ear infections or asthma. The Vice President also highlighted the particular challenges in enrolling children in rural areas, where 2.5 million of the nation's uninsured children live. Today, the Vice President:

Highlighted National Child Health Caravan. The Vice President hosted the National Child Health Caravan, on a multi-state journey to reach out to and enroll uninsured children and to call attention to the needs of medically underserved children. The Caravan will deliver new mobile units that provide a range of health services for children in medically underserved areas.

Announced New Initiatives to Identify and Enroll Uninsured Children. In response to the public-private outreach initiative the President and First Lady announced earlier this year, pharmacies, grocery stores, and other private companies are launching efforts to reach out to families with uninsured children. In June, at the Vice President's Family Conference, the President signed an Executive Memorandum directing eight Federal agencies to help sign up millions of uninsured children. Today, the Vice President announced new steps that agencies are taking in response to that directive. They will:

- **Launch a new campaign to encourage states to partner with school lunch programs that serve 15 million children.** Today, the Secretary of Agriculture is launching a campaign to encourage states to use the 94,000 school lunch programs to sign up uninsured children. The Department will distribute several model free and reduced price lunch application forms that states and schools may use to link families to state health insurance programs. About 15 million children, many of whom are uninsured, receive free or reduced-price lunches.
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- **Underscored that about 2.5 million uninsured children in America live in rural areas.** Children in rural areas have particularly difficult time accessing health care coverage: their families tend to work in small businesses and agriculture jobs, that usually do not offer health care coverage, and it is harder for rural families to apply for health insurance programs in person.
- **Praised State and Federal governments efforts to reach out to uninsured children.** Recognizing the particular challenges for children in rural communities, states that have two-thirds of these rural uninsured children have already attempted to target many of these children through already approved CHIP plans. These states plans include outreach initiatives that are targeted to rural areas, such as enlisting community organizations that come into direct contact with parents of uninsured children. In addition, in response to the President’s directive, the HHS Office of Rural Health Policy has already sent materials to grantees and many state rural health offices informing them about how best to target and enroll uninsured children.

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Communities. The Vice President announced that this month that HHS will renew projects that reach out to children in underserved rural areas. These grants, which total over \$1.6 million include:

- A project to improve health services and health education to nearly 30,000 children in an isolated five county area in northern Idaho.
- A mobile medical clinic that rotates between four elementary schools in Marshalltown Iowa. The project is working to create a health status "report card" for each student designed to track and improve their health status, and a comprehensive primary care and prevention program that serves over 1,000 children.
- A project in Nebraska that provides in-home preventive services for children under five.
- A North Carolina project to reduce infant mortality, increase childhood immunization, reduce teen pregnancy, and increase awareness of child abuse and neglect through four Student Health Centers.

Urged Congress to pass Rural Outreach Initiative in the President's FY 1999 Budget.

This initiative would provide a total of \$2 million granted to up to ten rural communities. These communities will use the money to train local citizens to provide outreach services to residents in hard-to-reach populations bringing them into the health care system for primary care, preventive services, and acute care.



Elisa Millsap


02/23/99 12:22:08 PM



Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: Revised List of Members of Congress Attending Children's Health Event 

EVENT: Children's Health Event
DATE: Tuesday, February 23, 1999
TIME: 2:30pm-3:10pm
LOCATION: The East Room

CONFIRMED TO ATTEND:

- Sen. Orrin Hatch (R-UT)
- Sen. Arlen Specter (R-PA)
- Rep. Dianne DeGette (D-CO)
- Rep. Eliot Engel (D-NY)
- Rep. Anna Eshoo (D-CA)
- Rep. Sheila Jackson Lee (D-TX)
- Rep. Bart Stupak (D-MI)
- Rep. Albert Wynn (D-MD)

Message Sent To: _____

Draft for Governor Leavitt
February 23, 1999- White House

- Thank you, Secretary Shalala, for the kind introduction and for your longstanding commitment to children's health.
- Over the past 18 months this country has made amazing strides towards covering kids with the health insurance they need and our reason for gathering today, to launch the nationwide **Insure Kids Now Hotline and Campaign**, is one more step in the right direction towards **INSURING KIDS NOW**.
- I am pleased to be here on behalf of the nation's Governors and on behalf of the great state of Utah. Governors across the country have been influential in opening up the doors to health care coverage for children.
- **The Insure Kids Now Hotline, 1-877-KIDS-NOW** will boost momentum of states, like **Utah and Arkansas**, that are working to enroll currently uninsured children into health insurance programs designed just for kids—a momentum propelled by the nation's governors.
- The 877 number allows parents to make a free phone call that connects them to someone in their state who will provide information, application forms, and referrals for the State Children's Health Insurance Program (CHIP) or Medicaid. Hotline hours have been extended to accommodate working parents, and most state hotlines provide information in several languages.
- States have engaged in a number of creative ways to inform parents and enroll children into their programs.
- **Governor Mike Huckabee** personally took on the mission of informing families about the children's health insurance program in Arkansas, ARKids First. Governor Huckabee has appeared throughout the state and on television to promote ARKids First and his state has already enrolled 38,000 children.
- **Alabama** sent out 850,000 application packets to public schoolchildren at the start of the school year and has already enrolled more than 23,000 children.
- **New Jersey** sends a letter about its programs to the parents of newborns using data from the vital statistics registry and to all financially eligible families using data from the department of taxation. The state also includes a flier in the 300,000 registration and license reminders the division of motor vehicles sends out each month.
- The goal of the nation's Governors is to give every eligible child access to the health care they need—from checkups to immunizations to complicated surgeries. The **Insure Kids Now Hotline** will help our children—all our children—grow up with access to the health care they need to make their lives better.
- It is now my pleasure to introduce Governor Thomas Carper, Chair of the National Governors' Association, from the great state of Delaware.

Draft
for Governor Carper
February 23, 1999- White House

- Thank you Governor Leavitt.
- On behalf of the nation's Governors, and as the Chair for the National Governors' Association, I am pleased to be here today, joining with the President, First Lady, and Secretary Shalala to launch the national **Insure Kids Now Hotline and Campaign**.
- This hotline will help families connect to low-cost or free health insurance for their children.
- It will allow many parents to obtain health insurance for their kids for the first time, granting parents invaluable peace of mind and giving their kids the health care they need to grow up healthy and strong.
- Keeping kids healthy is not just a family concern, it is a community concern. Healthy children start each day ready to learn, without fear of falling behind in school because of chronic absence or illness that prevents them from concentrating when they attend. Regular preventive care helps kids avoid complicated health problems that require expensive treatment and leave families struggling financially.
- I would like to thank the President, First Lady, and Secretary Shalala for their leadership and collaboration with the Governors and states in bringing the Insure Kids Now Hotline and Campaign to fruition. Also, I would like to thank Congress for creating the State Children's Health Insurance Program in the Balanced Budget Act of 1997 which has allowed states to expand eligibility for health coverage for children.
- I want to recognize the work of the staff of the **NGA Center for Best Practices** for their effort to implement the hotline and for all of the assistance they have provided as states have developed programs for children. Today I am also pleased to announce the release of 2 NGA publications which provide vital information to states; the **1998 State Children's Health Insurance Program Annual Report** and a report that highlights state innovations in the use of hotlines for outreach and enrollment of children for health insurance programs.
- The federal-state partnership to expand children's health insurance will give as many as 5 million children access to the health care they need—from checkups to immunizations to complicated surgeries— through SCHIP and Medicaid.
- Families who call **1-877-KIDS-NOW** and enroll their kids in a health insurance program can take comfort in knowing that their children will have access to health care.
- It is now my distinct pleasure to introduce to you, the president of the United States, William Jefferson Clinton. Mr. President, and First Lady Clinton, you have been staunch supporters of children's health and I am pleased to have the opportunity to work with you on this campaign.

once a day (2 months)
2/23

TURNER (TNT/TBS)

FLOTUS PSA ; will
run PSA

~~ABC~~ start on Friday 2/26
run on All
My CHILDREN

Viacom/
PARAMOUNT March

one PSA

~~2/26~~

**PRESIDENT CLINTON ANNOUNCES A SERIES OF NEW EFFORTS TO ENROLL
UNINSURED CHILDREN IN HEALTH INSURANCE PROGRAMS**

February 18, 1998

Today, the President is announcing the first major state coverage expansions under the recently enacted Children's Health Insurance Program (CHIP) and released information showing that many States will soon follow. He also unveiled an unprecedented set of public/private initiatives designed to enroll the millions of uninsured children who are eligible but not enrolled in Medicaid and other state-based children's health programs. These initiatives have been designed in partnership with Governors, health care providers, children's health advocates, foundations, businesses and many others who are committed to providing health care coverage for the nation's uninsured children.

Over 10 million children in America are uninsured. Nearly 90 percent of these children have parents who work, but do not have access to or cannot afford health insurance. Over 3 million of these uninsured children are already eligible for Medicaid. However, many families are not aware that their children are eligible for Medicaid, and others have difficulty filling out the application. Similar problems could undermine the new Children's Health Insurance Program's goal to enroll millions of uninsured children. With these challenges in mind, the President:

- ✓ **ANNOUNCED THAT COLORADO AND SOUTH CAROLINA HAVE JOINED ALABAMA AS THE FIRST COVERAGE EXPANSIONS UNDER THE NEW CHILDREN'S HEALTH INSURANCE PROGRAM (CHIP).** Today, the President is announcing that Colorado and South Carolina join Alabama as the first states to come into the children's health program. In late January, Alabama received approval to expand its Medicaid program to children ages 14 to 18 up to 100 percent of poverty. South Carolina will expand its Medicaid program to provide coverage to all children up to 150 percent of poverty. And, Colorado builds upon its current non-Medicaid program to cover children up to 185 percent of poverty. The President is also announcing that many more States are well on their way to expanding coverage to more uninsured children. Currently, 14 additional states have submitted plans to HHS for approval, and nearly 30 States are actively planning new ways to address the needs of uninsured children.

- ✓ **RELEASED A NEW PRESIDENTIAL DIRECTIVE TO LAUNCH A GOVERNMENT-WIDE EFFORT TO ENROLL UNINSURED CHILDREN.** In an executive memorandum to eight Federal agencies with jurisdiction over children's programs — the Departments of Agriculture, Interior, Education, HHS, HUD, Interior, Labor, and Treasury and the Social Security Administration -- the President is directing the establishment of a multi-agency effort to enroll uninsured children. These agencies run programs such as WIC, Food Stamps, Head Start, and public housing that cover many of the same children who are uninsured and eligible for Medicaid or other health insurance. The memorandum instructs these agencies: (1) to identify all their employees and grantees who might come into contact with these children and ensure that these individuals are aware of the health insurance programs available to children; (2) to develop an intensive children's outreach initiative, such as distributing information, coordinating toll-free numbers, and simplifying and coordinating application forms; and (3) to report back in 90 days on their plan to help enroll uninsured children.

- ✓ **HIGHLIGHTED BUDGET PROPOSALS THAT PROVIDE MEDICAID ENROLLMENT INCENTIVES TO STATES.** The President's FY 1999 budget invests \$900 million over 5 years in children's health outreach policies, including the use of schools and child care centers to enroll children in Medicaid. The budget provides states with the option of automatically enrolling children in Medicaid even before having received all of the complicated eligibility and enrollment forms (a provision known as "presumptive eligibility"). It also expands the use of a Federally-financed administrative fund so that it can underwrite the costs for all uninsured children — not just the limited population allowed under current law.

- ✓ **ANNOUNCED A HISTORIC PRIVATE SECTOR COMMITMENT TO PROVIDE OUTREACH.** To complement the public outreach effort, the President is announcing unprecedented new contributions from the private sector to help ensure that all children who are eligible for health insurance receive it, including:
 - **A new toll-free number that directs families around the nation to their state enrollment centers.** The President is announcing that Bell Atlantic will establish and operate a toll-free number to help states enroll uninsured children. The number, which will be put in place during the upcoming months, will be developed in cooperation with the nation's Governors. This will help millions of families around the nation by directing them automatically to their local state Medicaid enrollment agency.

 - **Over \$23 million in commitments from private foundations across the country.** The Robert Wood Johnson Foundation will spend \$13 million over the next 3 years to fund innovative state-local coalitions to design and conduct outreach initiatives, simplify enrollment processes, and coordinate existing coverage programs. The Kaiser Family Foundation will spend up to \$10 million over the next 5 years on studies to help understand why eligible children do not enroll in existing programs and how best to provide insurance coverage for these children. America's Promise, with support from the Robert Wood Johnson Foundation and in collaboration with the American Academy of Pediatrics, will mobilize corporations such as SmithKline Beecham and Schering Plough and local communities nationwide in children's health outreach efforts.

 - **New initiatives from corporate and advocacy organizations to reach out to uninsured children.** Pampers has volunteered to include a letter in its child birth education packages, given to 90 percent of first-time mothers, providing families information about available health insurance options. Grocery stores and chain drug stores across the country will provide information about the new Bell Atlantic toll-free number to their customers. The National Education Association is launching an unprecedented effort to educate teachers on how they can inform children and their families about health insurance, through national newsletters, conferences, and special training sessions. The American Hospital Association's Campaign for Coverage will increase its nationwide initiative to engage hospitals in helping uninsured Americans, including children.

- ✓ **ISSUED A CHALLENGE ACROSS AMERICA TO FIND NEW WAYS TO REACH OUT TO UNINSURED CHILDREN.** The President is challenging every physician, nurse, health care provider, business, school, parent, grandparent, and community across the nation, to find new ways to ensure that uninsured children eligible for health insurance are enrolled in Medicaid or CHIP. This national commitment should not stop until every eligible child across the country is enrolled in one of the existing health care programs.

**PRESIDENT'S CHILDREN'S HEALTH INSURANCE OUTREACH
EXECUTIVE MEMORANDUM AND INTERAGENCY REPORT**

June 22, 1998

Today, in an Executive Memorandum, the President ordered eight Federal agencies to enact over 150 initiatives designed to help enroll millions of uninsured children in Medicaid or the new Children's Health Insurance Program (CHIP). These initiatives are included in a report to the President that is also being released today. This report and the recommendations were produced by the Departments of Health and Human Services, Treasury, Agriculture, Education, Labor, Housing and Urban Development, Interior, and the Social Security Administration.

Taken together, these actions represent an unprecedented, cross-government commitment to provide affordable insurance to children. The American Academy of Pediatrics characterized these initiatives as "representing the best of creative government and absolutely critical to achieving our common goal of providing health insurance for all eligible children."

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- A project to improve health services and health education to nearly 30,000 children in an isolated five county area in northern Idaho.
- A mobile medical clinic that rotates between four elementary schools in Marshalltown Iowa. The project is working to create a health status "report card" for each student designed to track and improve their health status, and a comprehensive primary care and prevention program that serves over 1,000 children.
- A project in Nebraska that provides in-home preventive services for children under five.
- A North Carolina project to reduce infant mortality, increase childhood immunization, reduce teen pregnancy, and increase awareness of child abuse and neglect through four Student Health Centers.

Urged Congress to pass Rural Outreach Initiative in the President's FY 1999 Budget. This initiative would provide a total of \$2 million granted to up to ten rural communities. These communities will use the money to train local citizens to provide outreach services to residents in hard-to-reach populations bringing them into the health care system for primary care, preventive services, and acute care.



Elisa Millsap


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To: See the distribution list at the bottom of this message

cc:

Subject: Revised List of Members of Congress Attending Children's Health Event 

EVENT: Children's Health Event
DATE: Tuesday, February 23, 1999
TIME: 2:30pm-3:10pm
LOCATION: The East Room

CONFIRMED TO ATTEND:

- Sen. Orrin Hatch (R-UT)
- Sen. Arlen Specter (R-PA)
- Rep. Dianne DeGette (D-CO)
- Rep. Eliot Engel (D-NY)
- Rep. Anna Eshoo (D-CA)
- Rep. Sheila Jackson Lee (D-TX)
- Rep. Bart Stupak (D-MI)
- Rep. Albert Wynn (D-MD)

Message Sent To: _____

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Thank you Mrs. Clinton.

**President Clinton, Mrs. Clinton, Governors Leavitt and Carper,
distinguished guests.**

**George Will once wrote, "we are given children to test us and
make us more spiritual."**

**It's true that playful children laughing, hiding and refusing to go
to bed – do test us. Sometimes to the point where a spiritual – and
spirited – discussion with our maker seems in order.**

Children being children is a test all parents face – and learn to love.

But there's another test that tries the spirit of millions of working parents – and that's the test of a sick child with no health insurance.

Parents should not have to rely just on prayers when their children fall ill.

They should be able to rely on high quality medical care too.

As Mrs. Clinton said, that's what our Children's Health Insurance Program is all about.



CHIP is a 24 billion dollar investment over five years in the one national treasure we can least afford to lose – our children.

CHIP is not a welfare program, . . .

. . . it is a serious investment in the health of our future workforce.

It is an investment in working families.

CHIP is a matter of pure self-interest. We all win when we keep our children healthy and our future economy strong.

In just 16 short months – working with Governors and members of Congress from both parties – the Department of Health and Human Services has approved CHIP plans in 50 states and territories.

Under these plans, states expect to enroll by late next year 2.5 million children.

But CHIP is a little like a new restaurant. The tables and waiters are in place. The doors are open. The customers are coming in. But we still have empty tables to fill.

That means outreach.

And, frankly, it means building on the important steps we've already taken to give parents the information – and peace of mind – they need to protect their children.

Last February, President Clinton created an interagency task force made up of the federal departments and agencies that serve children.

His charge was unambiguous: Come up with new ways to find uninsured children – and sign them up.

That's exactly what the federal government has done.

Agriculture is reaching families through the Food Stamp program.

Education is reaching families through the schools.

Housing and Urban Development is reaching families through public housing.

Together, the members of the Task Force began over 150 outreach activities last year.

As for HHS, . . .

. . . from training grantees, to meeting with State Medicaid Directors, to enlisting the help of grandparents – we've helped lay the foundation for the national campaign President Clinton will be announcing today.

Last fall, we teamed up with the National Governors Association to create a regional radio campaign to reach parents about CHIP.

We've designed posters, bumper stickers and an easy-to-use kit that our partners in both the public and private sectors can use to teach their members how to find and enroll CHIP-eligible children.

**And just today, we started a new web site – www.insurekids.gov –
that is filled with important information about CHIP eligibility – and where to sign up. All on a state by state basis.**

Our goal now is to find the parents of CHIP-eligible children and tell them about the program.

Then our goal ~~now~~ is ^{to} get every last one of these children enrolled.

I mentioned that CHIP has been a strong bi-partisan effort.

In particular, governors and the NGA have stood with us – and worked with us – from day one.

One of those governors is so committed to this program, he agreed to spend some time away from his 9 and 1, first place, Utah Jazz so he could be here with us to talk about CHIP.

It is my pleasure to introduce, Governor Michael Leavitt of Utah .

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Draft
for Governor Leavitt
February 23, 1999- White House

- Thank you, Secretary Shalala, for the kind introduction and for your longstanding commitment to children's health.
- Over the past 18 months this country has made amazing strides towards covering kids with the health insurance they need and our reason for gathering today, to launch the nationwide **Insure Kids Now Hotline and Campaign**, is one more step in the right direction towards **INSURING KIDS NOW**.
- I am pleased to be here on behalf of the nation's Governors and on behalf of the great state of Utah. Governors across the country have been influential in opening up the doors to health care coverage for children.
- The **Insure Kids Now Hotline, 1-877-KIDS-NOW** will boost momentum of states, like ~~Utah and Arkansas~~, that are working to enroll currently uninsured children into health insurance programs designed just for kids—a momentum propelled by the nation's governors.
- The 877 number allows parents to make a free phone call that connects them to someone in their state who will provide information, application forms, and referrals for the State Children's Health Insurance Program (SCHIP) or Medicaid. Hotline hours have been extended to accommodate working parents, and most state hotlines provide information in several languages.
- States have engaged in a number of creative ways to inform parents and enroll children into their programs.
- **Governor Mike Huckabee** personally took on the mission of informing families about the children's health insurance program in Arkansas, ARKids First. Governor Huckabee has appeared throughout the state and on television to promote ARKids First and his state has already enrolled 38,000 children.
- **Alabama** sent out 850,000 application packets to public schoolchildren at the start of the school year and has already enrolled more than 23,000 children.
- **New Jersey** sends a letter about its programs to the parents of newborns using data from the vital statistics registry and to all financially eligible families using data from the department of taxation. The state also includes a flier in the 300,000 registration and license reminders the division of motor vehicles sends out each month.
- The goal of the nation's Governors is to give every eligible child access to the health care they need—from checkups to immunizations to complicated surgeries. The **Insure Kids Now Hotline** will help our children—all our children—grow up with access to the health care they need to make their lives better.
- It is now my pleasure to introduce Governor Thomas Carper, Chair of the National Governors' Association, from the great state of Delaware.

Draft
for Governor Carper
February 23, 1999- White House

- Thank you Governor Leavitt.
- On behalf of the nation's Governors, and as the Chair for the National Governors' Association, I am pleased to be here today, joining with the President, First Lady, and Secretary Shalala to launch the national **Insure Kids Now Hotline and Campaign**.
- This hotline will help families connect to low-cost or free health insurance for their children.
- It will allow many parents to obtain health insurance for their kids for the first time, granting parents invaluable peace of mind and giving their kids the health care they need to grow up healthy and strong.
- Keeping kids healthy is not just a family concern, it is a community concern. Healthy children start each day ready to learn, without fear of falling behind in school because of chronic absence or illness that prevents them from concentrating when they attend. Regular preventive care helps kids avoid complicated health problems that require expensive treatment and leave families struggling financially.
- I would like to thank the President, First Lady, and Secretary Shalala for their leadership and collaboration with the Governors and states in bringing the Insure Kids Now Hotline and Campaign to fruition. Also, I would like to thank Congress for creating the State Children's Health Insurance Program in the Balanced Budget Act of 1997 which has allowed states to expand eligibility for health coverage for children.
- I want to recognize the work of the staff of the NGA Center for Best Practices for their effort to implement the hotline and for all of the assistance they have provided as states have developed programs for children. Today I am also pleased to announce the release of 2 NGA publications which provide vital information to states; the 1998 State Children's Health Insurance Program Annual Report and a report that highlights state innovations in the use of hotlines for outreach and enrollment of children for health insurance programs.
- The federal-state partnership to expand children's health insurance will give as many as 5 million children access to the health care they need—from checkups to immunizations to complicated surgeries—through SCHIP and Medicaid.
- Families who call **1-877-KIDS-NOW** and enroll their kids in a health insurance program can take comfort in knowing that their children will have access to health care.
- It is now my distinct pleasure to introduce to you, the president of the United States, William Jefferson Clinton. Mr. President, and First Lady Clinton, you have been staunch supporters of children's health and I am pleased to have the opportunity to work with you on this campaign.