



**Healthier Kids
Foundation
Santa Clara County**

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HEALTHIER KIDS FOUNDATION

4030 Moorpark Avenue, Suite 107
San Jose, CA 95117
Phone: 408.564.5114
Fax: 408.326.2711
www.hkidsf.org

December 11, 2013

Gary Graves
Chief Operating Officer
County of Santa Clara
County Government Center, East Wing
70 West Hedding Street, 10th Floor
San Jose, CA 95110

Re: Proposal for Measure A Funding

Dear Mr. Graves:

On behalf of the board of directors and staff of Healthier Kids Foundation Santa Clara County (HKF), I am respectfully submitting the attached proposal for Measure A funding. HKF is requesting \$584,100 each year for ten years to expand its efforts to assist uninsured children with obtaining health coverage, develop and implement healthy lifestyle behaviors among low-income families, and expand its capacity to screen low-income children for dental and vision problems.

HKF ensures access to and advocacy for health care services for all children through family-centered and innovative approaches. Once children obtain and retain health coverage, they are able to access the health services that they need and deserve to ensure that they become and remain healthy, miss less days of school due to illness, perform better academically, and grow and develop into productive contributors to our community. At our organization's core is a "Healthier Earlier" philosophy, focusing on creating and sustaining programs that emphasize prevention and wellness for low-income children and their families. We work to ensure that children secure a medical home, dental home, and vision home.

Please feel free to contact me if you have any questions or would like additional information on our proposal. You can reach me at kathleen@hkidsf.org or 408.605.5251.

Thank you and the County of Santa Clara for setting a distinct priority that the children in our community have access to health coverage and health services.

Warmly,

Kathleen M. King
Chief Executive Officer

Healthier Kids Foundation • Board of Directors

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Kathleen M. King, Chief Executive Officer

**HEALTHIER KIDS FOUNDATION SANTA CLARA COUNTY
PROPOSAL TO THE COUNTY OF SANTA CLARA
REQUEST FOR MEASURE A FUNDING
DECEMBER 11, 2013**

REQUEST

Healthier Kids Foundation Santa Clara County (HKF) requests \$584,100 each year for ten years to leverage current funding to incrementally expand the capacity of its programs to identify uninsured children and assist them with obtaining health coverage, develop and implement healthy lifestyle behaviors among low-income families, and screen low-income children for dental and vision problems.

BACKGROUND

Santa Clara County was the first county in the nation to establish a county-wide initiative to reduce the number of uninsured children by (1) spearheading the movement to conduct aggressive outreach to enroll uninsured children into current health coverage programs, and (2) establishing the Healthy Kids program for those children who were ineligible for current programs. In 2001, one in six children was uninsured. Through the success of our county's Children's Health Initiative (CHI) and Healthy Kids program over the past twelve years, this number has been reduced to 5.5%. The impressive leadership of the Board of Supervisors and its commitment to providing universal health coverage for all children is evident as Santa Clara County has the highest percentage of insured children of any county in the state, per 2010 U.S. Census data.

Our County's CHI and its Healthy Kids program constituted a paradigm shift in how counties viewed universal health coverage. CHI, along with the Healthy Kids program, successfully reduced the number of uninsured children through a "no wrong door" approach. This was only possible because the leadership in our county made certain that it was – and continues to be – a priority that all children have health coverage. In doing so, the community applauds this effort as it has set a precedence for other counties throughout the state. And now, the Santa Clara County Board of Supervisors is taking the lead once again by further supporting the Healthy Kids program by increasing the number of children who receive health coverage through the expansion of the program to children whose families make less than 400% of the Federal Poverty Level (FPL). Furthermore, the County's focus on preventive health signifies a transformative progression towards achieving its long-term goals of increasing access to health coverage and health services.

HKF, formerly Santa Clara Family Health Foundation, has focused the past twelve years on raising funds for the Children's Health Initiative and the Healthy Kids program in Santa Clara County. Through its leadership in raising the funding to provide almost 1.9 million months of coverage to low-income children enrolled in the Healthy Kids program, HKF is an advocate for children obtaining and retaining health coverage, as well as accessing health services once they are insured.

In July 2013, HKF emerged with a new vision and mission. At its core is a "Healthier Earlier" philosophy and a mission to ensure access to and advocacy for health care services for all children

through family-centered and innovative approaches. HKF is focusing its programming on prevention and wellness to ensure that children secure a medical home, dental home, and vision home.

Given the County's priorities for Measure A funding, HKF's work addresses two of the priorities – health coverage for low-income children and programs that help students stay in school. Children who are healthy attend school more and perform better academically. Utilizing sophisticated evaluation methods to monitor and improve the impact of its programs, HKF assists uninsured children with obtaining health coverage, and once insured, assists parents with accessing health services that enable their children to become and remain healthy so that they miss less school days due to illness, greatly increasing their ability to learn and be successful in school. HKF's takes its role of ensuring that children are healthy seriously. This is evident in our programs – Community Outreach, Education & Prevention (COPE) to assist children with obtaining health coverage, '10 Steps to a Healthier You' to implement healthy lifestyle behaviors, and FocusFirst and DentalFirst to screen children for vision and dental problems and assist them with obtaining follow-up services.

COMMUNITY OUTREACH, PREVENTION & EDUCATION PROGRAM

Objective: To leverage funding from The City of Morgan Hill, FIRST 5 Santa Clara County, and Palo Alto Medical Foundation to expand HKF's efforts to identify 2,360 uninsured children and enroll at least 1,900 of them into health coverage.

Unmet Need: Of the children in Santa Clara County, 5.5% or almost 24,900 are uninsured and need to be identified and enrolled into health coverage.

In July 2010, HKF developed and implemented a community outreach program. Our Community Outreach, Prevention & Education (COPE) Program began as a pilot program that morphed into an extremely successful, refined program that established effective mechanisms to partner with agencies throughout the county to identify hard-to-reach uninsured children (and those children with immigration issues) and assist their parents with applying for appropriate health coverage for their children. In discussions with the families in need and with the local agencies who serve these families, we learned that many families have had health coverage for their children at some time, but have lost that coverage during a time of crisis (e.g., loss of job, loss of housing, loss of employer-sponsored health coverage for their dependents, illness in the family, etc.). These families have been turning to community-based organizations throughout Santa Clara County for support – both during times of crisis and on an ongoing basis. We determined that while these agencies shared a common goal of providing assistance to low-income families, each agency was focused on its own core mission and generally did not have the resources and/or expertise to take on outreach that enabled their clients to access subsidized health coverage. Currently, we have established partnerships with over 35 agencies and school districts.

Through our COPE Program, HKF has developed a streamlined and efficient process that relies on minimal resources of our partners, provides educational training and resources to the community about how to access health care coverage programs for children and retain that coverage, and assists parents in applying for and enrolling their children into health coverage. HKF staff assumes

the role and responsibility to ensure that once parents are referred to our program that they are provided with all of the resources and assistance needed to obtain and keep health coverage for their children. Not only do the services provided through our COPE Program facilitate uninsured children gaining access to health services, but they also enable children to secure a medical home, dental home, and vision home.

Evaluation

COPE Program data will be collected and tracked in Salesforce.com. Step-by-step status of each child will be tracked from the first point of contact to confirming that the children enrolled in a health coverage program. Please see Exhibit A for a sample report, which illustrates the level of data that is collected and analyzed.

Request

Our COPE program currently serves 2,000 uninsured children each year and ensures that at least 1,600 of them enroll into a health coverage program. HKF requests \$50,000 each year to serve an additional 360 uninsured children and ensure that 290 of them enroll into health coverage by the end of year one. We will increase the number of uninsured children served by 10% over each previous year over the next nine years.

'10 STEPS TO A HEALTHIER YOU' LIFESTYLE SKILLS TRAINING

Objective: To leverage funding from FIRST 5 Santa Clara County to develop, implement, and launch a program that promotes health and prevents chronic illness among children to reduce childhood obesity.

Unmet Need: Of the children in Santa Clara County, it is estimated that 30% or 135,600 are overweight or obese.

Childhood Obesity is defined as a Body Mass Index (BMI) greater than the 95% for gender and age. A BMI of greater than 85% for gender and age is considered overweight. According to the 2007 Pediatric Nutrition Surveillance Systems, 30-45% of children in Santa Clara County using the Children Healthy and Disability Prevention (CHDP) program have BMI > 85% and are considered overweight or obese. Similar to counties throughout California and across our nation, childhood obesity has become an epidemic. As a result, it has become imperative that our community develop systems that emphasize the importance of prevention as a step towards addressing this epidemic. The '10 Steps to a Healthier You' Program does just this – it takes successful intervention strategies used in a clinic setting and moves them into a primary childhood obesity prevention model for a broader community. Moreover, reducing the prevalence of obesity among children enables them to become healthy so that they increase their attendance in school, academic performance, and probability of graduating high school and attending college.

According to Michael Moss, Pulitzer Prize-Winning Reporter for the New York Times, in his book *Salt Sugar Fat: How the Food Giants Hooked Us* states that basic research on food tastes among children is shedding light on why the foods that manufacturers are making for children are so high in sugar and salt. Simply put, manufacturers are manipulating and

exploiting the biology of children. Through highly complicated marketing strategies, children are continually being exposed to the best combination of sweetness and saltiness so that food is regularly consumed and, often times, creating an addiction to those processed foods. Food manufacturers are not just providing an increased source of calories for children, but also impacting the basic health of children. In addition, dental decay is rampant, with sugar being tied to heart disease and consumers having all but lost control of its use. More than two-thirds of the sugar in America's diet is now coming from processed foods.

County of Santa Clara's Pediatric Healthy Lifestyle Center

Children referred to the Pediatric Healthy Lifestyle Center (PHLC) have BMIs > 85% and often have associated co-morbidities including hyperlipidemia, Non-alcoholic Fatty Liver Disease (NAFLD), abnormal blood glucose, obstructive sleep apnea, and polycystic ovary syndrome (PCOS). PHLC works with referred families to implement the "10 Steps to a Healthier You" evidence-based recommendations for the prevention and treatment of childhood obesity.

10 Healthier Steps for Child Care Providers Pilot Training

Given the impact that PHLC has on reducing childhood obesity within a clinic setting, HKF approached PHLC to help develop and implement a '10 Steps to a Healthier You' program for children and their parents. Beta testing was accomplished using day care providers. The following results resonated from the evaluation data:

- Fewer providers offered crackers as snacks
- Fewer providers offered juice

In addition, the child care providers mentioned the following experiences as being high impact:

- Modeling healthy food and beverages, tasting water with cucumber/mint and no sugar, and experiencing a meal without any processed or packaged foods
- Seeing the amount of sugar in common beverages including sodas, sports drinks, and juices (demonstrated with the amount of sugar per beverage measured out and displayed and discussed)
- Seeing the amount of fat in common packaged snacks
- Understanding the concept of "trick foods", which are highly processed foods with added salt, sugar, and fat that promote cravings, but lack nutritional value and fiber; therefore, at the same time do not satisfy hunger
- Experiencing through role playing the thoughts and feeling of a child that is told that he or she cannot eat more or pushed to eat more than they would like to eat of the healthy options presented (this role playing reinforces the concepts of the division of responsibility)

'10 Steps to a Healthier You' Lifestyle Skills Training to Promote Health & Prevent Chronic Illness

Emerging from the evaluation results from the 10 Healthier Steps for a Healthier You pilot training, project staff determined that the best way to encourage sustained behavior change is to tailor the curriculum so that the upstream messaging can be provided directly to parents. In doing so, HKF

plans to work in conjunction with PHLC to develop the '10 Steps to a Healthier You' Lifestyle Skills Training to Promote Health & Prevent Chronic Illness Program (10 Steps Program). The 10 Steps Program will encompass a three-series class structure with the following components:

Class I: '10 Steps to a Healthier You' Lifestyle Skills Training to Promote Health and Prevent Chronic Illness – Preparing the Home Environment (1.5 Hours)

Class curriculum includes presenting information on the prevalence of chronic conditions, linkages between lifestyle habits and disease prevention, evidence-based lifestyle recommendations from the Expert Committee of the prevention and treatment of Childhood and Adolescent Obesity, concept of trick foods, use of visuals to demonstrate the amount of sugar and fat in processed foods, and the need to make lifestyle changes as a family.

Class II: Positive Discipline – Developing Routines & Structure (1.5 Hours)

Positive Discipline is based on the theories of Alfred Adler and Rudolf Dreikurs who believed that human behavior is motivated by the core need to feel a sense of belonging and significance. Through an experiential approach about the child's world so as to better understand thoughts, feelings, and decisions children make, parents will learn to develop and sustain routines and structure that will contribute to the ability to sustain behavior change.

Class III: 5 Keys to Raising a Healthy, Happy Eater – Division of Responsibility (2 Hours)

Established over ten years ago by Choices for Children and Santa Clara County's Feeding Collaborative (a project of the Santa Clara County Public Health Department), the 5 Keys class is a two-hour, one-time class designed for parents and caregivers who have young children ages 0-5. Through the class, parents and caregivers learn effective skills and strategies to instill good eating habits in their young children that will last a lifetime; best feeding practices that enable parents and caregivers to learn how to implement them at home with their children; the main keys to raising a healthy and happy eater; strategies on reducing stress during meal time – a common issue in the battle over food; and address feeding challenges, such as picky eaters, maintaining consistency in time and setting of dinner meal, and more.

The three-class series will be free to parents and caregivers; offer free child supervision; presented in English, Spanish, and Vietnamese; and offered throughout Santa Clara County at various locations.

As an integral part of HKF's work, the '10 Steps a Healthier You' Program emphasizes the importance of children having access to a medical home, which enables their parents to be exposed to the resources and education needed to either prevent their children from becoming overweight or obese or provide intervention should they be overweight or obese.

Evaluation

All data for the '10 Steps to a Healthier You' Program will be stored in Salesforce.com. Using this highly customizable data collection and tracking tool, HKF will be able to analyze data from the pre, post, and follow-up surveys to determine the knowledge, belief, and behavior changes of parents and caregivers.

Request

In year one, HKF is requesting \$200,000 to develop and implement the '10 Steps to a Healthier You' Program and launch the three-class series with free child supervision to serve 810 parents and caregivers. HKF intends on providing the class to 2,000 the second year and increasing the number of parents and caregivers served by 15% for each year over the previous year for the next eight years.

FOCUSFIRST PROGRAM

Objective: To leverage funding from FIRST 5 Santa Clara County and partner with Impact Alabama to screen 9,000 children for vision problems and provide support to ensure that those children identified with vision issues receive follow-up care and prescribed treatment.

Unmet Need: Of the children in Santa Clara County, there could be as much as 14% or 63,300 who have untreated vision problems.

Vision impairment is the most common disability among U.S. children. It is an absolute essential part of daily life, which greatly impacts children's ability to excel in educational environments. During the critical first few years of life when a child's visual system is developing, even minor problems can interfere with that development and lead to permanent deleterious effects on vision. For this reason, preventive vision care for newborns and young children is critical for lifelong health and well-being.

Childhood vision screenings are the first line of defense for detection and treatment of a number of eye and vision problems. Several common vision conditions, including amblyopia ("lazy eye") and strabismus (misaligned vision), can develop in infants or young children, often without any readily visible symptoms. If these problems are caught early, they can be treated with a high rate of success, often using non-invasive techniques such as corrective glasses or eye patching. Successful treatment of vision issues provides permanent improvement in vision and has been shown to improve school performance and overall quality of life. However, the longer treatment is delayed, the lower the likelihood that it will succeed in restoring normal vision.

Access to vision screening is an important first step, but screening is only effective in improving vision health if children who fail screening are able to get the recommended follow-up care. A study of 15 U.S. vision screening programs found that in 11 of the programs, less than half of the children referred for a follow-up eye exam actually received one. The rate of young children who do not receive needed treatment for vision problems is likely to be even higher. A study of 11,332 first-graders in three Los Angeles school districts who had received eye exams at the UCLA Mobile Eye Clinic found that 8% had decreased visual acuity, indicating a need for corrective eyeglasses. However, 95% of the children who needed glasses did not have them. African American and Latino children were less likely than Caucasian children to have glasses; boys were less likely than girls.

As technological sophistication has increased, instrument-based tests have developed as an alternative to traditional visual acuity testing. These tests can be performed quickly and provide objective estimates of risk factors such as refractive error, ocular alignment, and opacity. Because the traditional eye charts rely on the patient's subjective report of what he or she can see, instrument-based testing can be a useful alternative for children as young as one year who are unable to perform on subjective tests due to young age or developmental delay.

Vision Screening Process

HKF uses a photo optic scan camera in child care, preschool, and Head Start sites to screen low-income children for vision problems. In Santa Clara County, almost 14% of the children screened in a pilot conducted in April 2013 needed follow-up for examinations and corrective services. Program staff contacts the parents of the children with identified issues, and assists the parents in utilizing their children's health insurance to receive follow-up care and prescribed treatment. If uninsured, program staff assists parents in enrolling their children into health coverage.

Many of the parents of the children who we have screened do not know how to access vision services for their children, let alone are even aware that their children have vision benefits through their health coverage. An added benefit of HKF's FocusFirst program is that program staff, through the screening and follow-up process, assist parents with navigating through the insurance protocol so that they can access services and secure a vision home for their children.

Evaluation

The data for FocusFirst is collected in Salesforce.com, which tracks the step-by-step process for following up with parents of children whose vision screening results indicate problems to ensure that children access health services and prescribed treatment. Please see Exhibit B for a sample of the screening results that are provided to each parent and Exhibit C for a sample dashboard indicating the systems used to track progress made to contact parents.

It is estimated that 10% of the children who are screened will need to access follow-up vision services. HKF will follow up with each of these children to ensure that they receive a full examination and prescribed treatment. In addition, HKF will ensure that 40% of the children whose results indicate a vision issue obtain glasses and/or necessary surgeries.

Request

The program currently screens 6,000 low-income children ages 0-6 per year. HKF requests \$105,000 each year to expand the program to older children and screen an additional 3,000 children in year one and provide follow up to those children whose results indicate vision problems. HKF intends on increasing the number of children screened by 10% for each year over the next nine years.

DENTALFIRST PROGRAM

Objective: To leverage funding from FIRST 5 Santa Clara County and partner with the Santa Clara County Dental Society to screen 8,000 children for dental problems and provide support to ensure that those children identified with dental issues receive follow-up care and prescribed treatment.

Unmet Need: Of the children in Santa Clara County, it is estimated that 25% or 113,000 have untreated dental issues (per the Santa Clara County Dental Society).

Dental caries – or cavities – is the single most common chronic childhood disease in the United States. Childhood caries causes intense pain and difficulty eating, speaking, and sleeping; and can adversely affect nutrition and growth. It leads to trouble concentrating, lost days at school, and ultimately, lower grades and poorer job prospects. Furthermore, if oral hygiene measures are not learned and practiced in childhood, there may be an increased risk for periodontal (gum) diseases in adulthood. Research has shown possible links between periodontal disease and diabetes, cardiovascular disease, stroke, and pre-term births.

Dental caries is preventable. Well-known and inexpensive measures including appropriate use of fluoride, professional cleaning, dental sealants, and caregiver counseling on effective oral hygiene could conceivably eliminate early childhood caries.

In March 2012, a New York Times investigation found dentists reporting many more preschoolers who required major dental surgery for cavities in a third to a half of their teeth, often necessitating general anesthesia. The Seattle Children's Hospital, the Times reported, faced such an increase in demand that in 2010 it built an oral surgery wing.

Furthermore, wide disparities exist by income, race, and other socioeconomic factors, with the result that 80% of early childhood cavities are concentrated in just 25% of all children. These children face disproportionate impacts including preventable pain and suffering, future health complications, the need for costly treatments like root canals, and lost days of school. Poor oral health status has been associated with more missed school days and lower grades for elementary school students.

Children's oral health problems in Santa Clara County largely reflect those seen across the country. By kindergarten, 21% of Caucasian children, 59% of Asian children, and 64% of Hispanic children have experienced tooth decay. In addition, 31% of all kindergartners have untreated tooth decay, with the highest incidence again found among Hispanic and Asian children. Among lower-income children (those eligible for free or reduced price school meals), nearly three quarters – 74% – suffered tooth decay by kindergarten, and over half had untreated tooth decay. No other chronic disease affects so many children.

Dental Screening Process

At school sites, registered dental professionals screen children for dental-related issues and recommend follow-up care. They also provide oral hygiene education to the children and education literature for the parents to review at home. Program staff contacts the parents of the children with identified issues, and assists the parents in utilizing their children's health insurance to utilize follow-up care and prescribed treatment. If uninsured, program staff assists parents in enrolling their children into health coverage.

Similar to vision services, parents often do not know always how to access dental services for their children. Whereas parents typically are aware that their children's health coverage encompasses dental services, often times, they do not understand the importance of instilling good oral hygiene and accessing preventive dental cleanings at an early age. Similar to HKF's FocusFirst program, its DentalFirst program provides an additional benefit to the families it serves by assisting parents with navigating through the dental insurance protocol so that their children can access services and secure a dental home.

Evaluation

The data for DentalFirst is collected in Salesforce.com, which tracks the step-by-step process for following up with parents of children whose dental screening results indicate problems to ensure that children access health services and prescribed treatment. Please see Exhibit C for a sample dashboard indicating the systems used to track progress made to contact parents.

It is estimated that 25% of the children who are screened will need to access follow-up dental services (with 6% being severe cases). HKF will follow up with each of the parents of the children to ensure that they receive follow-up dental services.

Request

The program currently screens 4,000 low-income children ages 0-6 per year. HKF requests \$176,000 each year to expand the program to older children and screen an additional 4,000 children in year one and provide follow up to those children whose results indicate dental problems. HKF intends on increasing the number of children screened by 10% for each year over the next nine years.

BUDGET

HKF proposes the following funding each year for ten years to support its health prevention and access programs for low-income children:

PROGRAM	AMOUNT
COPE Program	\$50,000
10 Steps to a Healthier You Program	200,000
FocusFirst Program	105,000
DentalFirst Program	176,000
Indirect Costs	53,100
TOTAL BUDGET	584,100

LETTERS OF SUPPORT

In order for our programs to be effective, it is critical for HKF to collaborate with key organizations and earn their support. Please see Exhibit D for a few letters that support HKF's work and establish credibility in our community.

CONCLUSION

In summary, HKF proposes to leverage currently secured funds for its COPE Program, '10 Steps to a Healthier You' Program, FocusFirst Program, and DentalFirst Program to expand their capacity to serve a significantly larger number of children throughout Santa Clara County. Collectively, the four programs will enable low-income children to access health coverage, so that they, in turn, can access preventive health services that enable them to secure a medical home, a dental home, and a vision home. HKF's programs reinforce the Santa Clara County Board of Supervisors' progressive work in the area of children's health – a transformative process that focuses on proactive instead of reactive health care. This is only possible because our County has bravely led the way to establishing universal health coverage for all children. Hopefully, this effort around wellness, prevention, and education can be implemented among all adults in our County once children and their families fully embrace the value of prevention.

EXHIBIT B

Family Early LC/San Jose, CA

Attn: Chantal Malebranche (408) 5535-6083
FAMILY EARLY LEARNING CENTER
1149 E Julian Street
San Jose, CA 95116

Eye Screening Analysis

Vision Research Corporation
211 Summit Parkway
Birmingham, AL 35209

09/26/13 Age 4 Ravizza (PK)

Ref: 1461 FFCA9616 C257

Refractive Errors

	No Problems Indicated	Insignificant or Mild	Possibly Significant	Significant
Hyperopia (<i>farsighted</i>)	✓			
Myopia (<i>nearsighted</i>)				✓
Astigmatism	✓			
Anisometropia (<i>difference in eyes that can indicate or lead to amblyopia</i>)	✓			

Detail

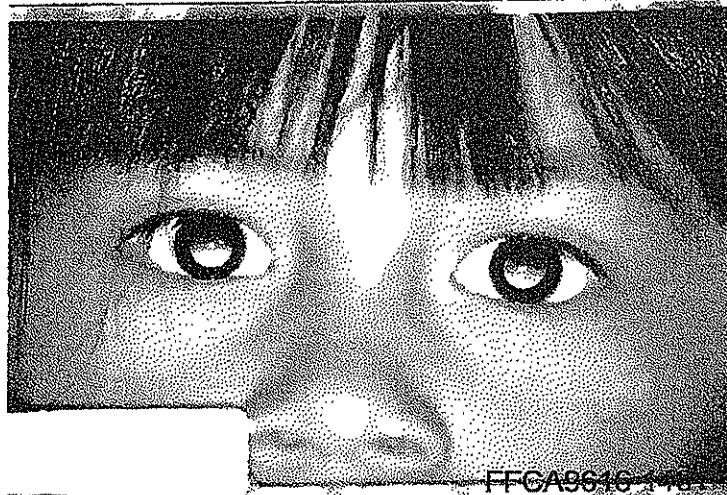
Significant myopia.

Summary

Significant problems indicated.

Alignment Errors

Esotropia (<i>turned in</i>)	✓			
Exotropia (<i>turned out</i>)	✓			
Vertical (<i>hyper-/hypotropia</i>)	✓			
Opacities	✓			
Other (<i>see Comment</i>)	✓			



SUMMARY RESULTS

- ☐ No problems indicated.*
- ☐ Mild or insignificant problems indicated.*
- ☐ Possible or possibly significant problems indicated*.
- ☒ Significant problems indicated*.

Examination by a qualified eye care professional is strongly recommended. The parent should be aware that, after examination, a small percentage of these problems will prove to be of no significant concern (good news for parent and child), but most will be significant.

* This analysis is based on a process that is screening in nature, and not diagnostic. Screening is intended to identify, with a reasonably high probability, subjects with various types of ocular problems who should seek the services of an eye care professional for examination, diagnosis, and corrective recommendation. There are eye problems that are not detected by this screening process, and there is no assurance that all problems that it is intended to detect will be detected. No screening process, including VRC's, is a substitute for examination by a qualified eye care professional, which in all cases is recommended by VRC.



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EXHIBIT C

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Outreach Stats

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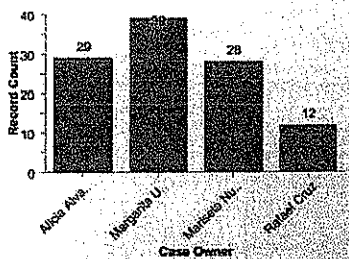
As of Today at 9:37 AM

Viewing as Tia Williams

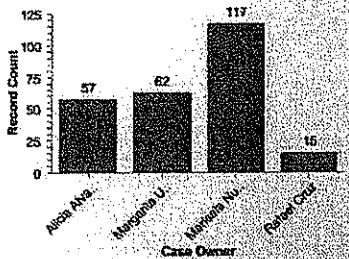
Number of Contacts Made This Week



Number of Contacts Made Last Week



Number of Contacts Made This Month



Open Cases - This Fiscal Year

Case Owner	Record Count
Marisela Nunez	25
Rafael Cruz	23
Alicia Alvarez	21
Margarita Uribe	20

Closed Cases - This Fiscal Year

Case Owner	Record Count
Alicia Alvarez	7
Margarita Uribe	45
Marisela Nunez	27
Rafael Cruz	2
Tia Williams	7

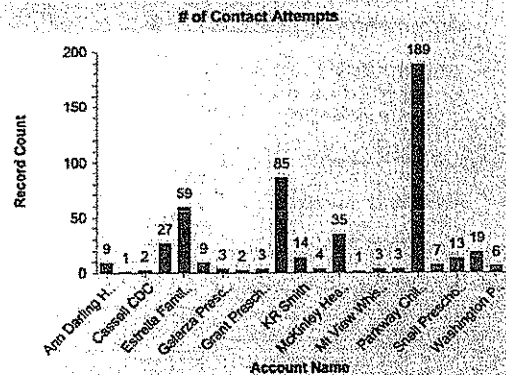
Open Tasks

Assigned	Record Count
Alicia Alvarez	5
Marisela Nunez	2
Rafael Cruz	2

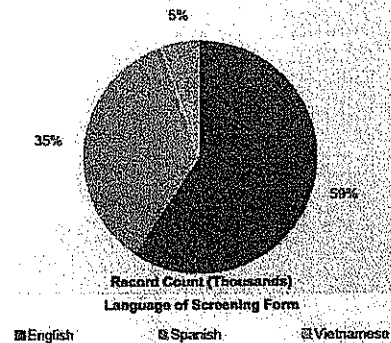
Login Leaderboard

Username	Last 7 Days	Record Count
lia@hkidsf.org		167
marisela@hkidsf.org		86
margarita@hkidsf.org		76
zoomioe@shcglobal.net		75
alicia@hkidsf.org		67
rafael@hkidsf.org		22
kristina@hkidsf.org		7

Contact Information Added to Salesforce-This Fiscal Year



Student Language Metrics



Chat



EXHIBIT D

The First 5 years.
Makes them count.

December 10, 2013

Santa Clara County Board of Supervisors
70 West Hedding Street, 10th floor, East Wing
San Jose, CA 95110

Dear Santa Clara County Board of Supervisors,

FIRST 5 Santa Clara County is pleased to offer this letter of support for the Healthier Kids Foundation's application for Measure A funding. We have worked with Healthier Kids Foundation (previously Santa Clara Family Health Foundation) since the Children's Health Initiative was first formed in 2001. We have consistently worked together to make sure each child in our County has health coverage. We are pleased that the County Supervisors have voted to provide funding for all Healthy Kids premiums. Our efforts are now focused on identifying and enrolling children who need this health coverage and engaging in new efforts to implement health improvement and wellness strategies.

FIRST 5 Santa Clara County partners with Healthier Kids Foundation to develop and implement the following programs:

- Community Outreach, Prevention, and Education (COPE) Program
- DentalFirst program
- FocusFirst program
- '10 Steps to a Healthier You' Lifestyle Skills Training to Promote Health & Prevent Chronic Illness

We hope that the County Board of Supervisors will see the value of Healthier Kids Foundation's programs and leverage FIRST 5 funds with Measure A funding.

Please feel free to contact me should you have any questions.

Sincerely,

Jolene Smith
Chief Executive Officer



December 5, 2013

Santa Clara County Board of Supervisors
70 West Hedding Street, 10th Floor
San Jose, CA 95110

Dear Board of Supervisors,

Subject: Healthier Kids Foundation – Letter of Support

Community Health Partnership (CHP) represents nonprofit community health centers in Santa Clara County. Our membership includes ten primary care community-based organizations providing health services at more than 35 sites throughout the county. Our nonprofit community health centers and clinics include Federally Qualified Health Centers, School Health Clinics, free clinics, family planning clinics, and an Indian Health Center. During 2012, our community health centers provided healthcare services to 153,313 individual patients (406,397 visits). Of these, 43,011 patients were children under the age of 19.

CHP is working closely with the Healthier Kids Foundation Santa Clara County (HKF) to identify children and families in need of healthcare coverage. We will also work with HKF through the screening and dental screening programs by serving as a source of referral to a community-based medical home, including vision and dental care. The following HKF programs support our patients and allow them to utilize their health benefits:

- Community Outreach, Prevention, and Education (COPE) Program
- DentalFirst program
- FocusFirst program
- '10 Steps to a Healthier You' Lifestyle Skills Training to Promote Health & Prevent Chronic Illness

We are grateful to you for your support to the community health centers of Santa Clara County and for "raising the bar" in Federal Poverty Level (FPL) eligibility for healthcare coverage to children who otherwise would remain unsponsored. We are in support of Healthier Kids Foundation's proposal for children's programs and hope that the County Board of Supervisors will strongly consider Measure A funds to strengthen and expand these services.

Please do not hesitate to contact me for further information about Community Health Partnership. You may reach me at (408) 556-6605 or Dolores@chpscc.org.

Sincerely,

Dolores Alvarado, MSW, MPH
Chief Executive Officer



**Healthier Kids
Foundation
Santa Clara County**

HEALTHIER KIDS FOUNDATION

4030 Moorpark Avenue, Suite 107

San Jose, CA 95117

Phone: 408.564.5114

Fax: 408.326.2711

www.hkidsf.org

December 6, 2013

Dear Santa Clara County Board of Supervisors,

As a previous County Supervisor, I am pleased to provide my letter of support to Healthier Kids Foundation's (HKF) request for Measure A funding. Many of the preventive programs that HKF has developed and implemented increase the likelihood that children will remain healthy.

I understand that the County Supervisors have voted to provide funding for all Healthy Kids premiums and I applaud your efforts to ensure the health of our future work force.

Our children are our most important asset. Your efforts, as well as the efforts of Healthier Kids Foundation, help to ensure the future success of our next generation.

Thank you,

Susie Wilson

Healthier Kids Foundation • Board of Directors

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17555 Peak Avenue
Morgan Hill, CA 95037-4128
TEL: 408-779-7271
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STEVE TATE
Mayor

December 3, 2013

Dear Santa Clara County Board of Supervisors,

The City Council of Morgan Hill has adopted a comprehensive youth agenda aimed to assure our children thrive and have every possible opportunity to succeed. We became quite concerned when we learned that Morgan Hill has the highest percentage of uninsured kids in the County. As a result, we have partnered with Healthier Kids Foundation Santa Clara County (HKF) to conduct outreach into our neighborhoods to identify these children and assist their parents in enrolling them into health coverage. We are excited about collaborating with HKF and partnering with many local organizations in our City to strategically reduce the number of uninsured Morgan Hill children. We support HKF's request for Measure A funding for their extraordinary work focusing on the children and youth in our County. Many of the preventive programs HKF has developed and implemented substantially increase the likelihood that children will become and remain healthy.

It is my understanding that the County Supervisors have voted to provide funding for all children currently enrolled in and eligible for the Healthy Kids program and I want to express my appreciation of your support to ensure the health of our future workforce. Your forward thinking will certainly benefit Morgan Hill residents. Our children are our most important asset and both your support, as well as the work of Healthier Kids Foundation, help to ensure the future success of our next generation.

Thank you,

Steve Tate
Mayor, City of Morgan Hill

Dedicated to the Health
Of the Whole Community



AMBULATORY & COMMUNITY
HEALTH SERVICES

Pediatric Healthy Lifestyle Center
143 N. Main Street
Milpitas, CA 95035
408 - 957 - 8601
408 - 946 - 8134/ Fax

Dear Measure A Selection Committee,

It is with great pleasure that the Pediatric Healthy Lifestyle Center (PHLC) enthusiastically supports The Healthier Kids Foundation of Santa Clara County's proposal to promote health and build community capacity in childhood obesity prevention through the '10 Steps to a Healthier You' Lifestyle Skills Training for Health Promotion program. The '10 Steps to a Healthier You' Lifestyle Skills Training for Health Promotion program is a joint effort between clinicians and registered dietitians in the Pediatric Healthy Lifestyle Center and the Healthier Kids Foundation of Santa Clara County.

The Pediatric Healthy Lifestyle Center was established in 2006 as a full-time subspecialty practice within the Department of Pediatrics in the Santa Clara County Health and Hospital System. The mission of the PHLC is

"To provide high-quality, family-centered, community-linked preventive care, lifestyle management and medical interventions for children and youth at risk for Type II diabetes and other lifestyle-related conditions"

The PHLC sees patients ages 2-19 years with BMI > 85% and/or other risk factors for Type II diabetes. PHLC provides Step 1 (Prevention) and Step 2 (Structured Weight Management) care as described in *"The Expert Committee Recommendations Regarding the Prevention, Assessment and Treatment of Child and Adolescent Overweight and Obesity"*. The PHLC intervention focuses on lifestyle modification and not weight loss. The backbone of the PHLC intervention is implementation of the evidence-based lifestyle recommendations presented in the Expert Committee and captured in the '10 Steps to a Healthier You' health education materials.

Children referred to Pediatric Healthy Lifestyle Center already have BMIs > 85% and often have associated co-morbidities including hyperlipidemia, Non-Alcoholic Fatty Liver Disease (NAFLD), abnormal blood glucose, obstructive sleep apnea and polycystic ovary syndrome (PCOS). PHLC works with referred families to implement the "10 Steps to a Healthier You" evidence-based recommendations for the prevention and treatment of childhood obesity.

Over the years, PHLC providers have helped thousands of families adopt healthier lifestyles to help improve their health. During this time, we have noted that many families lack basic skills and knowledge in areas such as healthy food selection, parenting, appropriate routines and feeding practices. The '10 Steps to a Healthier You' Lifestyle Skills Training for Health Promotion program would give families the opportunity to learn basic lifestyle skills before their child develops an elevated BMI or any of the related childhood obesity co-morbidities. In this way, the PHLC would be able to extend beyond the clinic walls to offer our expertise to the broader community and to practice primary childhood obesity prevention.

Overall, we strongly support the Healthier Kids Foundation's proposal to promote health and build community capacity in childhood obesity prevention through the '10 Steps to a Healthier You' Lifestyle Skills Training for Health Promotion program. Thank you for your consideration of their proposal.

A handwritten signature in cursive script that reads "Antonia Charles".

Antonia Charles MD
Director, Pediatric Healthy Lifestyle Center

A handwritten signature in cursive script that reads "Patricia Barreto".

Patricia Barreto MD, MPH
Pediatric Healthy Lifestyle Center



CHILDREN'S DENTAL GROUP™

Dentistry for Children & Orthodontics

December 9, 2013

Dear Santa Clara County Board of Supervisors,

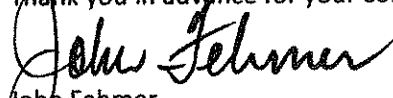
As Chief Executive Officer of Children's Dental Group, the operating partner of Children's Dental Centers (CDC) of San Jose and Sunnyvale, I would like to voice my support of the Healthier Kids Foundation application for Measure A funds to be used to dental screen and follow-up with school children suffering from decay in Santa Clara County. We have partnered with Healthier Kids Foundation on dental screening, as well as dedicating our site to their 5 Keys classes and other outreach efforts. We see over 20,000 patients annually in Santa Clara County and are well suited to supporting the need for a dental home for all children in the County. CDC is a unique public/private partnership with The Heath Trust and we have been serving San Jose and the surrounding communities since 2008.

At Children's Dental Center, we provide a full range of preventive and restorative services and include oral health instruction to help ensure good and long-lasting dental health. We put a great deal of emphasis on making sure kids are comfortable while they are in our care by offering oral conscious sedation for those children who have a natural fear of dental procedures or are unusually anxious. In addition, we also work with anesthesiologists to provide intravenous sedation when appropriate. Aside from the comprehensive care, you'll find a fun, warm, welcoming and colorful environment that includes video games and a movie theater, all intended to put the children at ease. CDC makes a trip to the dentist fun and easy!

When children have health coverage and use this coverage for preventive dental care in our clinics, it strengthens our network and ultimately improves access to care for children who have the greatest need. Healthier Kids Foundation plays a valuable role in this effort. We have found our partnership with Healthier Kids Foundation to be both productive and rewarding and respectfully request your support for their ongoing dental care outreach by awarding the requested the Measure A funding.

We hope that the County Board of Supervisors will see the value of Healthier Kids Foundation's programs and utilize Measure A funds to help strengthen and expand their efforts.

Thank you in advance for your consideration and support!


John Fehmer
Chief Executive Officer

4444 Tweedy Boulevard • South Gate, California 90280
Phone (323) 564-2444 Fax (323) 249-7565



Santa Clara County Dental Society

1485 PARK AVENUE, SAN JOSE, CALIFORNIA 95126

408/289-1480 .FAX 408/289-1483

December 10, 2013

Dear Santa Clara County Board of Supervisors:

The Santa Clara County Dental Society is pleased to partner in February 2014 with Healthier Kids Foundation (HKF) to make our "Give Kids A Smile" dental screening program for children even more valuable. In mid-February, member dentists in our Society will provide dental screening at schools throughout Santa Clara County. With the Healthier Kids Foundation's support, we will now be able to provide follow-up to make sure the children are enrolled into dental insurance if they are not and that they get referred into a dental home if they don't have one.

Last February, more than 70 members of the Santa Clara County Dental Society screened more than 6,000 children at local schools and Boys and Girls Clubs. This year, with HKF support, we will be able to enhance the all-important follow-up to make sure families receive the help they need to develop a dental home for their children. We could not follow up with all the children needing additional dental care without our partnership with HKF.

We hope that the County Board of Supervisors will allocate Measure A funding to partner with HKF and the Santa Clara County Dental Society in our County's "Give Kids a Smile" program.

The Santa Clara County Dental Society was formed over 120 years ago and has grown into a large, vibrant community of dental professionals committed to education, quality of care and service to our community. There are now more than 1,400 dentists actively practicing in our Society.

We look forward to working together to improve the oral health status of our community's children.

Sincerely,

Candace Roney
Executive Director
Santa Clara County Dental Society