



# County of Santa Cruz 0187

HEALTH SERVICES AGENCY  
ADMINISTRATION

## HEALTH SERVICES AGENCY

P.O. BOX 962, 1080 EMELINE AVENUE  
SANTA CRUZ, CA 95061  
(831) 454-4066 FAX: (831) 454-4770

May 22, 2001

**AGENDA: June 12, 2001**

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

**RE: APPROVAL OF SUBMITTAL FOR FUNDING AN APPLICATION FOR A  
HEALTHY FAMILIES/MEDI-CAL FOR CHILDREN OUTREACH PROJECT**

Dear Members of the Board:

The Health Services Agency requests approval of the attached application for \$348,598 in State funding for a Healthy Families/Medi-Cal for Children two year funded outreach project. If funded, the project will support various activities to increase enrollment in Healthy Families/Medical, utilization of health services and retention of health insurance benefits for uninsured children from low-income families in Santa Cruz County. The goal of the proposed outreach project is to enroll 2,000 uninsured children and their families, assist 1,400 families in utilizing health services and re-enroll or retain 1,400 children and their families in Healthy Families, Medi-Cal or other free or low-cost health insurance programs by June 30, 2003.

HSA proposes to submit the attached funding application as fiscal agent on behalf of the local Santa Cruz County Health Care Outreach Coalition. The Coalition was formed in 1997 from a common desire to expand health care coverage for local uninsured residents, focusing specifically on children. In addition to HSA, Coalition partners that would receive project funding include: Familia Center, Salud Para La Gente, Walnut Avenue Women's Center and the Watsonville YWCA.

If the funding application is successful, HSA will return to your Board to accept and appropriate project funds and for approval of related project agreements.

It is therefore RECOMMENDED that your Board:

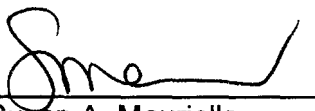
Approve the attached funding application for \$348,598 in State funds from the Healthy Families/Medi-Cal for Children Outreach Project and authorize the Health Services Agency to submit the proposal to the State.

Sincerely,

*Rama Khalsa*  
 Rama Khalsa, Ph.D. *dy 9H*  
 Health Services Administrator

Attachment: Funding Application

RECOMMENDED:

  
 Susan A. Mauriello  
 County Administrative Officer

c c : County Administrative Office  
 Auditor-Controller  
 County Counsel  
 HSA Administration

ORIGINAL

# HEALTHY FAMILIES/MEDI-CAL FOR CHILDREN OUTREACH REQUEST FOR APPLICATION

## APPLICANT COVER SHEET

0189

<b>Circle one only:</b> <input checked="" type="radio"/> <b>Community-Based Outreach</b> <b>Application Assistant Training</b> <b>School Based Outreach</b>		<b>School Outreach Only, circle one:</b> County Office of Education School District/School City/County Government Community-Based Organization Other		<b>Circle one only:</b> <input checked="" type="radio"/> <b>For-Profit Organization</b> <input checked="" type="radio"/> <b>Nonprofit Organization</b> Government Entity	
Company Name: <u>Santa Cruz County Health Care Outreach Coalition</u>				Enrollment Entity #: <u>Health Services Agency</u> <u>Dept. Admin Analyst</u>	
Project Director Name: <u>Jeri Ross</u>				Title: <u>Health Services Agency</u> <u>Dept. Admin Analyst</u>	
Telephone: <u>(831) 454-4301</u>		Fax: <u>(831) 454-5048</u>		E-Mail: <u>jross@health.co.santa-cruz.ca.us</u>	
<b>Contact Person</b> Name (if different than Project Director):				Title:	
Telephone:		Fax:		E-Mail:	
Mailing Address: <u>1070 Emeline Avenue</u>					
City: <u>Santa Cruz</u>		County: <u>Santa Cruz</u>		Zip: <u>95060</u>	
Street Address: <u>Same as above</u>					
City:		County:		Zip:	
<b>FINANCIAL OFFICER</b> Name: <u>David McCollum</u>				Title: <u>Health Services Agency</u> <u>Fiscal Officer</u>	
Telephone: <u>(831) 454-4324</u>		Fax: <u>(831) 454-4488</u>		E-Mail:	
Mailing Address: <u>1080 Emeline Avenue</u>					
City: <u>Santa Cruz</u>		County: <u>Santa Cruz</u>		Zip: <u>95060</u>	
Nonprofit Corporation Number (if applicable):			Federal Tax Identification Number: <u>94-6000534</u>		
<b>FUNDING REQUEST</b>			<b>TARGET POPULATION(s)</b>		<b>GEOGRAPHIC AREA(s)</b>
FY 01/02 <u>\$ 174,299</u>	FY 02/03 <u>\$ 174,299</u>	Total <u>\$ 348,598</u>	Low income Latino children & families		North County (Beach Flats, Live Oak), South County (Watsonville)
Name of Collaborative Partner(s): <u>School Outreach Applicants need not list collaborative partners or Enrollment Entity numbers on this form but must complete/submit Exhibit E-4.</u>			Enrollment Entity #: <u>Pajaro Valley</u>		If existing EE
<u>Walnut Avenue Women's Center</u>					
<u>Familia Center</u>					
<u>Watsonville YWCA</u>					
<u>Salud Para la Gente</u>					
<b>OFFICIAL SIGNATURE</b> <u>Rama Khalsa</u>			<u>5/20/01</u> DATE		
EXECUTIVE DIRECTOR/SCHOOL BOARD/SUPERINTENDENT <u>Rama Khalsa, Ph.D Health Services Agency Administrator</u> NAME (Typed)					

## Application Checklist/Table of Contents

The items below are required elements of the application. If any of the following items are omitted from the application, the application will be considered incomplete and out of compliance with this RFA and will not be reviewed (see exception for MOU below). Please review carefully and check off each item before the application is mailed. Indicate the page number for each section.

	Page Number
<input checked="" type="checkbox"/> Application Cover Sheet (Exhibit C) .....	
<input checked="" type="checkbox"/> Application Checklist/Table of Contents (Exhibit B) .....	
<input type="checkbox"/> District /School Site Profile for School Outreach Component Only (Exhibit E-i).....	
<input checked="" type="checkbox"/> Abstract for Community-Based Outreach Component Only (1 page limit) . . . . .	Pg. 1
<input checked="" type="checkbox"/> Geographic Area/Target Population (1 page limit) .....	Pg. 2
<input checked="" type="checkbox"/> Applicant Capability (3 page limit) .....	Pg. 3-5
<input checked="" type="checkbox"/> Scope of Work .....	Pg. 6-11
Scope of Work Form - No limit on pages (Community-Based Outreach – Exhibit D-i or Exhibit D-2) (School Outreach Component – Exhibit E-2)	
Scope of Work Narrative (4 page limit for each fiscal year)	
<input checked="" type="checkbox"/> Performance Goals for Community-Based Outreach Component Only (1 page limit)..	Pg. 12
<input checked="" type="checkbox"/> Evaluation Plan (2 page limit) .....	Pg. 13, 14
<input checked="" type="checkbox"/> Budget (Exhibit F) and Budget Justification for each fiscal year . . . . .	
<input checked="" type="checkbox"/> Attachment Section	
Key Staff Resumes for School Outreach Component .....	
(Staff involved in administrative decision-making roles.)	
Memorandum of Understanding (MOU)* (No limit on MOUs) .....	
(Community-Based Outreach Component – Exhibit D-3) (School Outreach Component – Exhibit E-3)	
Letters of Support for School Outreach Component Only (not required) (Limit 10 letters) .....	
*	
Collaborative Signatures for School Outreach Component Only (Exhibit E-4) . . . .	

*\* For school outreach applicants, School Agreement Form/MOU attachment must be included if applicant is other than a school district/school or county office of education (COE). Additional MOUs, if any, should be attached in the Attachment Section.*

## ABSTRACT

The Santa Cruz County Health Care Outreach Coalition proposes this Healthy Families/Medi-Cal for Children Outreach Project to expand and build upon successful Coalition outreach and enrollment activities. The Coalition was formed in 1997 from a common desire to expand health care coverage for uninsured residents of Santa Cruz County, focusing specifically on children. It includes the following agencies: Santa Cruz County Human Resources Agency (HRA), Santa Cruz County Health Services Agency (HSA), Central Coast Alliance for Health, Blue Cross of California, Branciforte Elementary Healthy Start, Department of Child Support Services, Familia Center, Food and Nutrition Services (WIC), Community Action Board, Santa Cruz Community Counseling Center (Headstart, Youth Services), Mountain Community Resources, Pajaro Valley Unified School District Healthy Start, County Office of Education, Westside Planned Parenthood, Sutter Maternity and Surgery Center of Santa Cruz, Santa Cruz Women's Health Center, Second Harvest Food Bank, Growth and Opportunities Migrant Head Start, Adelante, All Kids by Two, Walnut Avenue Women's Center, Watsonville YWCA and Salud Para La Gente Community Health Clinic.

Goals of this two year outreach project are to: (1) increase enrollment by 2,000 in Healthy Families, Medi-Cal and other free or low-cost health insurance programs by targeting low-income Latino children and families within Santa Cruz County who may be eligible for Healthy Families or Medi-Cal, but are not currently enrolled, (2) promote utilization of preventative health services for enrolled Latino children and parents by 1,400 or 70%, (3) increase the percentage of Latino children and parents who retain health care benefits by 1,400 or 70%.

The target population for the Healthy Families and Medi-Cal for Children Outreach Project will be hard-to-reach, low-income Latino children and their families within Santa Cruz County that have disproportionately low enrollment rates in Healthy Families, Medi-Cal or other free or low-cost health insurance programs. Outreach efforts are aimed to reach the target population in the geographic areas where the highest density of uninsured Latino families and children live, work, attend school and utilize services that includes the Beach Flats and Live Oak neighborhoods within the city of Santa Cruz, the city of Watsonville and the rural Pajaro Valley areas in south county. It is estimated that less than half of the numbers of children residing in these areas of the county, or 66%, are uninsured and would qualify for Healthy Families or Medi-Cal.

It has been learned by Coalition efforts that effective outreach and Healthy Families/Medi-Cal enrollment of low-income Latino families is linked to the trusting relationships that exist between the target population and community-based agencies and programs. This project proposal would provide a Healthy Families/Medi-Cal Outreach Worker at key agencies that have extensive experience and expertise in outreaching to the hard-to-reach target population including the Walnut Avenue Women's Center, Familia Center, Watsonville YWCA, Salud Para La Gente, and the Health Services Agency.

All project strategies conducted by the Outreach Worker will include outreach, enrollment, assistance with utilization of preventative health services and retention of health insurance benefits. Program structural components that will be utilized by each of collaborating agencies include: providing parent education to address issues related to public charge, how to access health care systems, why preventative health is important; developing tracking systems for effective follow-up for enhancing utilization of health services and retention of health insurance benefits; establishing the role of the Outreach Worker as an on-going assistant for families; utilizing home visitation; providing Healthy Families/Medi-Cal information in Spanish that is low-literacy and culturally appropriate; utilizing a Healthy Families sponsorship program to assist with monthly premiums.

## IDENTIFICATION OF GEOGRAPHIC AREAS AND TARGET POPULATION

The target population for the Healthy Families and Medi-Cal for Children Outreach Project will be hard-to-reach, low-income Latino children and their families within Santa Cruz County that have disproportionately low enrollment rates in Healthy Families, Medi-Cal or other free or low-cost health insurance programs. Outreach efforts are aimed to reach the target population in geographic areas where the highest density of uninsured Latino families and children live, work, attend school and utilize services.

The county has a population of 255,602 as reported in the 2000 census.-The two major cities are Santa Cruz in north county and Watsonville in south county. Low-income Latino areas targeted for this project will be the Beach Flats and Live Oak neighborhoods within the city of Santa Cruz, the city of Watsonville and the rural Pajaro Valley areas in south county.

The county's fastest growing ethnic group is Latino, comprising 26.8% (68,486) of the county's population. According to the Census Bureau, the county's Hispanic population grew 32% between 1990 and 2000, while the total population rose just 4.7%. During the peak agricultural months, migrant farm workers augment the population by at least 5,000 people. The majority of Latino families living in the county are legal residents and live in the Beach Flats, Live Oak and Watsonville/Pajaro Valley communities.

Of the estimated 40,000 people residing in Watsonville, approximately 74% are Latinos. According to the Santa Cruz County United Way Community Assessment Report 1999, 42% of the households in the Watsonville/Pajaro areas are below the 200% of the federal poverty level and have a high rate of uninsured families with 37% of surveyed households reporting no health insurance. The Watsonville/Pajaro Valley's average unemployment rate is the highest in the county at 16%, which is three times the national average. Thirty-one percent (31%) of Watsonville's population is under the age of 18.

According to the Pajaro Valley Unified School District Office that services the city of Watsonville and the rural 'areas of Pajaro Valley, the number of children who are enrolled in the Free and Reduced Lunch Program is 6,720 (68%). In the Santa Cruz City Schools District including Bayview, Gault and Branciforte Elementary schools where the majority of the Beach Flats children attend school, 691 (52%) of the students are enrolled in the Free and Reduced Lunch Program. Within the four schools in the Live Oak School District, 805 (36%) of the students are enrolled in the Free and Reduced Lunch Program.

Based on the numbers of children who qualify for the Free and Reduced Lunch Program, it is estimated that there are 8,216 children in families with gross annual household incomes at or below the federal poverty level. As of March 2001, 2,759 children have been enrolled in Healthy Families countywide with the majority enrolling in south county. It is estimated from these statistics that less than half of the numbers of children identified as uninsured are enrolled in either Healthy Families/Medi-Cal for Children or other health care programs or approximately 66%.

## APPLICANT CAPABILITY

The Santa Cruz County Health Care Outreach Coalition was formed in 1997 from a common desire to expand health care coverage for uninsured residents of Santa Cruz County, focusing specifically on children. Membership of the Coalition includes multiple community and governmental agencies that have a successful history of serving low-income Latino populations for years with sensitivity to bilingual, bicultural and literacy issues and who face barriers to accessing services due to residing in geographically isolated areas of the county. The mission of the Coalition, working in partnership with the community, is to advocate for and increase enrollment in health insurance programs, especially Healthy Families and Medi-Cal. As a guiding premise, Coalition agencies utilize outreach strategies designed to “meet the people where they are” for planning and service delivery.

Coalition outreach efforts thus far have been funded with a David and Lucile Packard Foundation 3 year grant of \$142,246 annually (February 1, 1999-June 30, 2003) and a 1931 (b) Medi-Cal Outreach Contract for \$135,978 (FY 99-00) and \$185,978 (FY 00-01) that will terminate 6/30/01. Coalition agencies that have been funded with revenues are: Davenport Resource Center, County Office of Education, Familia Center, Food and Nutrition Services/WIC & Adelante, Pajaro Valley Unified School District Healthy Start, Santa Cruz City Schools, Santa Cruz Community Counseling Center, Santa Cruz Women’s Health Center, United Way, Mountain Community Resources, All Kids By Two, Health Services Agency and Human Resources Agency.

The Coalition meets on a monthly basis to plan, coordinate and evaluate Healthy Families and Medi-Cal outreach activities. There are currently over twenty agencies that are actively participating in the Coalition. Highlights of successful Coalition outreach and enrollment activities are: establishing a local Health Care Access Line staffed by a bilingual, bicultural Eligibility Worker, the development of Medi-Cal and Healthy Families fotonovela brochures that are being utilized statewide, implementing a community-wide outreach and education media campaign, creating a Health Access Book with information about all available free or low-cost health insurance programs, providing regular Access Book trainings for community agencies, hosting Certified Application Assistor trainings, creating a core county-wide team of CAAs, advocating for state policy changes, having the month of September 2000 proclaimed by the Santa Cruz County Board of Supervisors as Health Care Access Month and creating 6 new community outstation enrollment sites. The 1931 (b) Medi-Cal Outreach Program utilizing one (1) bilingual, bicultural Eligibility Worker outstationed at community sites has been successful in enrolling 972 children and their families into Medi-Cal. As of March 2001, 2,759 children have been enrolled in Healthy Families.

It is anticipated that start-up and implementation activities proposed in this Healthy Families/Medi-Cal for Children Outreach Project will be facilitated by already existing Coalition expertise in conducting outreach and enrollment. The Human Resources Agency, the governmental social services agency that is responsible for overseeing all Medi-Cal eligibility determination and enrollment, has been providing on-going training for outreach staff in the basics of Medi-Cal eligibility guidelines. Newly hired outreach staff network with and shadow trained Certified Application Assistors from the many agencies that have been enrolling children into Healthy Families and other free and low-cost health insurance programs.

There are currently over 40 trained CAAs in Santa Cruz County with the majority of them having a certified A-level classification. The Coalition has hosted an RHA A-level CAA training and the Coalition Coordinator maintains, updates and distributes a listing of CAAs as well as assists outreach staff in enrolling in RHA CAA trainings.

Project start-up and implementation activities will be supported by an HSA Departmental Administrative Analyst functioning as the HF/MCC Project Director to assist with coordinating new staff training and to provide technical assistance with participating Coalition agencies in the areas of establishing systems for enrollment, tracking, follow-up, and budget monitoring. The Coalition also will provide already existing Healthy Families and Medi-Cal outreach brochures, flyers, copies of the Health Access Book in English and Spanish and incentive items promoting the local Health Care Access Information Line.

Specific Coalition agencies that will be responsible for implementing project activities in conjunction with the support and direction from the Coalition are: Walnut Avenue Women's Center, Familia Center, Watsonville YWCA, Salud Para La Gente and the Health Services Agency (HSA). Each of these agencies have an extensive history of providing services to the Latino community and have established trusting relationships with families who are hard-to-reach and difficult to serve. All participating agency services are provided by bilingual, bicultural staff utilizing low-literacy, Spanish language materials that have been developed based on input from the Spanish speaking community.

- **Walnut Avenue Women's Center:** is a non-profit, community-based resource center that was founded in 1944 as the YWCA of Santa Cruz. The Center serves over 1,500 women, children and families per year including more than 50% of those served being Latinos. Family-based programs include: the Downtown Childcare Center, Infant and Toddler Center, Battered Women's Task Force, Moms and Kids Club, Home Visitation Program, Court Advocates and Hands are Not for Hitting Prevention Program.
- **Familia Center:** is a non-profit Latino-based family resource center serving low-income Latino residents of North Santa Cruz County. The Center was founded in 1983 as a small health clinic to address the lack of accessible health care services for low-income Latino residents of Beach Flats in the City of Santa Cruz. Recognizing the additional needs of the Spanish-speaking community, Familia Center has since evolved into a multi-faceted resource center with bilingual and culturally appropriate programs in the areas of immigration, health care, alcohol and drugs, parenting skills, domestic violence, self-defense, senior services, hunger and Child Protective Services.
- **Watsonville YWCA:** is a non-profit, community center located in Watsonville that serves Latino women, children and their families with an emphasis on empowerment of women and the elimination of racism. Programs include a state funded pre-school, after-school child care program, a teen program and workshops and activities designed for women that include topics relating to health education, health services and parenting.
- **Salud Para La Gente:** is a non-profit community health center that has been serving the health care needs of low-income, migrant Latino families of the south Santa Cruz County centered in the City of Watsonville for 20 years. From a small store-front clinic the organization has evolved into a comprehensive health care program that in fiscal year 2000 served over 10,000 individuals and rendered over 30,000 patient visits. Salud presently administers over 20 different programs including outreach programs such as HIV prevention, teen pregnancy prevention, pesticide prevention and homeless supports services. Salud collaborates with faith-based organizations, public health programs, community social service organizations and school districts to implement its many Latino focused programs
- **Health Services Agency:** The Santa Cruz County Health Services Agency (HSA) will serve as the fiscal and lead agency related to project activities and contract management. HSA with an annual budget of over \$57 million provides mandated and optional public and mental health services to all county residents, including those with health needs and no ability to pay



for services. It is the philosophy of the agency to make every attempt to connect those in the community that have health needs with available resources. HSA has been administering these services since 1973 and receives funding from state, federal and local resources, all of which require quarterly and/or annual fiscal program reports as well as year-end final reports and/or audits.

Key staff responsible for implementing the project will be Dee O'Brien, the Executive Director of Walnut Avenue Women's Center, Yolanda Goda, the Executive Director of Familia Center, Jean Bourbeau, Executive Director of the Watsonville YWCA, Roy Jimenez, Health Program Manager of Salud Para La Gente, and Jeri Ross, HSA Departmental Administrative Analyst. Ms. O'Brien received her Ph.D. at the University of Santa Cruz, was the Program Director for the YWCA from 1989-1993 and has served as a commissioner to the Santa Cruz Domestic Violence Commission since 1994. Ms. Goda received her B.A. in Sociology and a Graduate Certification in Education from the University of California at Santa Cruz. Before accepting her current position she was a consultant in project management and research and evaluation. Her clients and projects included the United Way Assessment Project, the Hands Are NOT For Hitting, the Vecinos Project for the Santa Cruz Community Foundation, Healthy Start of Pajaro Valley Unified School District and the Healthy Families Program of Defensa de Mujeres/Women's Crisis Support. Ms. Bourbeau received her B.A. in Sociology from California State University, San Bernardino, California. She served as the Executive Director for Camp Fire Boys and Girls San Andreas Council in San Bernardino California from 1988-1998 and was the Director of Resource Development from 1998-2000 for Mt. Baldy United Way in Rancho Cucamonga, California. Mr. Jimenez, MPH serves as the acting Health Services Director for the Migrant Head Start Program and was the Health Program Administrator for a community health center in Santa Clara County from 1973-1997.

Jeri Ross, MPH of the Health Services Agency will serve as the HF/MCC Project Director and contract analyst. Ms. Ross is a Departmental Administrative Analyst with over 10 years of experience designing, implementing, evaluating and providing fiscal management for public health outreach programs. She has been managing the 1931 (b) Medi-Cal contract for the past 2 years and has been successful in establishing 6 out-station enrollment sites as well as creating a Spanish language Healthy Families fotonovela brochure that has gained national attention. She has been providing leadership in Healthy Families/Medi-Cal outreach efforts as an active member of the Coalition focusing her attention on grant writing and school-based outreach.

Other key staff members will be the bilingual, bicultural staff that includes a (1 .0 FTE) Health & Medical Advocate, a (.50 FTE) Health Program Specialist, a (1 .0 FTE) Family Outreach Worker and a (.50 FTE) Community Health Outreach Worker.

Implementing project activities will build infrastructure sustainability for maintaining and increasing enrollment of eligible children in Healthy Families and Medi-Cal by educating the communities served about program benefits, networking with community agencies that provide services to the target populations to establish on-going supportive relationships and from the leadership provided by the Coalition. Many of the community-based organizations (CBOs) that serve the target population receive some portion of Medi-Cal Administrative Activities (MAA) funding, which also is a financial incentive for continued participation in conducting Healthy Families/Medi-Cal outreach activities.

**Scope of Work**  
**Fiscal Year: 2001-2002**  
**Healthy Families/Me&Cal Community-Based Organization Outreach Component**

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**1. Goal:**

To ensure that all eligible children, youth and their parents in California have healthcare coverage through the Healthy Families and Medi-Cal Programs.

**2. Objectives:****Objective #1: Enrollment**

By June 2002, the Santa Cruz County Health Care Outreach Coalition will enroll 1,000 children, youth and their parents in HF/Medi-Cal.

**Objective #2 Utilization**

By June 2002, the Santa Cruz County Health Care Outreach Coalition will assist 700 HF/Medi-Cal families in the utilization of services, especially preventive services.

**Objective #3: Retention**

By June 2002, the Santa Cruz Health Care Outreach Coalition will re-enroll 700 children, youth and their parents in HF/Medi-Cal.

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
<b><u>Objective #1</u></b>				
1. Conduct HF/Medi-Cal outreach and enrollment for Latino families in north county that utilize services of a community women's center including the Teen Mom Program, Battered Women & Children Program and the Downtown Children's Center.	1a. Hire and train a bilingual, bicultural Health & Medical Advocate  1. b. Provide HF/Medi-Cal information to agency clients through teen parenting presentations, at women's safe house group meetings and intake, child care center packets and monthly health-related workshops	July 01-Aug 01  Aug 01-On-going	a. Walnut Avenue Women's Center Manager & Health Care Outreach Coalition  b. Health & Medical Advocate	1a. Health & Medical Advocate monthly work plan  1 b. Work shop notes, agendas & sign-in sheets, advocacy log sheets

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
2. Conduct HF/Medi-Cal outreach and enrollment for Latino families in north county that utilize services of a community Family Resource Center (FRC) and that live in the surrounding low-income neighborhood.	1c. Provide on-the-spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	Aug 01-On-going	c. Health & Medical Advocate	1c. Appointment logs, monthly STAT sheets submitted to fiscal agency
	1d. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	Aug 01-On-going	d. Health & Medical Advocate	1d. STAT sheet submitted to fiscal agency with approvals/denials, MRMIB enrollment reports <b>ENROLL: 125</b>
	2a. Attend parent meetings and conduct workshops at area schools, recreation programs, with child-care providers, summer lunch program participants & tenants of low-income apartment complexes.	July 01-On-going	a. Familia Center Health Program Specialist	2a. Health Program Specialist monthly work plan, work shop notes, agendas & sign-in sheets, advocacy log sheets
	2b. Provide on-the-spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	July 01-On-going	b. Health Program Specialist	2b. Appointment logs, monthly STAT sheets submitted to fiscal agency
	2c. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	July 01-On-going	c. Health Program Specialist	2c. STAT sheet submitted to fiscal agency w/ approvals/ denials, MRMIB enrollment reports <b>ENROLL:225</b>

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
3. Conduct HF/Medi-Cal outreach and enrollment in south county for Latino families that utilize the services of the local YWCA including a state funded preschool, after-school childcare program, teen program, women's program.	3a. Hire and train a bilingual, bicultural Family Outreach Worker	July 01- August 01	a. Watsonville YWCA Program Manager & Health Care Outreach Coalition	3a. Family Outreach Worker monthly work plan
	3b. Attend monthly parent meetings at the child care center, after-school childcare program, as part of the women's seminar series, develop teen outreach program	Aug 01- On-going	b. Family Outreach Worker	3b. Work shop notes, agendas & sign-in sheets, advocacy log sheets
	3c. Provide on -the -spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	Aug 01- On-going	c. Family Outreach Worker	3c. Appointment logs, monthly STAT sheets submitted to fiscal agency
	3d. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	Aug 01- On-going	d. Family Outreach Worker	3d. STAT sheet submitted to fiscal agency with approvals/denials, MRMIB enrollment reports ENROLL: 225

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
4. Conduct HF/Medi-Cal outreach and enrollment for Latino families in south county that access medical care through a community health clinic in Watsonville and that live in the surrounding neighborhood.	4a. Hire and train a bilingual, bicultural Community Health Outreach Worker	July 01-Aug 01	a. Salud Para La Gente Program Manager & Health Care Outreach Coalition	4a. Community Health Outreach Worker monthly work plan
	4b. Provide HF/Medi-Cal information to clinic patients, at migrant camp child care centers, at the Migrant Head Start Program, at community events and conduct door-to-door migrant family neighborhood campaigns	Aug 01-On-going	b. Community Health Outreach Worker	4b. Monthly STAT sheets submitted to fiscal agency
	4c. Community Health Outreach Worker provide on-the-spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	Aug 01-On-going	c. Community Health Outreach Worker	4c. Appointment logs, monthly STAT sheets submitted to fiscal agency
	4d. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	Aug 01-On-going	d. Community Health Outreach Worker	4d. STAT sheet submitted to fiscal agency with approvals/denials, MRMIB enrollment reports ENROLL:275

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
5. Conduct HF/Medi-Cal outreach and enrollment for Latino families countywide in conjunction with public health prevention services.	5a. Provide HF/Medi-Cal information to families reached through the public health education Happy Tooth Dental Outreach Program at child care centers and schools and for families utilizing the CHDP clinic	Aug 01-On-going	a. Health Services Agency Community Benefits Advocate	5a. Monthly STAT sheets submitted to fiscal agency
	5b. Provide on -the -spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	Aug 01-On-going	b. Community Benefits Advocate	5b. Appointment logs, monthly STAT sheets submitted to fiscal agency,
	5c. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	Aug 01-On-going	c. Community Benefits Advocate	5c. STAT sheet submitted to fiscal agency with approvals/denials, MRMIB enrollment reports ENROLL: 150

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
<p><u>Objective #2</u></p> <p>1 Families enrolled in HF/Medi-Cal through the outreach efforts of participating agencies will ensure that Latino families of enrolled children understand service utilization and make appropriate appointments.</p>	<p>1a. Encourage parents to take children in for preventive checkups by providing and reviewing educational materials outlining schedules of well-child check-ups including dental, immunizations, and a staying healthy checklist</p>	<p>Aug 01- On- going</p>	<p>a. &amp; b.</p> <p>Walnut Ave Women's Center, Familia Center, Watsonville YWCA, Salud Para La Gente, HAS</p>	<p>700 of parents will be assisted with making appointments</p>
	<p>1b. Assist parents in making appointments for annual well-child physical exams</p>	<p>Aug 01- On-going</p>		
<p><u>Objective #3</u></p> <p>I. Develop and implement a tracking system to ensure retention of Latino children and parents in HF/Medi-Cal</p>	<p>1a. Develop a system that flags children/families 3 months prior to re-enrollment date</p>	<p>June 01- Aug 01</p>	<p>a. &amp; b.</p> <p>Walnut Ave Women's Center, Familia Center, Watsonville YWCA, Salud Para La Gente, HAS</p>	<p>700 of children and parents enrolled in HF/Medi-Cal prior to contract period will be retained in HF/Medi-Cal program</p>
	<p>1b. Contact parents to notify them it is time to re-enroll and ensure monthly premiums are being paid</p>	<p>Aug 01- on-going</p>		
	<p>1c. Assist families in re-enrollment process</p>	<p>On-going</p>		
	<p>1d. Monitor retention</p>	<p>On-going</p>		

Scope of Work  
Fiscal Year: 2002-2003

## Healthy Families/Medi-Cal Community-Based Organization Outreach Component

## 1. Goal:

To ensure that all eligible children, youth and their parents in California have healthcare coverage through the Healthy Families and Medi-Cal Programs.

## 2. Objectives:

**Objective #1: Enrollment**

By June 2003, the Santa Cruz County Health Care Outreach Coalition will enroll 1,000 children, youth and their parents in HF/Medi-Cal.

**Objective #2 Utilization**

By June 2003, the Santa Cruz County Health Care Outreach Coalition will assist 700 HF/Medi-Cal families in the utilization of services, especially preventive services.

**Objective #3: Retention**

By June 2003, the Santa Cruz Health Care Outreach Coalition will re-enroll 700 children, youth and their parents in HF/Medi-Cal.

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
<b><u>Objective #1</u></b>				
1 Conduct HF/Medi-Cal outreach and enrollment for Latino families in north county that utilize services of a community women's center including the Teen Mom Program, Battered Women & Children Program and the Downtown Children's Center.	I a. Provide HF/Medi-Cal information to agency clients through teen parenting presentations, at women's safe house group meetings and intake, child care center packets and monthly health-related workshops,	July 02-On-going	a. Walnut Avenue Women's Center Health & Medical Advocate	1a. Health & Medical Advocate monthly work plan, workshop notes, agendas & sign-in sheets, advocacy log sheets



Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
2. Conduct HF/Medi-Cal outreach and enrollment for Latino families in north county that utilize services of a community Family Resource Center (FRC) and that live in the surrounding low-income neighborhood.	1b. Provide on-the-spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	July 02-On-going	b. Health & Medical Advocate	I b. Appointment logs, monthly STAT sheets submitted to fiscal agency
	1c. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	July 02-On-going	c. Health & Medical Advocate	1c. STAT sheet submitted to fiscal agency with approvals/denials, MRMIB enrollment reports ENROLL: 125
	2a. Attend parent meetings and conduct workshops at area schools, recreation programs, with child-care providers, summer lunch program participants & tenants of low-income apartment complexes.	July 02-On-going	a. Familia Center Health Program Specialist	2a. Health Program Specialist monthly work plan, work shop notes, agendas & sign-in sheets, advocacy log sheets
	2b. Provide on-the-spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	July 02-On-going	b. Health Program Specialist	2b. Appointment logs, monthly STAT sheets submitted to fiscal agency
	2c. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	July 02-On-going	c. Health Program Specialist	2c. STAT sheet submitted to fiscal agency w/ approvals/ denials, MRMIB enrollment reports ENROLL: 225

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
3. Conduct HF/Medi-Cal outreach and enrollment in south county for Latino families that utilize the services of the local YWCA including a state funded 'preschool, after-school childcare program, teen program, women's program.	3a. Attend monthly parent meetings at the child care center, after-school childcare program, as part of the women's seminar series, develop teen outreach program	July 02-On-going	a Watsonville YWCA Program Family Outreach Worker	3a. Family Outreach Worker monthly work plan, work shop notes, agendas & sign-in sheets, advocacy log sheets
	3b. Provide on -the -spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	July 02-On-going	b. Family Outreach Worker	3b. Appointment logs, monthly STAT sheets submitted to fiscal agency
	3c. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	July 02-On-going	c. Family Outreach Worker	3c. STAT sheet submitted to fiscal agency with approvals/denials, MRMIB enrollment reports ENROLL: 225
Intervention Strategy	Key Activities	Time	Responsible Partner	Success Measures

		Frame		
4.. Conduct HF/Medi-Cal outreach and enrollment for Latino families in south county that access medical care through a community , health clinic in Watsonville and that live in the surrounding neighborhood.	4a. Provide HF/Medi-Cal information to clinic patients, at migrant camp child care centers, at the Migrant Head Start Program and at community events conduct door-to-door migrant family neighborhood campaigns	July 02-On-going	a. Salud Para la Gente Community Health Outreach Worker	4a. Community Health Outreach Worker monthly work plan, monthly STAT sheets submitted to fiscal agency
	4b. Community Health Outreach Worker provide on-the-spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	July 02-On-going	b. Community Health Outreach Worker	4b. Appointment logs, monthly STAT sheets submitted to fiscal agency
	4c. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	July 02-On-going	c. Community Health Outreach Worker	4c. STAT sheet submitted to fiscal agency with approvals/denials, MRMIB enrollment reports ENROLL: 275

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
5. Conduct HF/Medi-Cal outreach and enrollment for Latino families countywide in conjunction with public health prevention services.	5a. Provide HF/Medi-Cal information to families reached through the public health education Happy Tooth Dental Outreach Program at child care centers and schools and for families utilizing the CHDP clinic	July 02-On-going	a. Health Services Agency Community Benefits Advocate	5a. Monthly STAT sheets submitted to fiscal agency
	5b. Provide on -the -spot HF/Medi-Cal application assistance or make appointments for follow-up application assistance	July 02-On-going	b. Community Benefits Advocate	5b. Appointment logs, monthly STAT sheets submitted to fiscal agency
	5c. Follow-up with families after 4 weeks to determine if they have received their cards and assist with any application processing problems	July 02-On-going	c. Community Benefits Advocate	5c. STAT sheet submitted to fiscal agency with approvals/denials, MRMIB enrollment reports ENROLL:150

Intervention Strategy	Key Activities	Time Frame	Responsible Partner	Success Measures
<b>Objective #2</b>				
1. Families enrolled in HF/Medi-Cal through the outreach efforts of participating agencies will ensure that families of enrolled children understand service utilization and make appropriate appointments.	1 a. Encourage parents to take children in for preventive checkups by providing and reviewing educational materials outlining schedules of well-child check-ups including dental, immunizations, and a staying healthy checklist	July 02-On-going	a.& b.  Walnut Ave Women's Center., Familia Center, Watsonville YWCA, Salud Para la Gente, HAS	700 parents will be assisted with making appointments
	1 b. Assist parents in making appointments for annual well-child physical exams	July 02-On-going		
<b>Objective # 3</b>				
1. Implement a tracking system to ensure retention in HF/Medi-Cal	1a. Utilize a system that flags children/families 3 months prior to re-enrollment date	July 02-On-going	a.& b.  Walnut Ave Women's Center, Familia Center, Watsonville YWCA, Salud Para la Gente, HSA	700 of children and parents enrolled in HF/Medi-Cal prior to contract period will be retained in HF/Medi-Cal program
	1b. Contact parents to notify them it is time to re-enroll and ensure monthly premiums are being paid	July 02-On-going		
	1c. Assist families in re-enrollment process	On-going		
	1d. Monitor retention	On-going		

SCOPE OF WORK  
FY 2001-2002

0208

The Santa Cruz County Health Care Outreach Coalition proposes this comprehensive, community outreach project designed to target low-income Latino families in Santa Cruz County in order to increase enrollment in Healthy Families, Medi-Cal and other free or low-cost health insurance programs and promote utilization of preventative health services and retention of health insurance benefits. It is the intent of the Healthy Families/Medi-Cal for Children Outreach Project to focus outreach efforts on completing eligibility assessments, HF/Medi-Cal applications and follow-up for those families that are hardest-to-reach, reluctant to enroll their children and experience the greatest barriers to enrollment. Proposed project strategies are based on outreach efforts conducted by Coalition agencies over the past two years that have proven to be successful in increasing the numbers of children enrolled in Healthy Families or Medi-Cal. Project activities will also incorporate additional strategies to include health services utilization and retention of benefits”

From the experience of collaborating Coalition agency outreach and enrollment activities, it has been learned that enrolling children in Healthy Families, Medi-Cal and other free or low-cost health insurance programs is a formidable task due to the intensity of case management required to educate Latino families about the usefulness of health insurance and the value of preventative health services for children. Cultural norms in the Latino community align with going to see a doctor when you are ill. For many, prevention of illness is a new concept. Language barriers, fear of public charge, mistrust of government programs and lack of confidence in accessing systems in general also exists within the Latino community.

According to the March 20, 2001 Bay Area Outreach News Bulletin, the statewide Healthy Families dropout rate has risen to 60% of its enrollment rate. Cost of premiums and not re-enrolling at the annual review process are cited as the most common reasons why families are dropping out of the Healthy Families program. It is the intent of this Healthy Families/Medi-Cal for Children Outreach Project to not only increase enrollment of children and their parents in these health insurance programs, but to also increase retention. Project activities will include efforts to create value for enrolling in and maintaining health insurance by educating and assisting families to utilize health services. All components will work synergistically together in order to achieve positive health outcomes for children.

The target population will benefit from the proposed project efforts by incorporating program structural components that will reduce barriers to increasing enrollment in Healthy Families and Medi-Cal, utilizing preventative health services and retaining health insurance benefits including:

- ***Parent education*** to address public charge issues; why preventative health is important for children and how health insurance can be a source of payment, e.g. provide immunization schedules, well-child visit schedules in Spanish; how to use benefits to reduce fear of using systems, e.g. inform parents about how to access Medi-Cal managed care, how to access the system of health care, make and cancel appointments; steps to take to maintain health insurance program benefits.
- ***Utilizing the Santa Cruz County Health Care Access Book***, a comprehensive health benefits resource guide, to inform families about all available health care programs and services, eligibility requirements and options for health coverage and services when families lose eligibility for a particular program.

- ***Developing tracking systems*** by funded Outreach Workers/(CAAs) of all families assisted with applications to provide follow-up at 4 weeks to verify if children and/or parents are enrolled, needing assistance with utilizing health services, and at 3 months before the annual renewal date for re-enrolling is due.
- ***Establishing the role of the Outreach Worker*** to provide ongoing assistance, problem solve, and act as a resource for families
- ***Utilizing home visits*** in order to reduce transportation barriers.
- ***Low-literacy, Spanish language and culturally appropriate outreach and educational materials*** to include information about public charge and why health care benefits are important.
- ***Utilizing the Healthy Families Sponsorship Program*** to provide revenues for families that can not pay monthly premiums. Prop 10 funds of \$20,000 have been awarded and approved for this purpose.

This project proposal would expand outreach and enrollment efforts to include agencies or programs that have extensive experience and expertise in outreaching to the hard-to-reach target population, but who previously have not been funded to do so. In funding these agencies it is believed that more intensive efforts will be focused on a segment of the Latino population that, thus far, has not been reached. These agencies and programs include: Walnut Avenue Women's Center, Watsonville YWCA, Salud Para La Gente and the HSA Children's Dental Education Program and the public health CHDP clinic. Funding for Familia Center would provide support to expand existing outreach and enrollment efforts.

Participating agency strategies have been selected based on the success of how each agency reaches the target population with other existing services or methods of community outreach. All strategies will include outreach, enrollment, utilization of health services and retention of health benefits to be conducted by staff funded within each agency during outreach? application assistance and/or follow-up contacts of those who have submitted an application.

Walnut Avenue Women's Center outreach, enrollment, and follow-up activities will focus on very hard-to-reach, isolated populations to include Latino women who are in hiding at safe houses from domestic violence and pregnant and teen mothers, some who are homeless, and who do not traditionally access health or social services. Outreach will also include reaching Latino families who utilize the Center's childcare services. The full-time Health & Medical Advocate will provide information about Healthy Families, Medi-Cal and other free or low-cost health insurance programs for women at safe house intakes and group meetings, during teen mom parenting education presentations, monthly health-related workshops and in child care center information enrollment packets, orientations and parent meetings,

Familia Center outreach, enrollment, and follow-up activities will focus on hard-to-reach Latino families that live in the surrounding low-income Beach Flats and Live Oak neighborhoods, at schools where most of the children from the Beach Flats and Live Oak neighborhoods attend school and with those families who may utilize services at the Familia Family Resource Center. Outreach efforts will include attending parent meetings at schools, child care centers, recreation centers and low-income apartment tenant meetings. The Familia Center Health Program Specialist will be out-stationed at sites located at identified child care centers, schools, recreation centers and in the neighborhood in order to facilitate "user-friendly" enrollment, utilization of health services and retention of health benefits.

Watsonville YWCA outreach, enrollment, and follow-up activities will focus on hard-to-reach Latino families that reside in Watsonville neighborhoods and that participate in programs and services offered by the YWCA including a state-funded preschool, an after-school childcare program, a teen program and multiple program's for women. The Family Outreach Worker will attend parent meetings at the preschool and child care center as well as conduct presentations for women attending workshops and classes that include topics relating to health education health services and parenting. The Family Outreach Worker will also be responsible for developing and implementing a teen Healthy Families/Medi-Cal Outreach Program that will utilize teens to conduct door-to-door outreach in targeted Watsonville neighborhoods"

**Salud Para La Gente** outreach, enrollment, and follow-up activities will focus on hard-to-reach Latino families in the Watsonville and the rural Pajaro Valley areas that includes a large segment of migrant farmer workers. The Community Health Outreach Worker will conduct presentations and application assistance at migrant parent Head Start meetings and licensed home child care provider meetings and speak directly with parents as they pick up their children from childcare. Topics will address public charge, the benefits of year-round health insurance coverage for their children and other concerns and barriers to Healthy Families/Medi-Cal enrollment identified by migrant farm workers. The Community Health Outreach Worker will also target neighborhoods in the Watsonville/Pajaro Valley area where a significant farm worker population resides in order to conduct door-to-door outreach.

Wealth Services Agency outreach, enrollment, and follow-up activities will focus on hard-to-reach Latino families that are already being served by the public health Happy Tooth Dental Program via preschools, daycare centers, and family resource centers. Parents who are expecting a child will be reached through infant care classes. Outreach to parents will include information about dental care, treatment and Healthy Families/Medi-Cal health and dental insurance. Additionally the Community Benefits Advocate will provide on-site outreach and enrollment at the two low-income, community dental clinics located in both north and south county and during CHDP clinics.

Facilitation of activities will be accomplished with broad direction from the Coalition, which meets monthly to conduct collaborative planning, to provide oversight of project activities and to evaluate project efforts. The HF/MC Project Director, Jeri Ross, HSA Departmental Administrative Analyst, will be responsible for the management and coordination of daily operations and contract management. Sub-contractors will be required to submit monthly statistical reports to HSA to include numbers of children and parents enrolled, utilizing health services and those retaining health insurance benefits or re-enrolling. Success of project activities will be monitored and determined by maintaining records and compiling data for monthly summary reports to be submitted to the State on a quarterly basis.

The proposed Healthy Families/Medi-Cal for Children Outreach Project will not supplant the State's current outreach efforts..The 193 I (b) Medi-Cal Outreach Contract awarded to the Health Services Agency will expire on June 30, 2001. At that time there will not be any state funded outreach activities occurring in Santa Cruz County.



## SCOPE OF WORK FY 2002-2003

The Santa Cruz County Health Care Outreach Coalition proposes this comprehensive, community outreach project designed to target low-income Latino families in Santa Cruz County in order to increase enrollment in Healthy Families, Medi-Cal and other free or low-cost health insurance programs and promote utilization of preventative health services and retention of health insurance benefits. Activities for year two of the Healthy Families/Medi-Cal for Children Outreach Project will continue to focus outreach efforts on completing eligibility assessments, HF/Medi-Cal applications and follow-up for those families that are hardest-to-reach, reluctant to enroll their children and experience the greatest barriers to enrollment. Proposed project strategies started in year one are based on outreach efforts conducted by Coalition agencies over the past two years that have proven to be successful in increasing the numbers of children enrolled in Healthy Families or Medi-Cal. Project activities will also incorporate additional strategies to include health services 'utilization and retention of benefits.

From the experience of collaborating Coalition agency outreach and enrollment activities, it has been learned that enrolling children in Healthy Families, Medi-Cal and other free or low-cost health insurance programs is a formidable task due to the intensity of case management required to educate Latino families about the usefulness of health insurance and the value of preventative health services for children. Cultural norms in the Latino community align with going to see a doctor when you are ill. For many, prevention of illness is a new concept. Language barriers, fear of public charge, mistrust of government programs and lack of confidence in accessing systems in general also exists within the Latino community.

According to the March 20, 2001 Bay Area Outreach News Bulletin, the statewide Healthy Families dropout rate has risen to 60% of its enrollment rate. Cost of premiums and not re-enrolling at the annual review process are cited as the most common reasons why families are dropping out of the Healthy Families program. It is the intent of this Healthy Families/Medi-Cal for Children Outreach Project to not only increase enrollment of children and their parents in these health insurance programs, but to also increase retention. Project activities will include efforts to create value for enrolling in and maintaining health insurance by educating and assisting families to utilize health services. All components will work synergistically together in order to achieve positive health outcomes for children.

The target population will benefit from the proposed project efforts by incorporating program structural components that will reduce barriers to increasing enrollment in Healthy Families and Medi-Cal, utilizing preventative health services and retaining health insurance benefits including:

- ***Parent education*** to address public charge issues; why preventative health is important for children and how health insurance can be a source of payment, e.g. provide immunization schedules, well-child visit schedules in Spanish; how to use benefits to reduce fear of using systems, e.g. inform parents about how to access Medi-Cal managed care, how to access the system of health care, make and cancel appointments; steps to take to maintain health insurance program benefits.
- ***Utilizing the Santa Cruz County Health Care Access Book***, a comprehensive health benefits resource guide, to inform families about all available health care programs and services, eligibility requirements and options for health coverage and services when families lose eligibility for a particular program.

- ***Developing tracking systems*** by funded Outreach Workers/(CAAs) of all families assisted with applications to provide follow-up at 4 weeks to verify if children and/or parents are enrolled, needing assistance with utilizing health services, and at 3 months before the annual renewal date for re-enrolling is due.
- ***Establishing the role of the Outreach Worker*** to provide ongoing assistance, problem solve, and act as a resource for families
- ***Utilizing home visits*** in order to reduce transportation barriers.
- ***Low-literacy, Spanish language and culturally appropriate outreach and educational materials*** to include information about public charge and why health care benefits are important
- ***Utilizing the Healthy Families Sponsorship Program*** to provide revenues for families that can not pay monthly premiums. Prop 10 funds of \$20,000 have been awarded and approved for this purpose.

This project proposal would expand outreach and enrollment efforts to include agencies or programs that have extensive experience and expertise in outreaching to the hard-to-reach target population, but who previously have not been funded to do so. In funding these agencies it is believed that more intensive efforts will be focused on a segment of the Latino population that, thus far, has not been reached. These agencies and programs include: Walnut Avenue Women's Center, Watsonville YWCA, Salud Para La Gente and the HSA Children's Dental Education Program and the public health CHDP clinic. Funding for Familia Center would provide support to expand existing outreach and enrollment efforts

Participating agency strategies have been selected based on the success of how each agency reaches the target population with other existing services or methods of community outreach. All strategies will include outreach, enrollment, utilization of health services and retention of health benefits to be conducted by staff funded within each agency during outreach, application assistance and/or follow-up contacts of those who have submitted an application.

Walnut Avenue Women's Center outreach, enrollment, and follow-up activities will focus on very hard-to-reach, isolated populations to include Latino women who are in hiding at safe houses from domestic violence and pregnant and teen mothers, some who are homeless, and who do not traditionally access health or social services. Outreach will also include reaching Latino families who utilize the Center's childcare services. The full-time Health & Medical Advocate will provide information about Healthy Families, Medi-Cal and other free or low-cost health insurance programs for women at safe house intakes and group meetings, during teen mom parenting education presentations, monthly health-related workshops and in child care center information enrollment packets, orientations and parent meetings"

**Familia** Center outreach, enrollment, and follow-up activities will focus on hard-to-reach Latino families that live in the surrounding low-income Beach Flats and Live Oak neighborhoods, at schools where most of the children from the Beach Flats and Live Oak neighborhoods attend school and with those families who may utilize services at the Familia Family Resource Center. Outreach efforts will include attending parent meetings at schools, child care centers, recreation centers and low-income apartment tenant meetings. The Familia Center Health Program Specialist will be out-stationed at sites located at identified child care centers, schools, recreation centers and in the neighborhood in order to facilitate "user-friendly" enrollment, utilization of health services and retention of health benefits.

Watsonville YWCA outreach, enrollment, and follow-up activities will focus on hard-to-reach Latino families that reside in Watsonville neighborhoods and that participate in programs and services offered by the YWCA including a state-funded preschool, an after-school childcare program, a teen program and multiple program's for women. The Family Outreach Worker will attend parent meetings at the preschool and child care center as well as conduct presentations for women attending workshops and classes that include topics relating to health education health services and parenting. The Family Outreach Worker will also be responsible for developing and implementing a teen Healthy Families/Medi-Cal Outreach Program that will utilize teens to conduct door-to-door outreach in targeted Watsonville neighborhoods

Salud **Para** La Gente outreach, enrollment, and follow-up activities will focus on hard-to-reach Latino families in the Watsonville and the rural Pajaro Valley areas that includes a large segment of migrant farmer workers. The Community Health Outreach Worker will conduct presentations and application assistance at migrant parent Head Start meetings and licensed home child care provider meetings and speak directly with parents as they pick up their children from childcare. Topics will address public charge, the benefits of year-round health insurance coverage for their children and other concerns and barriers to Healthy Families/Medi-Cal enrollment identified by migrant farm workers" The Community Health Outreach Worker will also target neighborhoods in the Watsonville/Pajaro Valley area where a significant farm worker population resides in order to conduct door-to-door outreach.

Health Services Agency outreach, enrollment, and follow-up activities will focus on hard-to-reach Latino families that are already being served by the public health Happy Tooth Dental Program via preschools, daycare centers, and family resource centers. Parents who are expecting a child will be reached through infant care classes. Outreach to parents will include information about dental care, treatment and Healthy Families/Medi-Cal health and dental insurance. Additionally the Community Benefits Advocate will provide on-site outreach and enrollment at the two low-income. community dental clinics located in both north and south county and during CHDP clinics.

Facilitation of activities will be accomplished with broad direction from the Coalition, which meets monthly to conduct collaborative planning, to provide oversight of project activities and to evaluate project efforts. The HF/MC Project Director, Jeri Ross, HSA Departmental Administrative Analyst, will be responsible for the management and coordination of daily operations and contract management. Sub-contractors will be required to submit monthly statistical reports to HSA to include numbers of children and parents enrolled, utilizing health services and those retaining health insurance benefits or re-enrolling. Success of project activities will be monitored and determined by maintaining records and compiling data for monthly summary reports to be submitted to the State on a quarterly basis.

The proposed Healthy Families/Medi-Cal for Children Outreach Project will not supplant the State's current outreach efforts. The 1931 (b) Medi-Cal Outreach Contract awarded to the Health Services Agency will expire on June 30, 2001. At that time there will not be any state funded outreach activities occurring in Santa Cruz County.

## PERFORMANCE GOALS

The primary goal of this Healthy Families/Medi-Cal for Children Outreach Project is to increase enrollment of low-income Latino children and their families in Healthy Families, Medi-Cal and other free or low-cost health insurance programs. It is also the goal of this project to increase utilization of preventative health services and retention of health benefits for those children and parents that are enrolled.

### **Project objectives include:**

- Enrolling 1,000 children and parents by June 30, 2002 and 1,000 children and parents by June 30, 2003 for a total enrollment of 2,000.
- Assisting 700 or 70% of enrolled children and parents by June 30, 2002 and 700 or 70% of enrolled children and parents by June 30, 2003 for a total of 1,400 with utilizing health services
- Retaining or re-enrolling 700 or 70% of enrolled children and parents by June 30, 2002 and 700 or 70% of enrolled children and parents by June 30, 2003 in Healthy Families, Medi-Cal or other free or low-cost health insurance programs.

### **The success in accomplishing these goals will be measured by the number of:**

1. Children and parents enrolled in Healthy Families, Medi-Cal or other free or low-cost health insurance programs.
2. Parents that make appointments for annual well child physical exams, dental screenings and other health services.
3. Children and parents that retain or re-enroll in Healthy Families, Medi-Cal or other free or low-cost health insurance programs.

Performance goal milestones in meeting project objectives will be based on quarterly statistical reports for each participating agency. The following performance measures apply for FY 2001-2002 and FY 2002-2003.

#### **Walnut Avenue Women's Center:**

Enroll 32 each quarter/125 each year	FY 2001-2003 Total: 250
Utilize 22 each quarter/88 each year	FY 2001-2003 Total: 176
Retain 22 each quarter/88 each year	FY 2001-2003 Total: 176

#### **Famila Center**

Enroll 56 each quarter/225 each year	FY 2001-2003 Total: 450
Utilize 79 each quarter/158 each-year	FY 2001-2003 Total: 316
Retain 79 each quarter/158 each year	FY 2001-2003 Total: 316

#### **Watsonville YWCA**

Enroll 56 each quarter/225 each year	FY 2001-2003 Total: 450
Utilize 79 each quarter/158 each-year	FY 2001-2003 Total: 316
Retain 79 each quarter/158 each year	FY 2001-2003 Total: 316

#### **Salud Para La Gente**

Enroll 68 each quarter/275 each year	FY 2001-2003 Total: 550
Utilize 48 each quarter/192 each year	FY 2001-2003 Total: 384
Retain 48 each quarter/192 each year	FY 2001-2003 Total: 384

#### **Health Services Agency**

Enroll 19 each quarter/75 each year	FY 2001-2003 Total: 150
Utilize 13 each quarter/52 each year	FY 2001-2003 Total: 104
Retain 13 each quarter/52 each year	FY 2001-2003 Total: 104

## EVALUATION PLAN

The Healthy Families/Medi-Cal for Children Outreach Project evaluation plan will include methods to measure the achievement of objectives as outlined in the scope of work and that are based on performance goal milestones. Evaluation activities will be coordinated and implemented by the HF/MCC Project Director, Jeri Ross, as the HSA fiscal agency staff person. Ms. Ross will be responsible for collecting monthly statistical data from each of the funded agencies, compiling the data into a monthly summary and then producing quarterly and annual reports. It is anticipated that this evaluation activity will comprise approximately 10% of her 1.0 FTE position. It is anticipated that the 5% costs included in the overall project budget, as requested by the State for conducting a post-project state-level independent evaluation, will be utilized by HSA to provide support for Ms. Ross to participate and complete this evaluation requirement.

The evaluation plan will largely focus on actual numbers of children and parents enrolled in Healthy Families, Medi-Cal and other free or low-cost health insurance programs. Agency Outreach Workers will be documenting the numbers of assisted applications in order to provide follow-up as approvals/denials by program. Documenting outreach contacts, e.g. health fairs, will not be required in order to provide more staff time and efforts towards tracking those children and parents that enroll, as well as documenting activities to assist families with utilizing health services and re-enrolling.

The evaluation tool utilized to measure success in accomplishing project goals and objectives will be a Health Care Coalition Statistical Report form that will be completed by each of the participating agencies on a monthly basis and submitted to the HF/MCC Project Director. Required data fields will be the: number of application approvals/denials by program, number of contacts made to assist families with making well child, dental screening and other health services appointments, number of children (and parents when applicable) that retain/re-enroll in Healthy Families, Medi-Cal or other free or low-cost health insurance programs. Based on outcomes of monthly evaluation results, project activities will be assessed and adjusted with the direction of the HF/MCC Project Director and participating Coalition agency Outreach Workers.

In order for participating agencies to report this data on a regular basis, a client or family encounter form will be utilized by Outreach Workers to document dates of follow-up activities as required by the scope of work at 4 weeks to determine if the family has been successfully enrolled and to assist parents with making health services appointments. Barriers to follow-up will be documented on these forms to flag problems encountered. Encounter forms will also provide a tracking system to identify when a child or parent is 3 months from renewal of Healthy Families or Medi-Cal so contacts can be made to assist families with retaining their health insurance benefits.

### Outcome Measures

It is anticipated that project activities will be successful in enrolling 2,000 low-income Latino children and parents in the target geographic areas into Healthy Families, Medi-Cal or other free or low-cost health insurance programs.

It is anticipated that 700 or 70% of enrolled, low-income Latino children and parents in the target geographic areas will have utilized health services.

It is anticipated that 700 or 70% of enrolled, low-income Latino children and parents in the target geographic areas will retain their health insurance benefits.

Outcome measures will be assessed based on activities conducted by Outreach Workers to achieve project goals including reviewing monthly work plans, client appointment sheets, presentation agendas and sign-in sheets and advocacy log sheets.

#### Structural Measures

Based on project plans, four (4) additional agencies will be providing outreach services in the target geographic areas.

#### Materials Developed

Any materials that may need to be developed based on the expansion of Healthy Families to add parents to the program will be produced by Outreach Workers utilizing input from the target population including cultural symbols, images, commonly used Spanish language and literacy levels. Review of these materials will be field tested by Latino clients from the participating agencies.

#### Process Measures

In order to assess work-in-progress in meeting project goals and objectives, barriers to enrollment and follow-up to assist families with utilizing health services and retaining health insurance benefits will be documented on the client/family encounter forms. On a quarterly basis the HF/MCC Project Director will address problem barriers encountered by Outreach Workers individually or in group settings during Coalition meetings or quarterly Outreach Worker/CAA update and information sharing meetings and trainings.

## BUDGET

**Applicant:** Santa Cruz County Health Services Agency  
**Fiscal Year:** 2001-2002

0217

Personnel Expenses:

<u>Position Title and Number of Each:</u>	<u>Staff's Name:</u>	<u>Salary Range:</u>	<u>FTE%:</u>	<u>Annual Cost:</u>
1. Community Benefits Advocate (1)		\$17.47-\$18.90	.80	
2.				
3.				
4.				

**Total Personnel Expenses:** \$ 33,320

**Fringe Benefits** ([X]% of Personnel Expenses): @27%

**Total Fringe Benefits:** \$ 8,996

Operating Expenses:Expense DescriptionCost:

General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):

\$ 4,500

Space Rent/Lease (Facilities: \$ \_\_\_\_\_ square feet @ f o o t )

\$ \_\_\_\_\_

Reproduction/Copying/Printing:

\$ \_\_\_\_\_

**Total Operating Expenses:** \$ 7,500

Equipment Expenses:Equipment Description# of Units:Unit Cost:Total Cost:

Equipment Rental (List/identify each item):

\_\_\_\_\_ \$ \_\_\_\_\_

Purchased Equipment (List/identify each item):

\_\_\_\_\_ \$ \_\_\_\_\_

**Total Equipment Expenses:** \$ 0

Travel Expenses:

Local Trips: \$ 1,000

Non-Local Trips: \$ \_\_\_\_\_

**Total Travel Expenses:** \$ 1,000

Subcontract Expenses (List/identify budget information for each Subcontractor):

Name of Subcontractor: \_\_\_\_\_ (i.e. ABC Community-Based Entity) (See attached sheet for sub-contractors)

Personnel Expenses: \$ \_\_\_\_\_ General Expenses: \$ \_\_\_\_\_

Travel Expenses: \$ \_\_\_\_\_ Indirect Costs: \$ \_\_\_\_\_

Subcontracts: \$ \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

**Total Subcontracted Dollar Amount:** \$ 109,851

Other Expenses:Item Description (List/identify each item, which includes, but is not limited to the following):

Auditing Costs: \$ 2,000

Training for Project Staff: \$ \_\_\_\_\_

Purchase/Preparation of Educational Materials: \$ \_\_\_\_\_

**Total for Other Expenses:** \$ 2,000

**Indirect Costs** (X46 of [Enter cost basis] Costs): @10% personnel Total of Indirect Costs: \$ 3,332  
w/o fringe benefits

**TOTAL COST FOR CONTRACT:** \$ 165,999

Evaluation @ 5% \$ 8,300  
Grand Total \$ 174,299

<b>Subcontract Expenses FY 2001-2002</b>
--

Name of Subcontractor: Walnut Avenue Women's Center

Personnel Expenses: \$37,753	General Expenses: \$1,000
Travel Expenses: \$ 1,000	Travel Expenses: \$1,000
Subcontracts: \$ 0	Total Costs: \$42,157

Name of Subcontractor: Familia Center

Personnel Expenses: \$14,352	General Expenses: \$ 500
Travel Expenses: \$ 500	Indirect Costs: \$750
Subcontracts: \$ 0	Total Costs: \$16,102

Name of Subcontractor: Watsonville YWCA

Personnel Expenses: \$28,454	General Expenses: \$1,000
Travel Expenses: \$ 1,000	Indirect Costs: \$1,498
Subcontracts: \$ 0	Total Costs: \$32,452

Name of Subcontractor: **Salud Para** la Gente

Personnel Expenses: \$16,800	General Expenses: \$500
Travel Expenses: \$ 500	Indirect Costs: \$840
Subcontracts: \$ 0	Total Costs: \$19,140



Healthy Families/Medi-Cal for Children Outreach  
Budget Justification  
Fiscal Year 2001-2002

0219

PERSONNEL

Community Benefits Advocate (.80 FTE) \$33,320

The bilingual, bicultural HSA Community Benefits Advocate will provide outreach, enrollment, utilization and retention activities targeting eligible uninsured children and their families out-stationed at the County's public health CHDP clinics and working as a team with the County's Dental Health Education and Screening Outreach Program that serves low-income children and their families at school sites in south county. The Community Benefits Advocate will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their health benefits.

Fringe Benefits \$8,996

Fringe Benefits are calculated at 27% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance.

TOTAL PERSONNEL: \$42,316

OPERATING EXPENSES

General Expenses

Office Expense \$1,500

Office expenditures include purchasing supplies and duplicating services.

Printing \$3,000

Expenditures will include costs associated with printing the Medi-Cal and fotonovela brochures.

Travel and Per Diem \$1,000

Mileage is calculated at the rate of .31 per mile and estimates for travel expense are based on an average monthly mileage of 250 miles for the Community Benefits Advocate.

Sub-contracts

Walnut Avenue Women's Center: \$42,157

Includes personnel for a (1.0 FTE) Health & Medical Advocate @ \$31,725 with 19% benefits @ \$6,028. Total personnel: \$37,753; Total operating expenses: \$2,500; Indirect costs @ 6% of personnel less fringe benefits: \$1,904.

Familia Center: \$16,102

Includes personnel for a (.50 FTE) Health Program Specialist @ \$12,480 with 15% benefits @ 1,872. Total personnel: \$14,352; Total operating expenses: \$1,000; Indirect costs @ 6% of personnel less fringe benefits: \$750.

Watsonville YWCA: \$32,452

Includes personnel for a (1.0 FTE) Family Outreach Worker @\$24,960 with 14% benefits @3,494. Total personnel: \$28,454; Total operating expenses: \$2,500; Indirect costs @ 6% of personnel less fringe benefits: \$1,498

Salud Para La Gente: \$19,140

Includes personnel for a (.50 FTE) Community Health Outreach Worker @ \$14,000 with 20% benefits @2,800. Total personnel: \$16,800; Total operating expenses: \$1,500; Indirect costs @ 6% of personnel less fringe benefits: \$840.

Audit \$2,000

Audit costs are associated with conducting the state required independent financial audit to be obtained at the completion of the fiscal year.

TOTAL OPERATING EXPENSES: **\$120,351**

Indirect Costs \$3,332

Indirect costs @ 10% of personnel less fringe benefits

Evaluation Costs \$8,300

Evaluation costs @ 5% of the total budget

TOTAL BUDGET: **\$174,299**

## BUDGET

Applicant: Walnut Avenue Women's Center  
Fiscal Year: 2001-2002

0221

Personnel Expenses:

<u>Position Title and Number of Each:</u>	<u>Staff's Name:</u>	<u>Salary Range:</u>	<u>FTE%:</u>	<u>Annual Cost:</u>
1. Health & Medical Advocate (1)		\$15.25	1.0	\$31,725
2.				
3.				
4.				
Total Personnel Expenses:				\$ 31,725
Fringe Benefits ([X]% of Personnel Expenses): @ 19%				\$ 6,028

Operating Expenses:Expense DescriptionCost:

General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):

\$ 1,000

Space Rent/Lease (Facilities: square feet @ \$ foot)

\$

Reproduction/Copying/Printing:

\$

Total Operating Expenses: \$ 1,000

Equipment Expenses:Equipment Description# of Units:Unit Cost:Total Cost:

Equipment Rental (List/identify each item):

\$

Purchased Equipment (List/identify each item):

\$

Total Equipment Expenses: \$ 0

Travel Expenses:

Local Trips: \$ 1,000

Non-Local Trips: \$

Total Travel Expenses: \$ 1,000

Subcontract Expenses (List/identify budget information for each Subcontractor):

Name of Subcontractor: (i.e. ABC Community-Based Entity)

Personnel Expenses: \$ General Expenses: \$

Travel Expenses: \$ Indirect Costs: \$

Subcontracts: \$ Total Cost: \$

Total Subcontracted Dollar Amount: \$ 0

Other Expenses:

Item Description (List/identify each item, which includes, but is not limited to the following):

Auditing Costs: \$

Training for Project Staff: \$

Purchase/Preparation of Educational Materials: \$ 500

Total for Other Expenses: \$ 500

Indirect Costs (X% of [Enter cost basis] Costs): @ 6%

Total of indirect Costs: \$ 1,904

PROPOSED GRAND TOTAL COST FOR CONTRACT: \$ 42,157

Walnut Avenue Women's Center  
 Budget Justification  
 Fiscal Year 2001-2002

Personnel

Health & Medical Advocate (1.0 FTE)      \$3 1,725

The bilingual, bicultural Health & Medical Advocate will provide outreach, enrollment, utilization and retention activities targeting eligible, Latino uninsured children and their families in north county that participate in the Teen Mom Program, the Battered Women & Children Program and the Downtown Children's Center. The Health & Medical Advocate will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their health benefits.

Fringe Benefits      \$6,028

Fringe Benefits are calculated at 19% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance.

Total Personnel: \$37,753

Operating expenses:

General Expenses: \$1,000

Expenditures will include telephone, postage, office expenses, duplicating

Travel Expenses: \$1,000

Mileage is calculated on .31 per mile and estimates for travel expense are based on an average monthly mileage of 250 miles for the Health & Medical Advocate

Other Costs: \$500

Expenditures will include purchase of educational materials

Total Operating Expenses: \$2,500

Indirect Costs: \$1,904

Indirect costs @6% of the total personnel costs less fringe benefits

Total : \$42,157

## BUDGET

0223

Applicant: Familia Center  
Fiscal Year: 2001-2002

Personnel Expenses:

<u>Position Title and Number of Each:</u>	<u>Staff's Name:</u>	<u>Salary Range:</u>	<u>FTE%:</u>	<u>Annual cost:</u>
1. Health Program Specialist (1)		\$ 1 2 . 0 0	.50	\$12,480
2.				
3.				
4.				
Total Personnel Expenses:				\$ 12,480

Fringe Benefits ([X]% of Personnel Expenses): @ 15%

Total Fringe Benefits: \$ 1,872

Operating Expenses:Expense DescriptionCost:

General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):

\$ 500

Space Rent/Lease (Facilities: \$ \_\_\_\_\_ square feet @ \_\_\_\_\_ ft )

\$ \_\_\_\_\_

Reproduction/Copying/Printing:

\$ \_\_\_\_\_

Total Operating Expenses: \$ 500

Equipment Expenses:Equipment Description# of Units:Unit Cost:Total Cost:

Equipment Rental (List/identify each item): \_\_\_\_\_

\$ \_\_\_\_\_

Purchased Equipment (List/identify each item): \_\_\_\_\_

\$ \_\_\_\_\_

Total Equipment Expenses: \$ 0

Travel Expenses:

Local Trips: \$ 500

Non-Local Trips: \$ \_\_\_\_\_

Total Travel Expenses: \$ 500

Subcontract Expenses (List/identify budget information for each Subcontractor):

Name of Subcontractor: (i.e. ABC Community-Based Entity)

Personnel Expenses: \$ \_\_\_\_\_ General Expenses: \$ \_\_\_\_\_

Travel Expenses: \$ \_\_\_\_\_ Indirect Costs: \$ \_\_\_\_\_

Subcontracts: \$ \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

Total Subcontracted Dollar Amount: \$ 0

Other Expenses:Item Description (List/identify each item, which includes, but is not limited to the following):

Auditing Costs: \$ \_\_\_\_\_

Training for Project Staff: \$ \_\_\_\_\_

Purchase/Preparation of Educational Materials: \$ \_\_\_\_\_

Total for Other Expenses: \$ 0

Indirect Costs (X% of [Enter cost basis] Costs): @ 6%

Total of Indirect Costs: \$ 750

PROPOSED GRAND TOTAL COST FOR CONTRACT: \$ 16,102

Familia Center  
Budget Justification  
Fiscal Year 2001-2002

Health Program Specialist (.50 FTE) \$12,480

The bilingual, bicultural Health Program Specialist will provide outreach, enrollment, utilization and retention activities targeting eligible uninsured children through Familia Center family resource services and programs and in low-income Latino areas of north county in the Beach Flats and Live Oak neighborhoods. The Health Program Specialist will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their health benefits.

Fringe Benefits \$1,872

Fringe Benefits are calculated at 15% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance

Total Personnel: \$37,753

operating expenses:

General Expenses: \$500

Expenditures will include telephone, postage, office expenses, duplicating

Travel Expenses: \$500

Mileage is calculated on .31 per mile and estimates for travel expense are based on an average monthly mileage of 125 miles for the Health Program Specialist

Total Operating Expenses: \$1,000

Indirect Costs: \$750

Indirect costs @6% of the total personnel costs less fringe benefits

Total: \$16,102

## BUDGET

Applicant: Watsonville YWCA  
Fiscal Year: 2001-2002

0225

Personnel Expenses:

<u>Position Title and Number of Each:</u>	<u>Staff's Name:</u>	<u>Salary Range:</u>	<u>FTE%:</u>	<u>Annual Cost:</u>
1. Family Outreach Worker (1)		\$12.00	1.0	\$24,960
2.				
3.				
4.				

Total Personnel Expenses: \$ - 4 - &amp; w - -

Fringe *Benefits* ([X]% of Personnel Expenses): @ 14%

Total Fringe Benefits: \$ 3,494

Operating Expenses:Expense DescriptionCost:

General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):

\$ 1,000

Space Rent/Lease (Facilities: @ \_\_\_\_\_ square feet \_\_\_\_\_ \$/foot)

\$ \_\_\_\_\_

Reproduction/Copying/Printing:

\$ \_\_\_\_\_

Total Operating Expenses: \$ 1,000

Equipment Expenses:Equipment Description# of Units:Unit Cost:Total Cost:

Equipment Rental (List/identify each item): \_\_\_\_\_

\$ \_\_\_\_\_

Purchased Equipment (List/identify each item): \_\_\_\_\_

\$ \_\_\_\_\_

Total Equipment Expenses: \$ 0

Travel Expenses:

Local Trips: \$ 1,000

Non-Local Trips: \$ \_\_\_\_\_

Total Travel Expenses: \$ - - L a m - - -

Subcontract Expenses (List/identify budget information for each Subcontractor):

Name of Subcontractor: (i.e. ABC Community-Based Entity)

Personnel Expenses: \$ \_\_\_\_\_ General Expenses: \$ \_\_\_\_\_

Travel Expenses: \$ \_\_\_\_\_ Indirect Costs: 3 \_\_\_\_\_

Subcontracts: \$ \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

Total Subcontracted Dollar Amount: \$0

Other Expenses:Item Description (List/identify each item, which includes, but is not limited to the following):

Auditing Costs: \$ \_\_\_\_\_

Training for Project Staff: \$ \_\_\_\_\_

Purchase/Preparation of Educational Materials: \$ 500

Total for Other Expenses: \$ 500

Indirect Costs (X% of [Enter cost basis] Costs): @ 6%

Total of Indirect Costs: \$ 1,498

PROPOSED GRAND TOTAL COST FOR CONTRACT: \$ 32,452

**Watsonville YWCA  
Budget Justification  
Fiscal Year 2001-2002**

**Family Outreach Worker (1.0 FTE)** \$24,960

The bilingual, bicultural Family Outreach Worker will provide outreach, enrollment, utilization and retention activities targeting eligible, uninsured Latino children and their families through their state funded pre-schools, after-school child care programs and by developing a teen Healthy Families/Medi-Cal outreach program to conduct door-to-door outreach in the Watsonville area. The Family Outreach Worker will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their health benefits.

**Fringe Benefits** \$3,494

Fringe Benefits are calculated at 14% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance

Total Personnel: \$28,454

Operating expenses:

**General Expenses:** \$1,000

Expenditures will include telephone, postage, office expenses, duplicating

**Travel Expenses:** \$1,000

Mileage is calculated on .31 per mile and estimates for travel expense are based on an average monthly mileage of 250 miles for the Family Outreach Worker

**Other Costs:** \$500

Expenditures will include purchase of educational materials

Total Operating Expenses: \$1,500

**Indirect Costs:** \$1,495

Indirect costs @6% of the total personnel costs less fringe benefits

Total: \$32,452



## BUDGET

0227

Applicant: Salud Para la Gente  
Fiscal Year: 2001-2002

Personnel Expenses:

Posit on Title and Number of Each:	Staff's Name:	Salary	FTE%:	Annual Cost:
1. Community Health Outreach Worker (1)		\$12.00	.50	\$14,000
2.				
3.				
4.				

Total Personnel Expenses: \$ 14,000

Fringe Benefits ([X]% of Personnel Expenses): @20%

Total Fringe Benefits: \$ 2,800Operating Expenses:Expense DescriptionCost:

General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):

\$ 500Space Rent/Lease (Facilities: @      square feet      \$foot)\$     

Reproduction/Copying/Printing:

\$     Total Operating Expenses: \$ 500Equipment Expenses:Equipment Description# of Units:Unit Cost:Total Cost:Equipment Rental (List/identify each item):     \$     Purchased Equipment (List/identify each item):     \$     Total Equipment Expenses: \$ 0Travel Expenses:Local Trips: \$ 500Non-Local Trips: \$     Total Travel Expenses: \$ 500Subcontract Expenses (List/identify budget information for each Subcontractor):

Name of Subcontractor: (i.e. ABC Community-Based Entity)

Personnel Expenses: \$      General Expenses: \$     Travel Expenses: \$      Indirect Costs: \$     Subcontracts: \$      Total Cost: \$     Total Subcontracted Dollar Amount: \$ 0Other Expenses:Item Description (List/identify each item, which includes, but is not limited to the following):Auditing Costs: \$     Training for Project Staff: \$     Purchase/Preparation of Educational Materials: \$ 500Total for Other Expenses: \$ 500

Indirect Costs (X% of [Enter cost basis] Costs): @6%

Total of Indirect Costs: \$ 840PROPOSED GRAND TOTAL COST FOR CONTRACT: \$ 19,140

**Salud Para La Gente  
Budget Justification  
Fiscal Year 2001-2002**

Community Health Outreach Worker (.50 FTE) \$14,000

The bilingual, bicultural Community Health Outreach Worker will provide outreach, enrollment, utilization and retention activities targeting eligible, uninsured Latino children and their families that access services at the medical clinic, at migrant camp child care centers, Migrant Head Start, community events and door-to-door efforts targeting low-income, south county neighborhoods. The Community Health Outreach Worker will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their health benefits.

Fringe Benefits \$2,800

Fringe Benefits are calculated at 20% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance

Total Personnel: \$16,800

Operating expenses:

General Expenses \$500

Expenditures will include telephone, postage, office expenses, duplicating

Travel Expenses: \$500

Mileage is calculated on .31 per mile and estimates for travel expense are based on an average monthly mileage of 125 miles for the Community Health Outreach Worker

Other Costs: \$500

Expenditures will include purchase of educational materials

**Total Operating Expenses:** \$1,500

Indirect Costs: \$840

Indirect costs @6% of the total personnel costs less fringe benefits

Total: \$19,140

# BUDGET

**Applicant:** Santa Cruz County Health Services Agency  
**Fiscal Year:** 2002-2003

0229

**Personnel Expenses:**

<u>Position Title and Number of Each:</u>	<u>Staff's Name:</u>	<u>Salary Range:</u>	<u>FTE%:</u>	<u>Annual Cost:</u>
1. Community Benefits Advocate	(1)	\$17.47-\$18.90	.80	\$33,320
2.				
3.				
4.				

**Total Personnel Expenses:** \$ 33,320

**Fringe Benefits** ([X]% of Personnel Expenses): @27%

**Total Fringe Benefits:** \$ 8,996

**Operating Expenses:**

<u>Expense Description</u>	<u>Cost:</u>
General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):	\$ <u>4,500</u>
Space Rent/Lease (Facilities: _____ square feet @ \$ <u>100</u> / sq ft )	\$ <u>3,000</u>
Reproduction/Copying/Printing:	\$ _____

**Total Operating Expenses:** \$ 7,500

**Equipment Expenses:**

<u>Equipment Description</u>	<u># of Units:</u>	<u>Unit Cost:</u>	<u>Total Cost:</u>
Equipment Rental (List/identify each item):			\$ _____
Purchased Equipment (List/identify each item):			\$ _____

**Total Equipment Expenses:** \$ 0

**Travel Expenses:**

Local Trips: \$ 1,000  
 Non-Local Trips: \$ \_\_\_\_\_

**Total Travel Expenses:** \$ 1,000

**Subcontract Expenses** (List/identify budget information for each Subcontractor):

Name of Subcontractor: \_\_\_\_\_ (i.e. ABC Community-Based Entity) (See attached sheet for sub-contractors)

Personnel Expenses: \$ \_\_\_\_\_ General Expenses: \$ \_\_\_\_\_

Travel Expenses: \$ \_\_\_\_\_ Indirect Costs: \$ \_\_\_\_\_

Subcontracts: \$ \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

**Total Subcontracted Dollar Amount:** \$ 109,851

**Other Expenses:**

Item Description (List/identify each item, which includes, but is not limited to the following):

Auditing Costs: \$ 2,000  
 Training for Project Staff: \$ \_\_\_\_\_  
 Purchase/Preparation of Educational Materials: \$ \_\_\_\_\_

**Total for Other Expenses:** \$ 2,000

**Indirect Costs** (X% of [Enter cost basis] Costs): @10% personnel Total of Indirect Costs: \$ 3,332  
 w/o fringe benefits

**TOTAL COST FOR CONTRACT:** \$ 165,999

Evaluation @ 5%

Grand Total \$ 174,299

Subcontract Expenses FY 2002-2003
-----------------------------------

Name of Subcontractor: Walnut Avenue Women's Center

Personnel Expenses: \$37,753	General Expenses: \$1,000
Travel Expenses:     \$ 1,000	Travel Expenses: \$1,000
Subcontracts:         \$     0	Total Costs:                     \$42,157

Name of Subcontractor: Familia Center

Personnel Expenses: \$14,352	General Expenses: \$ 500
Travel Expenses:     \$   500	Indirect Costs:     \$750
Subcontracts:         \$     0	Total Costs:                     \$16,102

Name of Subcontractor: Watsonville YWCA

Personnel Expenses: \$28,454	General Expenses: \$ 1,000
Travel Expenses:     \$ 1,000	Indirect Costs:     \$1,498
Subcontracts:         \$     0	Total Costs:                     \$32,452

Name of Subcontractor: Salud **Para** la Gente

Personnel Expenses: \$16,800	General Expenses: \$500
Travel Expenses:     \$   500	Indirect Costs:     \$840
Subcontracts:         \$     0	Total Costs:                     \$19,140

Healthy Families/Medi-Cal for Children Outreach  
Budget Justification  
Fiscal Year 2002-2003

0231

PERSONNEL

Community Benefits Advocate (.80 FTE) \$33,320

The bilingual, bicultural HSA Community Benefits Advocate will provide outreach, enrollment, utilization and retention activities targeting eligible uninsured children and their families out-stationed at the County's public health CHDP clinics and working as a team with the County's Dental Health Education and Screening Outreach Program that serves low-income children and their families at school sites in south county. The Community Benefits Advocate will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their health benefits.

Fringe Benefits \$8,996

Fringe Benefits are calculated at 27% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance.

TOTAL PERSONNEL: \$42,316

OPERATING EXPENSES

General Expenses

Office Expense \$1,500

Office expenditures include purchasing supplies and duplicating services.

Printing \$3,000

Expenditures will include costs associated with printing the Medi-Cal and fotonovela brochures.

Travel and Per Diem \$1,000

Mileage is calculated at the rate of .31 per mile and estimates for travel expense are based on an average monthly mileage of 250 miles for the Community Benefits Advocate.

Sub-contracts

Walnut Avenue Women's Center: \$42,157

Includes personnel for a (1.0 FTE) Health & Medical Advocate @ \$31,725 with 19% benefits @ \$6,028. Total personnel: \$37,753; Total operating expenses: \$2,500; Indirect costs @ 6% of personnel less fringe benefits: \$1,904.

Familia Center: \$16,102

Includes personnel for a (.50 FTE) Health Program Specialist @ \$12,480 with 15% benefits @ 1,872. Total personnel: \$14,352; Total operating expenses: \$1,000; Indirect costs @ 6% of personnel less fringe benefits: \$750.

Watsonville YWCA: \$32,452

Includes personnel for a (1.0 FTE) Family Outreach Worker @\$24,960 with 14% benefits 3,494. Total personnel: \$28,454; Total operating expenses: \$2,500; Indirect costs @ 6% of personnel less fringe benefits: \$1,498

Salud Para La Gente: \$19,140

Includes personnel for a (.50 FTE) Community Health Outreach Worker @ \$14,000 with 20% benefits @2,800. Total personnel: \$16,800; Total operating expenses: \$1,500; Indirect costs @ 6% of personnel less fringe benefits: \$840.

Audit \$2,000

Audit costs are associated with conducting the state required independent financial audit to be obtained at the completion of the fiscal year.

TOTAL OPERATING EXPENSES: \$120,351

Indirect Costs \$3,332

Indirect costs @ 10% of personnel less fringe benefits

Evaluation Costs \$8,300

Evaluation costs @ 5% of the total budget

TOTAL BUDGET: \$174,299

## BUDGET

0233

**Applicant:** Walnut Avenue Women's Center  
**Fiscal Year:** 2002-2003

Personnel Expenses:

<u>Position Title and Number of Each:</u>	<u>Staff's Name:</u>	<u>Salary Range:</u>	<u>FTE%:</u>	<u>Annual Cost:</u>
1. Health & Medical Advocate (1)		\$15.25	1.0	\$31,725
2.				
3.				
4.				
Total Personnel Expenses:				\$ 31,725

**Fringe Benefits** ([X]% of Personnel Expenses): @ 19%

Total Fringe Benefits: \$ 6,028

Operating Expenses:Expense DescriptionCost:

General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):

\$ 1,000

Space Rent/Lease (Facilities: square feet @ \$ out )

\$

Reproduction/Copying/Printing:

\$

Total Operating Expenses: \$ 1,000

Equipment Expenses:Equipment Description# of Units:Unit Cost:Total Cost:

Equipment Rental (List/identify each item):

\$

Purchased Equipment (List/identify each item):

\$

Total Equipment Expenses: \$ 0

Travel Expenses:

Local Trips: \$ 1,000

Non-Local Trips: \$

Total Travel Expenses: \$ 1,000

Subcontract Expenses (List/identify budget information for each Subcontractor):

Name of Subcontractor: (i.e. ABC Community-Based Entity)

Personnel Expenses: \$ General Expenses: \$

Travel Expenses: \$ Indirect Costs: \$

Subcontracts: \$ Total Cost: \$

Total Subcontracted Dollar Amount: \$ 0

Other Expenses:

Item Description (List/identify each item, which includes, but is not limited to the following):

Auditing Costs: \$

Training for Project Staff: \$

Purchase/Preparation of Educational Materials: \$ 500

Total for Other Expenses: \$ 500

Indirect Costs (X% of [Enter cost basis] Costs): @ 6%

Total of Indirect Costs: \$ 1,904

PROPOSED GRAND TOTAL COST FOR CONTRACT: \$ 42,157

Walnut Avenue Women's Center  
Budget Justification  
Fiscal Year 2002-2003

Personnel

Health & Medical Advocate (1.0 FTE)      \$3 1,725

The bilingual, bicultural Health & Medical Advocate will provide outreach, enrollment, utilization and retention activities targeting eligible, Latino uninsured children and their families in north county that participate in the Teen Mom Program, the Battered Women & Children Program and the Downtown Children's Center. The Health & Medical Advocate will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their health benefits.

Fringe Benefits      \$6,028

Fringe Benefits are calculated at 19% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance.

Total Personnel: \$37,753

Operating expenses:

General Expenses: \$1,000

Expenditures will include telephone, postage, office expenses, duplicating

Travel Expenses: \$1,000

Mileage is calculated on .31 per mile and estimates for travel expense are based on an average monthly mileage of 250 miles for the Health & Medical Advocate

Other Costs: \$500

Expenditures will include purchase of educational materials

Total Operating Expenses: \$2,500

Indirect Costs: \$1,904

Indirect costs @6% of the total personnel costs less fringe benefits

Total: \$42,157



## BUDGET

Applicant: Familia Center  
Fiscal Year: 2002-2003

0235

Personnel Expenses:

<u>Position Title and Number of Each:</u>	<u>Staff's Name:</u>	<u>Salary Range:</u>	<u>F-i-E%:</u>	<u>Annual Cost:</u>
1. Health Program Specialist (1)		\$12.00	.50	\$12,480
2.				
3.				
4.				
Total Personnel Expenses:				\$ 12,480

Fringe Benefits ([X]% of Personnel Expenses): @15%

Total Fringe Benefits: \$ 1,872

Operating Expenses:Expense DescriptionCost:

General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):

\$ 500

Space Rent/Lease (Facilities: \$ square feet @ f o o t )

\$

Reproduction/Copying/Printing:

\$

Total Operating Expenses: \$ 500

Equipment Expenses:Equipment Description# of Units:Unit Cost:Total Cost:

Equipment Rental (List/identify each item):

\$

Purchased Equipment (List/identify each item):

\$

Total Equipment Expenses: \$ 0

Travel Expenses:

Local Trips: \$ 500

Non-Local Trips: \$

Total Travel Expenses: \$ 500

Subcontract Expenses (List/identify budget information for each Subcontractor):

Name of Subcontractor: (i.e. ABC Community-Based Entity)

Personnel Expenses: \$ General Expenses: \$

Travel Expenses: \$ Indirect Costs: \$

Subcontracts: \$ Total Cost: \$

Total Subcontracted Dollar Amount: \$ 0

Other Expenses:

Item Description (List/identify each item, which includes, but is not limited to the following):

Auditing Costs: \$

Training for Project Staff: \$

Purchase/Preparation of Educational Materials: \$

Total for Other Expenses: \$ 0

Indirect Costs (X% of [Enter cost basis] Costs): @6%

Total of Indirect Costs: \$ 750

PROPOSED GRAND TOTAL COST FOR CONTRACT: \$ 16,102

Familia Center  
Budget Justification  
Fiscal Year 2002-2003

Health Program Specialist (.50 FTE) \$12,480

The bilingual, bicultural Health Program Specialist will provide outreach, enrollment, utilization and retention activities targeting eligible uninsured children through Familia Center family resource services and programs and in low-income Latino areas of north county in the Beach Flats and Live Oak neighborhoods. The Health Program Specialist will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their health benefits.

Fringe Benefits \$1,872

Fringe Benefits are calculated at 15% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance

**Total Personnel:** \$37,753

Operating expenses:

General Expenses: \$500

Expenditures will include telephone, postage, office expenses, duplicating

Travel Expenses: \$500

Mileage is calculated on .31 per mile and estimates for travel expense are based on an average monthly mileage of 125 miles for the Health Program Specialist

Total operating Expenses: \$1,000

Indirect Costs: \$750

Indirect costs @6% of the total personnel costs less fringe benefits

**Total:** \$16,102

## BUDGET

Applicant: Watsonville YWCA

0237

Fiscal Year: 2002-2003

Personnel Expenses:

<u>Position Title and Number of Each:</u>	<u>Staff's Name:</u>	<u>Salary Range:</u>	<u>FTE%:</u>	<u>Annual Cost:</u>
1. Family Outreach Worker (1)		\$12.00	1.0	\$24,960
2.				
3.				
4.				

Total Personnel Expenses: \$ 24,960

Fringe Benefits ([X]% of Personnel Expenses): @ 14%

Total Fringe Benefits: \$ 3,494Operating Expenses:Expense DescriptionCost:

General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):

\$ 1,000

Space Rent/Lease (Facilities: \_\_\_\_\_ square feet @ \$\_\_\_\_\_ a month):

\$ \_\_\_\_\_

Reproduction/Copying/Printing:

\$ \_\_\_\_\_

Total Operating Expenses: \$ 1,000Equipment Expenses:Equipment Description# of Units:Unit Cost:Total Cost:

Equipment Rental (List/identify each item): \_\_\_\_\_

\$ \_\_\_\_\_

Purchased Equipment (List/identify each item): \_\_\_\_\_

\$ \_\_\_\_\_

Total Equipment Expenses: \$ 0Travel Expenses:Local Trips: \$ 1,000

Non Local Trips: \$ \_\_\_\_\_

Total Travel Expenses: \$ 1,000Subcontract Expenses (List/identify budget information for each Subcontractor):

Name of Subcontractor: (i.e. ABC Community-Based Entity)

Personnel Expenses: \$ \_\_\_\_\_ General Expenses: \$ \_\_\_\_\_

Travel Expenses: \$ \_\_\_\_\_ Indirect Costs: \$ \_\_\_\_\_

Subcontracts: \$ \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

Total Subcontracted Dollar Amount: \$ 0Other Expenses:Item Description (List/identify each item, which includes, but is not limited to the following):

Auditing Costs: \$ \_\_\_\_\_

Trailing for Project Staff: \$ \_\_\_\_\_

Purchase & Preparation of Educational Materials: \$ 500Total for Other Expenses: \$ 500

Indirect Costs (X46 of [Enter cost basis] Costs): @6%

Total of Indirect Costs: \$ 1,498PROPOSED GRAND TOTAL COST FOR CONTRACT: \$ 32,452

**Watsonville YWCA  
Budget Justification  
Fiscal Year 2002-2003**

Family Outreach Worker (1.0 FTE) \$24,960

The bilingual, bicultural Family Outreach Worker will provide outreach, enrollment: utilization and retention activities targeting eligible, uninsured Latino children and their families through their state funded pre-schools, after-school child care programs and by developing a teen Healthy Families/Medi-Cal outreach program to conduct door-to-door outreach in the Watsonville area. The Family Outreach Worker will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their 'health benefits.

Fringe Benefits \$3,494

Fringe Benefits are calculated at 14% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance

**Total Personnel:** \$28,454

Operating expenses:

General Expenses: \$1,000

Expenditures will include telephone, postage, office expenses, duplicating

Travel Expenses: \$1,000

Mileage is calculated on .31 per mile and estimates for travel expense are based on an average monthly mileage of 250 miles for the Family Outreach Worker

Other Costs: \$500

Expenditures will include purchase of educational materials

**Total Operating Expenses:** \$1,500

Indirect Costs: \$1,498

Indirect costs @6% of the total personnel costs less fringe benefits

**Total:** \$32,452

## BUDGET

0239

Applicant: Salud Para la Gente  
 Fiscal Year: 2002-2003

Personnel Expenses:

<u>Position Title and Number of Each:</u>	<u>Staff's Name:</u>	<u>Salary Range:</u>	<u>FTE%:</u>	<u>Annual Cos.:</u>
1. Community Health Outreach Worker (1)		\$12.00	.50	\$14,000
2.				
3.				
4.				

Total Personnel Expenses: \$ 14,000

Fringe Benefits ([X]% of Personnel Expenses): @20%

Total Fringe Benefits: \$ 2,800

Operating Expenses:

<u>Expense Description</u>	<u>Cost:</u>
General Expenses (i.e. telephone, postage, answering service fees, and other expendable/consumable items):	\$ <u>500</u>
Space Rent/Lease (Facilities: <u>square feet @ \$0.00</u> )	\$ <u></u>
Reproduction/Copying/Printing:	\$ <u></u>

Total Operating Expenses: \$ 500

Equipment Expenses:

<u>Equipment Description</u>	<u># of Units:</u>	<u>Unit Cost:</u>	<u>Total Cost:</u>
Equipment Rental (List/identify each item):			\$ <u></u>
Purchased Equipment (List/identify each item):			\$ <u></u>

Total Equipment Expenses: \$ 0

Travel Expenses:

Local Trips: \$ 500

Non-local Trips: \$

Total Travel Expenses: \$ 500

Subcontract Expenses (List/identify budget information for each Subcontractor):

Name of Subcontractor: (i.e. ABC Community-Based Entity)

Personnel Expenses: \$  General Expenses: \$

Travel Expenses: \$  Indirect Costs: \$

Subcontracts: \$  Total Cost: \$

Total Subcontracted Dollar Amount: \$ 0

Other Expenses:

Item Description (List/identify each item, which includes, but is not limited to the following):

Audiing Costs: \$

Training for Project Staff: \$

Purchase/Preparation of Educational Materials: \$ 500

Total for Other Expenses: \$ 500

Indirect Costs (X% Of [Enter cost basis] Costs): @6%

Total of Indirect Costs: \$ 840

PROPOSED GRAND TOTAL COST FOR CONTRACT: \$ 19,140

**Salud Para La Gente  
Budget Justification  
Fiscal Year 2002-2003**

**Community Health Outreach Worker (.50 FTE) \$14,000**

The bilingual, bicultural Community Health Outreach Worker will provide outreach, enrollment, utilization and retention activities targeting eligible, uninsured Latino children and their families that access services at the medical clinic, at migrant camp child care centers, Migrant Head Start, community events and door-to-door efforts targeting low-income, south county neighborhoods. The Community Health Outreach Worker will be trained as a CAA and provide application assistance and on-going follow-up with families to educate them about how to utilize and retain their health benefits.

**Fringe Benefits \$2,800**

Fringe Benefits are calculated at 20% and include retirement, FICA, employee insurance and benefits, Worker's Compensation and State unemployment insurance

**Total Personnel:** **\$16,800**

Operating expenses:

**General Expenses \$500**

Expenditures will include telephone, postage, office expenses, duplicating

**Travel Expenses: \$500**

Mileage is calculated on .31 per mile and estimates for travel expense are based on an average monthly mileage of 125 miles for the Community Health Outreach Worker

**Other costs: \$500**

Expenditures will include purchase of educational materials

**Total Operating Expenses:** **\$1,500**

**Indirect Costs: \$840**

Indirect costs @6% of the total personnel costs less fringe benefits

**Total:** **\$19,140**

Exhibit D-3

# Partnership Agreement / Memorandum of Understanding (MOU)

## Healthy Families/Medi-Cal Community-Based Outreach

0241

**Participants:**

This is a partnership between Santa Cruz County Health Services Agency and Walnut Avenue Women's Center.  
(Applicant Agency) (Community-Based Agency)

**Purpose:**

The purpose of this partnership is to establish and maintain an effective working relationship between the two parties and ensure that both parties participate in outreach efforts that work towards the overall goals and objectives of the statewide program as stated below.

**Program Goal:**

To ensure that all eligible children, youth and parents in California have healthcare coverage through Healthy Families (HF) and Medi-Cal.

**Program Objectives:**

1. To increase enrollment of eligible children, youth and their parents in HF/Medi-Cal (primary emphasis).
2. To increase utilization of health services, especially preventive services, among HF/Medi-Cal enrolled families.
3. To increase re-enrollment of children, youth and their parents in HF/Medi-Cal.

**Participation Commitments of Applicant Agency (please list):**

1. Provide technical assistance for completing scope of work
2. Provide contract management to include invoicing the State, submitting contract required quarterly reports, overseeing budgetary activities

**Participation Commitments of Community-Based Agency (please list):**

1. Completing scope of work to include; Enroll 250 by June 30, 2003, assist 176 with utilization of health services by June 30, 2003, retain 176 with health benefits by June 30, 2003.
2. Attend monthly coalition meetings.

**Term:**

The term of the partnership shall commence if the Applicant Agency is chosen by the Department as a Healthy Families / Medi-Cal community-based outreach contractor. The Partnership shall be in effect from July 2001 to June 2003 and continued through June 30, 2004, if the contract is extended for one additional year.

**Signatures**

The responsibilities have been agreed to by the following authorized signatories:

**Applicant Agency****Community-Based Agency**

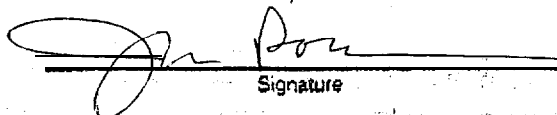
Santa Cruz County Health Services Agency  
Agency Name

Walnut Avenue Women's Center  
Community-Based Agency Name

Jeri Ross, Dept. Administrative Analyst Dee O'Brien

Person Responsible and Title

Name of Executive Director

  
Signature

  
Signature of Executive Director (Required)

5/21/01  
(Date)

5-15-01  
(Date)

Exhibit D-3

## Partnership Agreement / Memorandum of Understanding (MOU)

### Healthy Families/Medi-Cal Community-Based Outreach

**Participants:**

Santa Cruz County

This is a partnership between Health Services Agency

(Applicant Agency)

and Familia Center

(Community-Based Agency)

**Purpose:**

The purpose of this partnership is to establish and maintain an effective working relationship between the two parties and ensure that both parties participate in outreach efforts that work towards the overall goals and objectives of the statewide program as stated below.

**Program Goal:**

To ensure that all eligible children, youth and parents in California have healthcare coverage through Healthy Families (HF) and Medi-Cal.

**Program Objectives:**

1. To increase enrollment of eligible children, youth and their parents in HF/Medi-Cal (primary emphasis).
2. To increase utilization of health services, especially preventive services, among HF/Medi-Cal enrolled families.
3. To increase re-enrollment of children, youth and their parents in HF/Medi-Cal.

**Participation Commitments of Applicant Agency (please list):**

1. Provide technical assistance for completing scope of work
2. Provide contract management to include invoicing the State, submitting contract required quarterly reports, overseeing budgetary activities

**Participation Commitments of Community-Based Agency (please list):**

1. Completing scope of work to include: Enroll 450 by June 30, 2003, assist 316 with utilization of health services by June 30, 2003, retain 316 with health insurance benefits by June 30, 2003.
2. Attend monthly Coalition meetings.

**Term:**

The term of the partnership shall commence if the Applicant Agency is chosen by the Department as a Healthy Families / Medi-Cal community-based outreach contractor. The Partnership shall be in effect from July 2001 to June 2003 and continued through June 30, 2004, if the contract is extended for one additional year.

**Signatures**

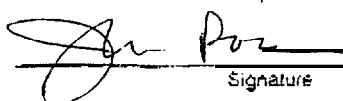
The responsibilities have been agreed to by the following authorized signatories:

**Applicant Agency**

Santa Cruz County Health Services Agency

\_\_\_\_\_  
Agency Name**Community-Based Agency**

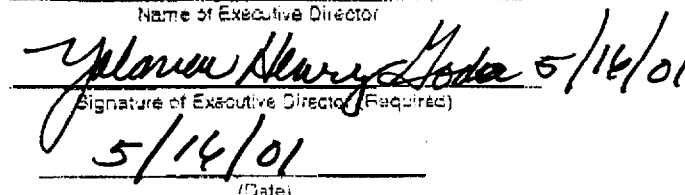
Familia Center

\_\_\_\_\_  
Community-Based Agency NameJeri Bass, Departmental Administrative Analyst  
Person Responsible and TitleYolanda Rode  
Name of Executive Director


Signature

5/21/01

(Date)



Signature of Executive Director (Required)

5/16/01

(Date)



# Partnership-Agreement / Memorandum of Understanding (MOU)

## Healthy Families/Medi-Cal Community-Based Outreach

### Participants:

This is a partnership between Santa Cruz County Health Services Agency and Watsonville YWCA  
(Applicant Agency) (Community-Based Agency)

### Purpose:

The purpose of this partnership is to establish and maintain an effective working relationship between the two parties and ensure that both parties participate in outreach efforts that work towards the overall goals and objectives of the statewide program as stated below.

### Program Goal:

To ensure that all eligible children, youth and parents in California have healthcare coverage through Healthy Families (HF) and Medi-Cal.

### Program Objectives:

1. To increase enrollment of eligible children, youth and their parents in HF/Medi-Cal (primary emphasis).
2. To increase utilization of health services, especially preventive services, among HF/Medi-Cal enrolled families.
3. To increase re-enrollment of children, youth and their parents in HF/Medi-Cal.

### Participation Commitments of Applicant Agency (please list):

1. Provide technical assistance for completing scope of work
2. Provide contract management to include invoicing the State, submitting contract required quarterly reports, overseeing budgetary activities

### Participation Commitments of Community-Based Agency (please list):

1. Completing scope of work to include; Enroll 450 by June 30, 2003, assist 316 with utilization of health services by June 30, 2003, retain 316 with health benefits by June 30, 2003.
2. Attend monthly Coalition meetings.

### Term:

The term of the partnership shall commence if the Applicant Agency is chosen by the Department as a Healthy Families / Medi-Cal community-based outreach contractor. The Partnership shall be in effect from July 2001 to June 2003 and continued through June 30, 2004, if the contract is extended for one additional year.

### Signatures

The responsibilities have been agreed to by the following authorized signatories:

#### Applicant Agency

Santa Cruz County Health Services Agency  
Agency Name

Jeri Ross, Dept. Administrative Analyst  
Person Responsible and Title

  
Signature

5/21/01  
(Date)

#### Community-Based Agency

Watsonville YWCA  
Community-Based Agency Name

Jean Bourbeau  
Name of Executive Director

  
Signature of Executive Director (Required)

5/15/01  
(Date)

05/21/2001 13:07 831-724-2011

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Exhibit D-3

**Partnership Agreement / Memorandum of Understanding (MOU)**

Healthy Families/Medi-Cal Community-Based Outreach

**Participants:**

This is a partnership between Santa Cruz County Health Services Agency and Salud Para la Gente.  
 (Applicant Agency) (Community-Based Agency)

**Purpose:**

The purpose of this partnership is to establish and maintain an effective working relationship between the two parties and ensure that both parties participate in outreach efforts that work towards the overall goals and objectives of the statewide program as stated below.

**Program Goal:**

To ensure that all eligible children, youth and parents in California have healthcare coverage through Healthy Families (HF) and Medi-Cal.

**Program Objectives:**

1. To increase enrollment of eligible children, youth and their parents in HF/Medi-Cal (primary emphasis).
2. To increase utilization of health services, especially preventive services, among HF/Medi-Cal enrolled families.
3. To increase re-enrollment of children, youth and their parents in HF/Medi-Cal.

**Participation Commitments of Applicant Agency (please list):**

1. Provide technical assistance for completing scope of work
2. Provide contract management to include invoicing the State, submitting contract required quarterly reports, overseeing budgetary activities

**Participation Commitments of Community-Based Agency (please list):**

1. Completing scope of work to include: Enroll 550 by June 30, 2003, assist 384 with utilization of health services by June 30, 2003, retain 384 with health benefits by June 30, 2003.
2. Attend monthly Coalition meetings.

**Term:**

The term of the partnership shall commence if the Applicant Agency is chosen by the Department as a Healthy Families / Medi-Cal community-based outreach contractor. The Partnership shall be in effect from July 2001 to June 2003 and continued through June 30, 2004, if the contract is extended for one additional year.

**Signatures**

The responsibilities have been agreed to by the following authorized signatories:

**Applicant Agency**

Santa Cruz County Health Services Agency  
 Agency Name

Jeri Ross, Dept. Administrative Analyst  
 Person Responsible and Title

  
 Signature

5/21/01  
 (Date)

**Community-Based Agency**

Salud Para la Gente  
 Community-Based Agency Name

Arcadio Viveros  
 Name of Executive Director

  
 Signature of Executive Director (Required)

5-19-01  
 (Date)