

HEALTH SERVICES AGENCY
ADMINISTRATION

COUNTY OF SANTA CRUZ

HEALTH SERVICES AGENCY

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AGENDA: November 24, 1998

November 2, 1998

BOARD OF SUPERVISORS
Santa Cruz County
701 Ocean Street
Santa Cruz, CA 95060

RE: Approval of Resolution for Medi-Cal Outreach Grant

Dear Members of the Board,

This letter requests approval of a resolution to support the submittal of a Medi-Cal Outreach grant to the State Department of Health Services.

Background - In August, 1998 HSA received notification of the availability of grant funds to conduct Medi-Cal Outreach activities. A required letter of intent to submit an application for funding was submitted by the September 30, 1998 deadline.

Outreach activities are to be directed to children and families who are in need of health services available through Medi-Cal, are eligible to apply for program benefits, but have not participated due to a variety of reasons.

The application requires collaboration with community agencies that serve the target population. Such a coalition of agencies was formed beginning in 1997, with the purpose of increasing Medi-Cal enrollments which have declined over the past years. The Coalition includes representatives from the following agencies:

- Santa Cruz County Health Options
- Santa Cruz County Health Services Agency
- Santa Cruz County Human Resources Agency
- Santa Cruz County Probation Department
- Food and Nutrition Services (FNS)
- Community Action Board
- Davenport Resource Center (Dec)
- Valley Resource Center/SLV Healthy Start (VRC)
- Pajaro Valley Unified School District/Healthy Start (PWSD)
- Planned Parenthood Mar Monte
- Santa Cruz County Community Counseling Center (SCCCC)
- County Office of Education
- Second Harvest Food Bank

At the beginning of this year, the Coalition was invited to provide input on the development of an outreach grant sponsored by the California HealthCare Foundation. Although the application was not approved for funding, the requested activities were later included in an application submitted by the coalition and HRA to the Packard Foundation, which has received preliminary approval. The Packard grant, to be administered by HRA, will fund outreach activities including the development of outreach and media materials, and will fund outreach staff support at HRA, FNS, DRC, VRC, PWSD and the SCCCC.

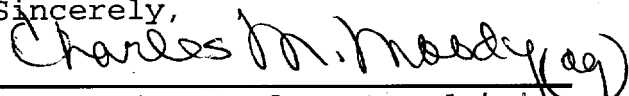
Members of the Coalition met again in August, 1998 to discuss potential activities to be funded by the Medi-Cal Outreach grant. The Coalition discussed additional gaps in outreach services that needed to be addressed. The Medi-Cal Outreach Grant application includes the following activities to meet these identified needs: 1) a new Eligibility Worker III position in HRA to be outstationed in the community to interface with new outreach efforts at the various Community agencies and clinics; 2) a Benefits Advocate in Community Mental Health to focus outreach efforts to children, adolescents and families involved with the CPS, juvenile justice, alcohol and drug and/or mental health systems; and 3) a countywide Medi-Cal Outreach Coordinator in HSA. A copy of the Medi-Cal Outreach Grant is on file with the Clerk of the Board.

A Board resolution in support of the grant application is attached.

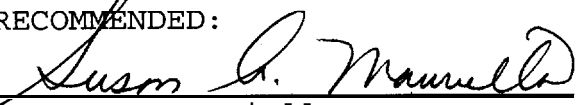
It is therefore RECOMMENDED that your Board:

- 1) Approve the resolution in support of the Medi-Cal Outreach Grant; and
- 2) Authorize the HSA Administrator to submit the grant application on behalf of the County.

Sincerely,


 Charles M. Moody, HSA Administrator

RECOMMENDED:


 Susan A. Mauriello
 County Administrative Officer

attachment

cc County Counsel
 Auditor-Controller
 Health Services Agency
 Human Resources Agency

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

RESOLUTION NO.

On the Motion of Supervisor
duly seconded by Supervisor
the following resolution is adopted.

RESOLUTION IN SUPPORT OF MEDICAL OUTREACH GRANT

WHEREAS, the Medi-Cal program has experienced a decrease in client enrollments; and

WHEREAS, there are numerous uninsured children and families in Santa Cruz County that could benefit from Medi-Cal program services; and

WHEREAS, there is a coalition of agencies in Santa Cruz County convened to develop strategies to increase Medi-Cal enrollment; and

WHEREAS, the State of California, Department of Health Services has recognized declining enrollments statewide; and

WHEREAS, the Department of Health Services has made funding available to support Medi-Cal Outreach efforts;

NOW, THEREFORE BE IT RESOLVED that the Santa Cruz County Board of Supervisors does hereby support the submission of an application for assistance through the Medi-Cal Outreach Grants program.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this 24th day of November, 1998 by the following vote:

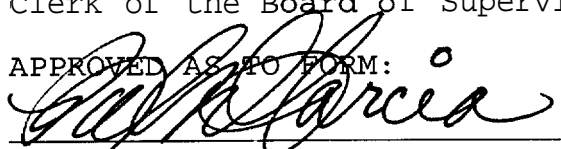
AYES: SUPERVISORS
NOES: SUPERVISORS
ABSENT: SUPERVISORS

Chairperson of the Board

ATTEST:

Clerk of the Board of Supervisors

APPROVED AS TO FORM:



County Counsel

DISTRIBUTION: Auditor-Controller, County Counsel