

**MEASURE A**  
**COMMITTEE FOR CHILDREN'S HEALTH**  
**155 E. Campbell Ave., Suite 200, Campbell, CA 95008**

In 2001, Santa Clara County launched the nation's first universal health insurance program for children, known as the Children's Health Initiative. CHI simplified enrollment and outreach for existing public health programs (Medi-Cal and Healthy Families) and created a new local program, "Healthy Kids", to enroll all children who were not eligible for Medi-Cal or Healthy Families.

Unfortunately, after a decade of surviving on a patchwork of funding support for premiums, the sustainability of Healthy Kids is unraveling and without a new source of funding, thousands of children will lose health coverage.

In order to save Healthy Kids and prevent disenrollment, the Committee for Children's Health - a local coalition of health, business, community, and labor leaders - are supporting a county parcel tax measure that has been placed on the November ballot by the Board of Supervisors. The \$29 per parcel tax will generate \$13-\$14 million a year and will create a sustainable source of funding to ensure that all eligible children are enrolled.

*Background on the Children's Health Initiative*

Since CHI began, the program has been more successful than any of our local leaders would have envisioned:

- Enrollment and Outreach was increased; CHI has assisted more than 171,000 children in applying for Medi-Cal, Healthy Families, or Healthy Kids. At CHI's inception, one out of every eight children in our County was without health insurance. At the program's peak 97% of children in the county had medical, dental, and vision coverage.
- Healthy Kids leveraged additional federal/ state resources: Healthy Kids brought in \$24 million annually in new state and federal funding. Through a merged outreach and enrollment effort, Healthy Kids produced a significant increase in enrollment in Medi-Cal and Healthy Families. CHI school outreach also generated an additional \$6-\$7million annually for local school districts.
- Children perform better in school: Children enrolled in Healthy Kids reported a 50% decline in missed school days due to illness.
- Children are healthier: Once enrolled in Healthy Kids, children with a usual source of care almost doubled and children with unmet medical need dropped by more than half.

*About Measure A*

- Measure A will fully fund the Healthy Kids program and ensure that **ALL** eligible county children have access to health insurance including preventative healthcare services and early detection and treatment for such terrible illnesses as asthma or diabetes. It means immunizations, regular check-ups, helping prevent childhood obesity, and keeping children in school.
- Measure A will be limited to 10 years and require annual reporting to ensure all funds are spent appropriately.
- No funds from the measure can be spent on administrative salaries.
- National health reform impact: Although health reform will dramatically expand access to health coverage for adults, the legislation will not expand public programs for children. Therefore even after health reform implementation, there will still be a need to maintain the Healthy Kids program. Without Healthy Kids, these children will be uninsured.

Without Measure A, thousands of children in Santa Clara County will lose health coverage.

*Organizational Supporters of the campaign include:*

Cisco Systems, Inc., The Health Trust, Jewish Community Relations Council (JCRC), Jewish Federation of Silicon Valley, Gardner Family Health Network, Silicon Valley Leadership Group (SVLG), Silicon Valley Community Foundation, Silicon Valley Council of Non-Profits (SVCN), United Way, El Camino Hospital, Santa Clara Family Health Foundation, FIRST 5, Catholic Charities, Kaiser, Valley Medical Center Foundation, PACT, ICAN, Somas Mayfair, and Working Partnerships USA.

If you have any questions about the campaign or how you can help, please contact Kathleen King, 408-605-5251, [kking@scfhp.com](mailto:kking@scfhp.com) Website at [www.AVoteForKids.com](http://www.AVoteForKids.com)