



A PROJECT OF THE CHILDREN'S PARTNERSHIP

HIGHLIGHTS AND LESSONS LEARNED

2013-2015



ALL IN For Health is a California statewide campaign that equips schools, early learning centers, and after-school sites with the tools they need to help connect families to available health coverage opportunities.

The education community is uniquely positioned to connect uninsured children and families to health coverage. Families trust the information they get from schools.

To our knowledge, this partnership with education leaders is the only such statewide effort in the country to promote a culture of health coverage within the education community and has proven to have tremendous impact.

Overview: 2013-2015



Introduction

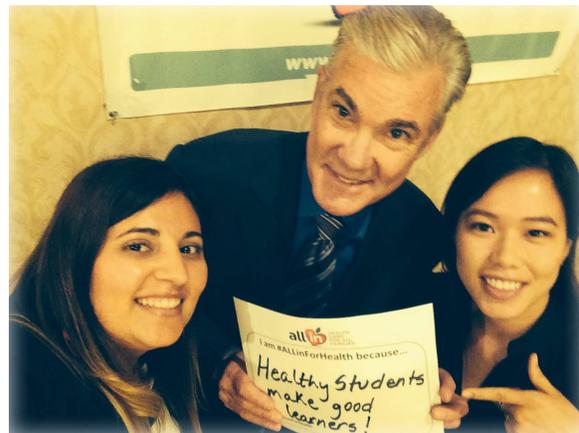
As California prepared to implement the Affordable Care Act (ACA) in the summer of 2013, there was a need to get the word out quickly to eligible families on how to enroll in health coverage. Recognizing the wide reach of the school and early learning networks and their ability to connect with nearly every family in California, The Children's Partnership launched a new and unique partnership with California school leaders, called the ALL IN For Health Campaign. This two-year effort equipped education leaders with the tools they needed to inform families and individuals in the school, early learning, and after-school communities about health coverage opportunities and connect uninsured children, parents, and employees to health coverage. This evidence-based health information and enrollment campaign strategy was based on two key findings:

- **Schools are particularly powerful trusted messengers, especially among Latino families, many of whom were newly eligible for health coverage through Covered California, the state Health Benefit Exchange, and Medi-Cal, California's Medicaid program.**
- **Consumers typically require multiple contacts before they take the actual step to enroll.**

Championed by State Superintendent of Public Instruction, Tom Torlakson—who was joined by school board members, local superintendents, students, teachers, principals, and early learning leaders—ALL IN is tailor-made for the education community. It is a one-stop shop for information on health coverage for families in California's 10,000 public schools and 44,000 early learning and after-school programs. National clearinghouse groups, such as Enroll America, have referred to ALL IN as a one-of-a-kind effort nationally because of its statewide approach, reach, and effectiveness.

CAMPAIGN GOALS

1. **Enlist the involvement of education leaders so they can promote an awareness of coverage options in their school, early learning communities, and after-school sites.**
2. **Provide education leaders, including early learning leaders, with the information and materials they need to help families understand their coverage options and enroll through Covered California, Medi-Cal, or other options.**
3. **Partner with and assist select schools and districts that conduct outreach to families.**



"Healthy kids make better learners, and connecting families to health coverage will better all their lives. Through The Children's Partnership's ALL IN Campaign, we can help students and families get the information and help them get covered and stay covered."

-- Tom Torlakson, California State Superintendent of Public Instruction

Impact: 2013-2015



ALL IN partnered with education leaders and school and early learning communities across the state to deliver more than **6.5 million messages** urging Californians to apply for health coverage. Research shows that it takes multiple messages for an individual to be prompted to enroll in health coverage.

Our Reach

Through outreach flyers, designed collateral items, webinars, enrollment events, earned media, and social media, we had the following reach:

2.3 million California education leaders and families learned about health coverage opportunities

45,100 informational flyers, bookmarks, and magnets informed families of their health coverage opportunities

4.2 million potential individuals learned about health coverage opportunities through social media

888 individuals enrolled in coverage through ALL IN enrollment events



Our Partners

While our work touched all 10,000 public schools and 44,000 early learning and after-school programs, we built direct partnerships and deeper relationships with the following:

7,500 School Board Members

California Superintendent Torlakson and **2,000** County and District Superintendents

70 Schools and School Districts

120 Early Learning Sites

80 Outreach Partner Organizations



Five Essential Elements For Success



1. Enlist Trusted Leaders and Go for Scale

A top goal for ALL IN was to find the most efficient way to engage and support school and early learning programs' and utilize their invaluable link to families. For the effort to be quickly embraced by education leaders, it was crucial that it be led by partners who are highly credible with schools. From the start, this required enlisting the leadership of the California State Superintendent of Public Instruction, Tom Torlakson, and partners like California School Boards Association, California Parent Teacher Association, and California Head Start Association. ALL IN expanded its reach greatly by enlisting the involvement of dozens of trusted statewide organizations, which themselves had vast networks, and providing them with off-the-shelf materials and activities with which to engage their constituencies.

2. Keep Materials Simple and Accessible

Time and again we heard from the school community to keep the information simple, and results proved that graphically engaging and original materials mattered. After trying out a suite of materials, ALL IN found it best to use a simple information package that included one flyer for the school community and another for the early learning community. We also created fun collateral materials to support these flyers, including bookmarks, wallet cards, magnets, and stickers. These attracted attention to and helped market the effort in ways the flyers alone could not have.



In addition, many school leaders wanted to provide localized information, so we provided easy-to-customize materials. Finally, our flyers were one page only, printed back-to-back in English and Spanish, as it proved critical to provide bilingual materials. This small but creative package had tremendous impact, based on feedback from the education community.

In year two, we were able to secure funding to print large quantities of ALL IN materials and provide school and early learning leaders with copies. We found that our school partners were much more likely to distribute materials when we provided them with the pre-printed materials than if they were expected to print them on their own.

"When schools are dedicated to spreading the word that health coverage is now within reach, we can make sure that every eligible Californian gets the security and peace of mind they deserve."

-- Peter V. Lee,
Executive Director,
Covered California



"Schools touch the lives of millions of families every day and easily can become an 'on-ramp' to health coverage. When we encourage coverage, we are also working towards the common goal of creating the next successful generation of Californians."

-- Teri Burns, Senior
Director of Policy &
Programs, California
School Boards Association

Five Essential Elements For Success (Cont.)



3. Stick to the School Calendar

Schools were most likely to get involved when ALL IN outreach activities were linked to the annual school calendar. We urged action at four junctures and tied each to a deadline for enrolling in and renewing health coverage:

1. School enrollment in the fall to introduce coverage options and assistance.
2. Back-to-school events to alert families to upcoming open enrollment and the need to renew coverage.
3. A push in winter to enroll before open enrollment closes.
4. A push in the spring for year-round enrollment and renewal in Medi-Cal and special circumstance enrollment through Covered California.

For each “push,” ALL IN provided simple materials—such as flyers, robocall scripts, newsletter blurbs, and draft social media messages—as well as ideas for distributing materials. The result was a well-orchestrated, simple-to-follow road map of activities that was realistic for schools to undertake and matched critical health coverage enrollment and renewal deadlines.

4. Build School Engagement Over Time

During the first year of ALL IN, our priority was developing relationships with on-the-ground education leaders, such as principals, school board members, teachers, and superintendents. As a result, ALL IN became their go-to place for simple and trusted information about health coverage options and for enrollment assistance. By the second year, ALL IN had a strong network of leaders on which to build. To broaden ALL IN’s reach in the second year, we put a greater emphasis on social media, which more than doubled our reach. Success also relied on involving one or more school site leaders to be the “inside champions” in order to establish a deeper and more lasting level of engagement on health coverage with the school.



A PROJECT OF The Children’s Partnership AND California Coverage & Health Initiatives

EARLY LEARNING COMMUNITY

ALL IN found that the early learning community plays a critical and unique role in connecting uninsured children, families, and employees to health coverage.

- Early learning staff tend to see parents more often—when parents drop off and pick up their children each day and at family events; therefore, there are more opportunities to talk to families about health coverage options.
- Many parents of children enrolled in Head Start became newly-eligible for Medi-Cal through the ACA’s eligibility expansion of Medicaid.
- Head Start and other early learning programs are oriented toward helping the entire family and readily see their job as including assistance with health needs.
- Many employees of early learning sites needed health coverage information and enrollment assistance themselves.

To support the unique role the early learning community could play, The Children’s Partnership partnered with California Coverage & Health Initiatives to create ALL IN: Health Care For Early Learners, a specialized component of ALL IN designed specifically for the early learning community. We created customized materials and messages and included an ALL IN: Health Care For Early Learners page on the ALL IN website to make it easy for early learning leaders to pull these tailor-made materials from the broader ALL IN Campaign.

Five Essential Elements For Success (Cont.)



LESSONS LEARNED CHECKLIST

- 1. Go for Scale**
 - ✓ Identify partners trusted by schools and who have large statewide networks to help disseminate information.
 - ✓ Provide partners with ready-made materials to reach out.
- 2. Keep Materials Simple and Accessible**
 - ✓ Design engaging, customizable materials and print them for easy use.
 - ✓ Create fun, school-friendly items, like bookmarks and stickers, to communicate health coverage messages.
- 3. Stick to the School Calendar**
 - ✓ Sync action between key milestones in the school year and health coverage enrollment and renewal dates.
 - ✓ Provide related flyers, robocall scripts, newsletter blurbs, and draft social media messages to easily spread the word.
- 4. Build School Engagement Over Time**
 - ✓ Develop one-on-one relationships and become a go-to resource for schools.
 - ✓ Engage in outreach activities to broaden the base, including social media.
- 5. Take Advantage of Changing Circumstances**
 - ✓ Adapt the outreach strategy to new research and the current political environment.

5. Take Advantage of Changing Circumstances

With many changes occurring due to the ACA, we found that being nimble and taking advantage of developments enhanced ALL IN's impact. For example, school-based events where families could actually enroll were a key part of ALL IN's first year activities because health coverage options were new to millions of Californians. But after California's success in enrolling individuals in the first year, demand for enrollment events declined in the second year; new forms of assistance such as training for Head Start and school leaders proved more useful. The second year also saw greater opportunities to provide immigrants with information about health coverage and care options. For example, ALL IN expanded information in its toolkit about health coverage for Deferred Action for Childhood Arrivals as well as other immigrants who may not qualify for health coverage through Covered California or Medi-Cal.



Equipping School Leaders to Promote Health Beyond Coverage

The most high-impact and lasting benefit of ALL IN is the powerful outreach and engagement channel it created that state and local education leaders can use to promote the health of students in ways that extend beyond enrollment in health coverage. School leaders understand better than anyone that healthy students make good learners, and through ALL IN, they played an important role in promoting healthy students. As more and more families gain health coverage through Covered California and Medi-Cal, we intend to work with our school partners to build on the momentum and relationships established during the two years of ALL IN to identify the next wave of health needs schools are ideally positioned to help address.

Feedback from school and early learning partners points to the need to help families:

- 1. Understand how to use their health coverage and get care.**
- 2. Stay enrolled in coverage.**
- 3. Obtain coverage and care for undocumented family members.**

ALL IN and The Children's Partnership look forward to working with existing and new partners to use this powerful new school-based channel with educators and school advocates to help ensure all families and students are healthy and ready to learn.



About The Children's Partnership

The Children's Partnership is a strategy and policy center working to ensure that all children, especially those at risk of being left behind, have the opportunities and resources they need to grow up healthy and lead productive lives. We develop bold ideas, create scalable programs, and drive meaningful action to help all children thrive. Led by Wendy Lazarus, Laurie Lipper, and our Board of Directors, The Children's Partnership works in California and nationally, with staff in Santa Monica, CA; Sacramento, CA; and Washington, DC. For more information, please visit: www.childrenspartnership.org.

Partners



Outreach Partners

- After School Assist
- Amador Tuolumne Community Action Agency
- Asegúrate/Get Covered Campaign
- Association of California School Administrators
- Association of Educational Service Agencies
- Avondale Elementary School PTA
- Bayfront Youth & Family Services
- California AfterSchool Network
- California Association of African-American Superintendents Administrators
- California Child Care Resource Referral Network
- California Coalition for Youth
- California County Superintendents
- California Coverage & Health Initiatives
- California Department of Education
- California Department of Education-Coordinated School Health & Safety Office
- California Department of Education- Early Education and Support Division
- California Department of Education-Expanded Learning
- California Department of Health & Human Services
- California Department of Public Health
- California Family Resource Association
- California Head Start Association
- California Network of Family Strengthening Networks
- California School Boards Association
- California School Employees Association
- California School Nurses Organization
- California School-Based Health Alliance
- California State PTA
- California Teachers Association
- Catholic Charities of Los Angeles
- Centro de Niños
- Child Abuse Prevention Center
- Child Care Alliance of LA
- Children Now
- Children's Defense Fund
- Creative World
- Dignity Health
- El Dorado County Public Health Division
- Enroll America
- Families in Schools
- First 5 Association of California

- First 5 California
- First 5 Los Angeles
- First 5 San Joaquin
- Glenn County Office of Education
- Golden Valley Health Centers
- Harmony Health
- HR Dowden & Associates
- J. Glynn & Company
- John Marshall Middle School PTA
- Joseph Wardlaw Elementary School PTA
- Kaiser Permanente, Charitable Health Coverage Operations
- Legal Aid Foundation
- Locke Wellness Center
- Los Angeles County Department of Mental Health
- Los Angeles County of Department of Mental Health
- Los Angeles County Office of Education
- Los Angeles Trust for Children's Health
- Machado Elementary School PTA
- Mahoney Institute
- Merced County Department of Public Health
- Migrant Education School Readiness Program
- MomsRising
- New America Media
- Oakland Unified School District Central Family Resource Center
- Open Door Community Health Centers
- Orangewood Children's Foundation
- Peralta District PTA
- PICO California
- Riverside County Department of Public Social Services
- Saban Community Clinic
- Sacramento County Office of Education-Preschool Bridging Model Plus
- Sacramento Health & Human Services
- San Diego County Office of Education
- San Mateo County Health Coverage Unit
- Shasta County Child Abuse Prevention Coordinating Council
- Teachers for Healthy Kids
- Temple Heights Elementary School PTA
- The Unity Council - Children & Family Services
- Three Rings Ranch Elementary School PTA
- United Ways of California
- Yorkdale Elementary PTA

Core Partners



On-Site School District Enrollment Partners

- Chico USD
- Montebello USD
- Moreno Valley
- Natomas USD
- Pomona USD
- Sacramento City USD
- San Diego USD
- San Juan USD
- Student Empowerment Academy
- Twin Rivers USD
- Ukiah USD
- Woodland Joint USD

Co-hosted By:

- Los Angeles County Office of Education
- Teachers for Healthy Kids

Funding Partners

ALL IN for Health is made possible through generous support from The California Endowment, Kaiser Permanente Northern California Community Benefit Programs, and the David and Lucile Packard Foundation, and sponsorships from L.A. Care Health Plan and the Verizon Foundation.

