
Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a publication.

Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.

WHY Children's?

Our region is home to many of the nation's highest quality health care institutions. Which one should you choose? When it comes to caring for kids, there is really only one choice: **Children's National Medical Center.**

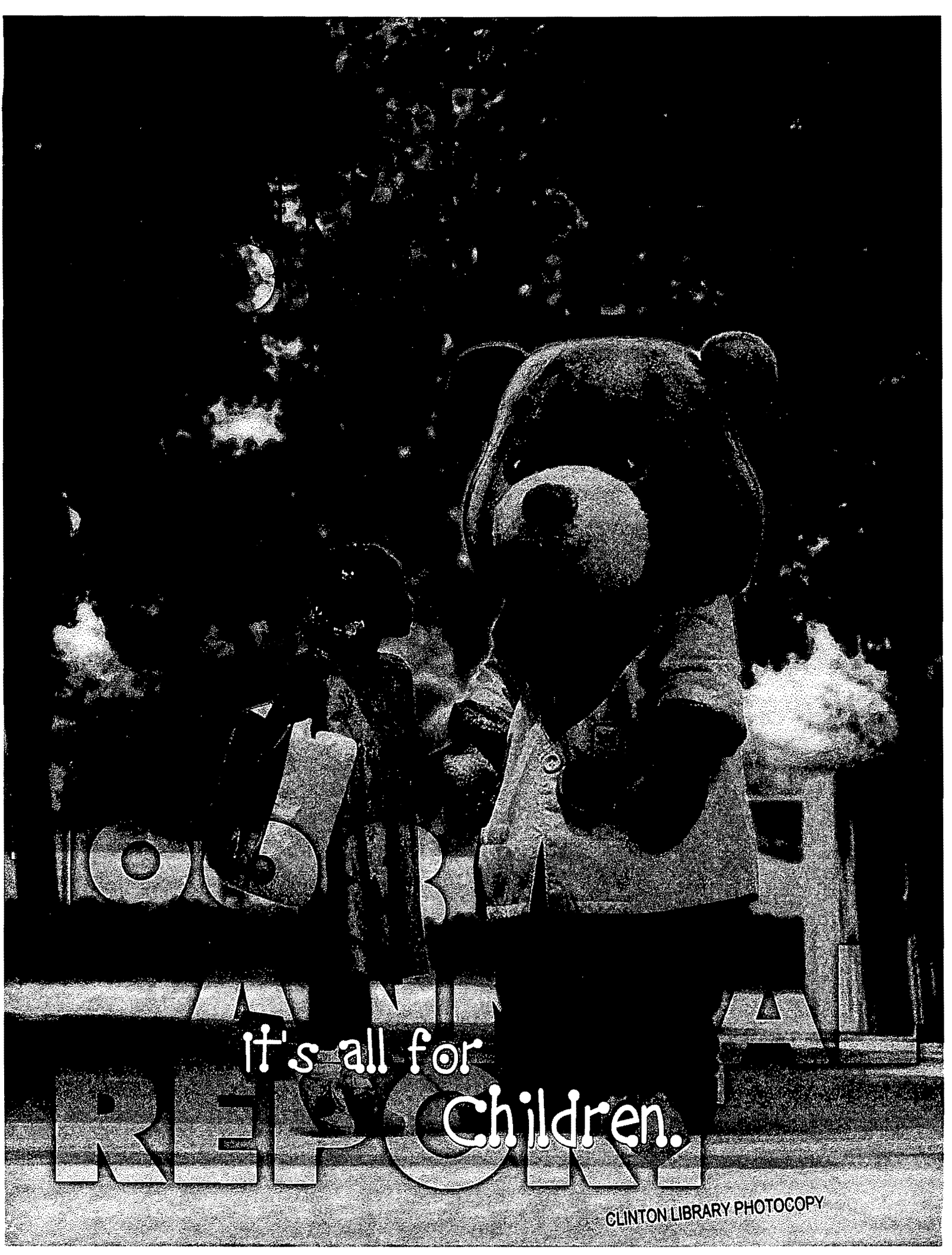


Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

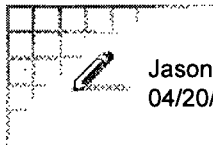
This marker identifies the place of a publication.

Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.



it's all for
Children.

CLINTON LIBRARY PHOTOCOPY



Jason H. Schechter
04/20/99 03:41:40 PM

Record Type: Record

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

cc:

Subject: First Lady Hillary Rodham Clinton Announces That Almost One Million Children Are Enrolled in the Children's Health Insurance Program

**FIRST LADY HILLARY RODHAM CLINTON ANNOUNCES THAT ALMOST ONE
MILLION CHILDREN ARE ENROLLED IN THE CHILDREN'S HEALTH
INSURANCE PROGRAM**

April 20, 1999

Today, at a speech at Hofstra University, First Lady Hillary Rodham Clinton announced that the Department of Health and Human Services is reporting that almost one million children enrolled in the State Children's Health Insurance Program (CHIP) in 1998. The President worked with the Congress to enact CHIP in 1997 as part of the Balanced Budget Agreement. It provides \$24 billion dollars over five years for health insurance for children. This enrollment in CHIP, combined with efforts to sign up the millions of eligible but unenrolled children in Medicaid, shows significant progress in meeting the President's goal of reducing the number of uninsured children in the United States by 5 million.

PROGRESS TOWARD REDUCING NUMBER OF UNINSURED CHILDREN. The Department of Health and Human Services released estimates today that show:

Almost one million children enrolled in CHIP during 1998. In its first release of state enrollment data, the Department of Health and Human Services (HHS) reported that approximately 982,000 children enrolled in CHIP in the 43 states with programs operating during 1998. This indicates that states met the HHS enrollment estimates for 1998 and that states are well on their way to enrolling their target of 2.5 million children by 2000.

Almost equal enrollment in Medicaid and separate state programs. CHIP enables States to insure children from working families with incomes too high to qualify for Medicaid through non-Medicaid State programs, Medicaid expansions, or a combination of both programs. Slightly more children were enrolled in the separate state programs. Of the approximately 982,000, approximately 540,000 were in separate programs while approximately 442,000 were in Medicaid expansions adopted by the states.

Enrollment will continue to increase as states fully implement their plans. Seven programs (ID, IL, IN, MA, OH, OK, and PR) were enrolling children throughout the entire year and 10 out of the 43 programs did not start enrolling children until after

October 1. The 10 CHIP programs that have been operating the longest (Alabama, California, Idaho, Illinois, Indiana, Massachusetts, New Jersey, Ohio, Oklahoma, and Puerto Rico) are responsible for about 34 percent of the total enrollment. The average enrollment period was about 6 months. Given the challenges of setting up major new programs, many states are just beginning to enroll children in CHIP.

New children are enrolling in the traditional Medicaid. Although CHIP is its centerpiece, the President's initiative to reduce the number of uninsured children also included policies to increase enrollment of poor children in Medicaid. According to the NGA, 26 states have opted for "strategies such as continuous eligibility" and 12 states use "presumptive eligibility" -- both of which were included in the Balanced Budget Act of 1997 to increase traditional Medicaid enrollment. Additionally, families that apply for CHIP but whose children are eligible for the traditional Medicaid will have their children automatically enrolled. Finally, outreach efforts by the Administration, states, and the private sector have not focused solely on CHIP -- they have also included Medicaid. Information on traditional Medicaid enrollment will be available later this year.

INTENSIVE PUBLIC-PRIVATE OUTREACH EFFORTS TO IDENTIFY AND ENROLL ELIGIBLE, UNINSURED CHILDREN

One of the highest priorities of the Administration -- as well as the nation's Governors and the bipartisan Congress -- has been reducing the number of uninsured children. To ensure that every eligible child benefits from Medicaid and the new Children's Health Insurance Program (CHIP), the President launched a public-private outreach campaign. Highlights of this campaign include:

Engaging the private sector in the nationwide "Insure Kids Now" Outreach Campaign.

One of the major barriers to insuring children is education: too many families do not know that their children may be eligible. To get the word out, the nation's top media organizations, corporations, and non-profits have teamed up to launch a nationwide campaign. It includes:

"1-877-KIDS NOW" Hotline. The National Governors Association, Bell Atlantic, and the Administration have together launched 1-877 KIDS NOW, a new toll-free number to provide state-specific information about Medicaid and CHIP to families in all 50 states.

Public service announcements on national television and radio. NBC, ABC, Univision, the National Association of Broadcasters, Black Entertainment Television, and Viacom/Paramount are airing public service announcements promoting the toll-free number. Radio ads on Insure Kids Now will also be run nationwide.

Printing the Insure Kids Now toll-free number on products. Building on a series of commitments made in 1998, K-Mart, General Motors, the American Dental Hygienists

Association, among others, have pledged to put the new toll-free number on grocery bags, toothbrushes, diaper boxes, pharmaceutical products, child safety seats, and school buses.

Finding families through other Federal programs. Recognizing that millions of low-income, working families come in contact with Federal programs, the President ordered nearly a dozen agencies to develop strategies to educate families about health insurance for children. These agencies formed a Task Force that has identified and started implementing over 150 actions to help enroll uninsured children. Examples of actions include:

Encouraging states and schools to distribute information through the 94,000 school lunch programs that serve 15 million children.

Educating 6 million families in low-income housing programs through 3,400 Public Housing Authorities and 25,000 owners and managers of multi-family properties.

Distributing 145,000 posters with the Insure Kids Now toll free number to over 20,000 health centers.

Reducing and eliminating barriers to enrollment. Throughout 1998, the Administration provided guidance and examples of how to streamline the application and enrollment process, making it easier for families to sign up their children. Last month, HHS also released new guidance on ensuring Medicaid coverage for families and children affected by welfare reform. Efforts will continue to strip away all unnecessary administrative barriers.

Investing in children's health insurance outreach. The President's FY 2000 budget includes about \$1 billion over 5 years for outreach efforts. New funds will enable states to simplify enrollment systems, educate community members, outstation eligibility workers, and conduct other efforts that identify and enroll uninsured children in Medicaid and CHIP.

###

Message Sent To: _____

Nanda Chitre

10/01/98 10:41:59
AM

Record Type: Record

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

cc:

Subject: Statement By The President: One Year Anniversary of Children's Health Insurance Program

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

October 1, 1998

STATEMENT BY THE PRESIDENT

Today, marks the one-year anniversary of the new Children's Health Insurance Program (CHIP). This historic effort -- which I called for in my 1997 State of the Union and signed into law last summer as part of the historic bipartisan Balanced Budget Act -- is the largest children's health coverage expansion since the enactment of Medicaid over 30 years ago. CHIP provides \$24 billion to help states offer affordable health insurance to children in working families that make too much for Medicaid but too little to afford private coverage.

I am proud to announce that in its first year, nearly four out of five states are already participating in CHIP. A report released by the Department of Health and Human Services today finds that these state programs will provide health care coverage to over 2.3 million children when fully implemented. Many of these states have indicated they will expand their programs to even more children, and the remaining states have proposals that we expect to approve in the coming months.

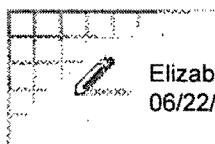
However, much work remains to be done to improve the health of our nation's children. We must work to ensure that every child eligible for CHIP gets enrolled. Equally important, over 4 million uninsured children are eligible but not signed up for Medicaid. Educating families, simplifying the enrollment process, and making health insurance a national priority requires a sustained commitment from the public and the private sector. This has been and will continue to be a top priority for my Administration. I have directed twelve Federal agencies that serve children and families to reach out and enroll uninsured children and am

extremely encouraged by our partnership with the states and the private sector to help meet this challenge.

We know that children with insurance are healthier -- getting more regular checkups, more routine immunizations, and fewer ear infections. On the one year birthday of CHIP, let us recommit ourselves to providing affordable health coverage to the millions of American children without insurance.

30-30-30

Message Sent To: _____



Elizabeth R. Newman
06/22/98 04:31:18 PM

Record Type: Record

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

CC:

Subject: release on Federal Actions to Improve Children's Health Insurance Outreach

WHITE HOUSE

Office of the Press Secretary
(Nashville, Tennessee)

For Immediate Release

June 22, 1998

June 22, 1998

MEMORANDUM FOR THE SECRETARY OF THE TREASURY

THE SECRETARY OF AGRICULTURE

THE SECRETARY OF THE INTERIOR

THE SECRETARY OF LABOR

THE SECRETARY OF HEALTH AND HUMAN SERVICES

THE SECRETARY OF HOUSING AND URBAN

DEVELOPMENT

THE SECRETARY OF EDUCATION

THE COMMISSIONER OF SOCIAL SECURITY

SUBJECT: Federal Actions to Improve Children's Health Insurance Outreach

Last year, with bipartisan support from the Congress, I was pleased to sign into law the Children's Health Insurance Program (CHIP). This new program will help millions of children of working families obtain affordable and much-needed health insurance. As of today, 20 States have had their CHIP plans approved and most States have applied for approval.

Yet, as recent studies show, rapidly implementing CHIP and ensuring that all eligible children are enrolled in this new program or Medicaid has never been more important. This month, a

major report from the Institute of Medicine confirmed that children without health insurance are more likely to be sick, less likely to be immunized, and less likely to receive medical treatment for illnesses, such as recurrent ear infections and asthma. Without treatment, these diseases can have lifelong consequences. Another study by the Agency for Health Care Policy and Research concluded that there are 4.7 million uninsured children who are eligible but not enrolled in Medicaid. Several million more will become eligible for CHIP as States implement their programs.

Only an intense, sustained campaign in both the public and private sectors can address the significant challenge of uninsured children. On February 18, 1998, I requested children's health outreach proposals from eight Federal agencies on how the executive branch of the United States Government can assist in children's health insurance outreach.

In response, I received the *Report to the President: The Interagency Task Force on Children's Health Insurance Outreach*, which contains proposals on how to engage the executive branch in children's health outreach. I have reviewed this report and found these proposals sound, innovative, and worth undertaking.

Therefore, I hereby direct you to take the following actions to promote children's health insurance outreach, consistent with the missions of your agencies and the content and timelines of each potential initiative described in the *Report*.

more

(OVER)

The Secretary of Health and Human Services shall ensure that the:

- Health Care Financing Administration, among other proposed actions, creates an on-line clearing house for outreach information and facilitates relationships between State Medicaid and CHIP agencies and community-based and private organizations to identify, educate, and enroll uninsured children in State health insurance programs;
- Health Resources and Services Administration, among other proposed actions, trains health care providers to help identify and enroll children in health insurance through its National Health Service Corps and Area Health Education Centers, which trains students and health providers and distributes information to families that use the community clinics that it funds;
- Administration for Children and Families, among other proposed actions, distributes promotional material and applications for Medicaid and CHIP to the families they serve through Temporary Assistance to Needy Families (TANF), Head Start sites, and subsidized child care sites;
- Agency for Health Care Policy and Research, among other proposed actions, supports investigator-initiated evaluations of outreach activities to better understand which outreach and enrollment strategies work best and to disseminate results to improve outreach performance;
- Centers for Disease Control and Prevention, among other proposed actions, puts outreach referral information in its public health publications and pamphlets;
- Indian Health Service, among other proposed actions, integrates "train the trainer" techniques to educate select community members who can then provide information on health insurance to the rest of the community;
- Substance Abuse and Mental Health Services Administration, among other proposed actions, develops and implements an educational campaign for uninsured children with special needs.

The Secretary of Agriculture shall, among other proposed actions:

- Educate Regional and State directors of the Women, Infants, and Children (WIC) program and other Food and Nutrition Service programs on health care programs that are available to families with uninsured children and determine what information to give to these families; how to coordinate the application process to facilitate enrollment in CHIP and Medicaid; and how families applying for school

lunch programs can receive information on health insurance;

- Provide information to the Cooperative State Research, Education, and Extension Service regional and State program staff and grantees and encourage dissemination of information to families regarding the CHIP and Medicaid programs.

more

The Secretary of Education shall, among other proposed actions:

- Educate and assist families through its Partnership for Family Involvement program, which promotes family involvement in education, and includes employers, schools, education organizations, and community and religious groups.

The Secretary of Housing and Urban Development shall, among other proposed actions:

- Provide information on children's health outreach to applicants for competitive grants, and ask its directors of Public Housing Authorities and Empowerment Zones/Enterprise Communities to post or distribute this information.

The Secretary of Interior shall, among other proposed actions:

- Develop and distribute culturally relevant referral information to Native American families through the Bureau of Indian Affairs, especially focusing on tribal schools, colleges, and social services agencies.

The Secretary of Labor shall, among other proposed actions:

- Distribute Medicaid and CHIP outreach information through its Job Corps Centers, One-Stop Career Centers, welfare-to-work grant programs, and small businesses contacts.

The Secretary of the Treasury shall, among other proposed actions:

- Post children's health outreach information for families at IRS walk-in centers and provide this information to Voluntary Income Tax Assistance sites.

The Commissioner of Social Security shall, among other proposed actions:

- Distribute information and/or applications for children's health insurance in its SSA field office reception areas and provide to States names of families of children denied SSI so that States can send these families educational information and applications for children's health insurance programs.

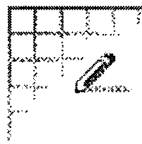
I also direct the Secretary of Health and Human Services to continue to work with the above mentioned agencies to assist them in fulfilling these commitments, to engage new agencies and develop other commitments, and report back to me in 1 year on agency accomplishments.

WILLIAM J. CLINTON

###

Message Sent To:

CHP



Elizabeth R. Newman
02/18/98 02:12:26 PM

Record Type: Record

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

CC:

Subject: Presidential Directive: Children's Health Insurance Outreach

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

February 18, 1998

February 18, 1998

MEMORANDUM FOR THE SECRETARY OF THE TREASURY
THE SECRETARY OF AGRICULTURE
THE SECRETARY OF THE INTERIOR
THE SECRETARY OF LABOR
THE SECRETARY OF HEALTH AND HUMAN SERVICES
THE SECRETARY OF HOUSING AND URBAN DEVELOPMENT
THE SECRETARY OF EDUCATION
THE COMMISSIONER OF SOCIAL SECURITY

SUBJECT: Children's Health Insurance Outreach

Over 10 million of our Nation's children are currently uninsured and, as a consequence, often cannot afford much-needed health care services such as doctor visits, prescription drugs, or hospital care. Last year, with bipartisan support, we took a major step toward solving this problem. The Balanced Budget Act of 1997 that I signed into law enacted the largest single expansion of children's health insurance in 30 years. The new Children's Health Insurance

Program (CHIP) provides \$24 billion over 5 years to cover millions of uninsured children in working families. It builds on the Medicaid program, which currently covers nearly 20 million poor children across the country.

We now face the serious task of enrolling uninsured children in both Medicaid and State-administered children's health programs. We know that well over 3 million uninsured children are eligible but not enrolled in Medicaid. This is largely due to a lack of knowledge about Medicaid eligibility and the difficulty of the enrollment process. These same problems could limit the potential of CHIP to successfully enroll millions of uninsured children.

To ensure that both Medicaid and CHIP fulfill their potential, I am calling for a nationwide children's health insurance outreach initiative involving both the private and public sectors. As illustrated by my announcement today, foundations, corporations, health care providers, consumer advocates, and others in the private sector are already responding to our challenge to make every effort to enroll uninsured children in Medicaid or CHIP. In the public sector, my FY 1999 budget proposal includes policies to give States the flexibility and funding they need to conduct innovative outreach activities. The Health Care Financing Administration (HCFA) and the Health Resources and Services Administration (HRSA) should continue their focused efforts to promote outreach through administrative actions.

There is clearly more that the Federal Government can do to help the States and the private sector achieve our mutual goal of targeting and providing coverage to uninsured children. Many children who lack health insurance are the same children who

more

(OVER)

benefit from programs your agency now administers. Eligibility for Medicaid and CHIP is often similar to that for WIC, Food Stamps, Head Start, tax programs, job training, welfare to work, Social Security, public housing, and home-lessness initiatives. Thus, a coordinated Federal inter-agency effort is critical to providing greater health care coverage for children.

Therefore, to increase enrollment of uninsured children in Medicaid and CHIP, I hereby direct you to take the following actions consistent with the mission of your agency.

First, I direct you to identify all of the employees and grantees of your agency's programs who work with low-income, uninsured children who may be eligible for Medicaid or CHIP.

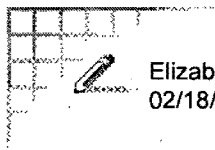
Second, I direct you to develop and implement an educational strategy aimed at ensuring that your agency's employees and grantees are fully informed about the availability of Medicaid and CHIP to our Nation's children.

Third, I direct you to develop an agency-specific plan as part of our Administration-wide, intensive children's health insurance outreach effort. Your agency's plan should include distributing information and educating families about their options; coordinating toll-free numbers and other sources of information on public programs; simplifying, coordinating, and, where possible, unifying the application process for related public programs; and working with State and local agencies on broadening the locations where families can apply for Medicaid and/or CHIP.

Fourth, I direct you to identify any statutory or regulatory impediments in your programs to conducting children's health insurance coverage outreach.

Finally, I direct the Department of Health and Human Services to serve as the coordinating agency to assist in the development and integration of agency plans and to report back to me on each agency's plan in 90 days with recommendations and a suggested implementation timetable. In so doing, I direct the Department to ensure that Federal interagency activities are complementary, aggressive, and consistent with the overall initiative to cover uninsured children.

WILLIAM J. CLINTON



Elizabeth R. Newman
02/18/98 11:30:36 AM

Record Type: Record

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

cc:

Subject: Fact Sheet: President Clinton Announces New Efforts to Enroll uninsured Children in Health Insurance Programs

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

February 18, 1998

Today at the Children's National Medical Center, the President, joined by First Lady Hillary Rodham Clinton, announced new efforts designed to enroll the millions of uninsured children who are eligible for but not currently enrolled in Medicaid and other state-based children's health program. These include: (1) the first major state expansions under the recently enacted Children's Health Insurance Program (CHIP) and released findings that indicate that many States will soon follow; (2) a Presidential Directive to Federal Agencies; (3) FY1999 budget proposals that provide funding for children's health policy outreach including Medicaid enrollment incentives to States; and (4) an unprecedented set of public/private initiatives designed in partnership with Governors, health care providers, children's health advocates, foundations, businesses and many others who are committed to providing coverage for the nation's uninsured children.

Program participants include: Edwin K. Zechman, Jr., President and CEO of Children's National Medical Center; Linda Haverson, parent whose son was recently enrolled in Medicaid because of a local outreach effort; HHS Secretary Donna Shalala; First Lady Hillary Rodham Clinton; and President Clinton.

Of the more than 10 million children in America who are uninsured, over 3 million 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. It is with these challenges in mind, that the President today:

UANNOUNCED THAT COLORADO AND SOUTH CAROLINA HAVE JOINED ALABAMA AS THE FIRST COVERAGE EXPANSIONS UNDER THE NEW CHIP PROGRAM. Last year's Balanced Budget Agreement included a major new program to provide health insurance to the nation's children. Today, the President

announced 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 all children up to 185 percent of poverty. The President also announced that many more States are well on their way to expanding coverage to more uninsured children. In addition to the three announced today, 14 more states have submitted plans to HHS for approval, and nearly 30 States have active working groups or task forces designing plans to address the needs of uninsured children.

- U ISSUED 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, Labor, and Treasury, and the Social Security Administration -- the President directed 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.
- U HIGHLIGHTED BUDGET PROPOSALS THAT PROVIDE MEDICAID ENROLLMENT INCENTIVES TO STATES.** The President's FY 1999 budget invests \$900 million over five 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.
- U ANNOUNCED A HISTORIC PRIVATE SECTOR COMMITMENT TO PROVIDE OUTREACH.** To complement the public outreach effort, the President announced 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 announced 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 used by the nation's Governors to 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 three 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 five 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 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, giving families information about available health insurance options. 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.

U ISSUED A CHALLENGE ACROSS AMERICA TO FIND NEW WAYS TO REACH OUT TO UNINSURED CHILDREN. The President challenged 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.

Message Sent To: _____