



Northern California State of Reform Health Policy Conference

Coverage and Access for the Undocumented

Richard Figueroa
The California Endowment
April 6, 2016



#Health4All Campaign



Taking The Next Steps: What We Believe

- ALL Californians, regardless of immigration status, should have access to affordable preventive health care.
- Access to health coverage is a basic human right.
- Our health care system works best when everyone participates. A health care system that excludes anyone, hurts everyone.
- It's up to us to finish the job here in California and make sure everyone has access to health coverage they need.



How: Outreach Campaign

- Changing the Narrative
- Spanish Media Partnership: Univision, Telemundo and La Opinion
- Media Advocacy
- Boots on the Ground
 - Building Healthy Communities Partnerships
 - Core partners



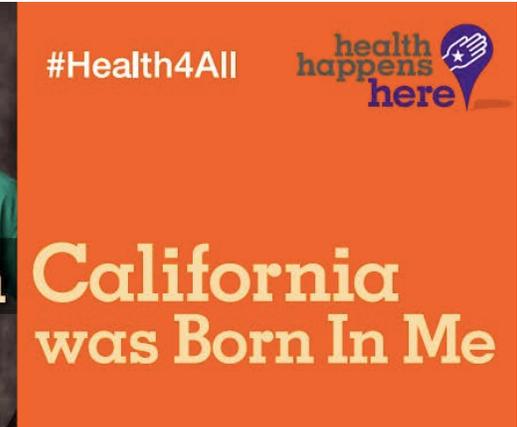
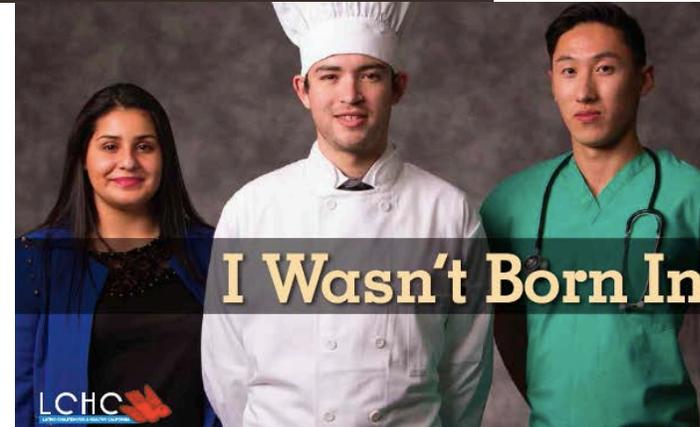


Core Messages

- ***Investing in California:*** Undocumented Californians are an economic engine for the state. An overwhelming percentage work and pay taxes. They are an economic asset. Investing in them is investing in our state.
- ***Prevention Makes Economic Sense:*** Emergency room treatment is an expensive substitute for preventive care. It makes economic sense to invest in preventive services that minimize the risk of chronic disease and more chronic treatment later on.
- ***Increasing Access to Affordable Care is the Responsible Thing to do:*** Everyone—regardless of ability to pay or immigration status—should have access to affordable health care. After Obamacare, the remaining uninsured, including the undocumented, should have access to affordable care, including a comprehensive set of preventive services and a health home.



Paid Media





Paid Media

CLEAR CHANNEL

Undocumented Californian Facts

Number in CA: 2.6 million
Median age: 31

Economic Value*	
Working Households	92%
Taxes Paid	\$2.7 billion
Contribution to CA Economy	\$302 billion

Attitudes

Economists who agree they benefit the economy	95%
Californians who say they deserve path to legal status	76%

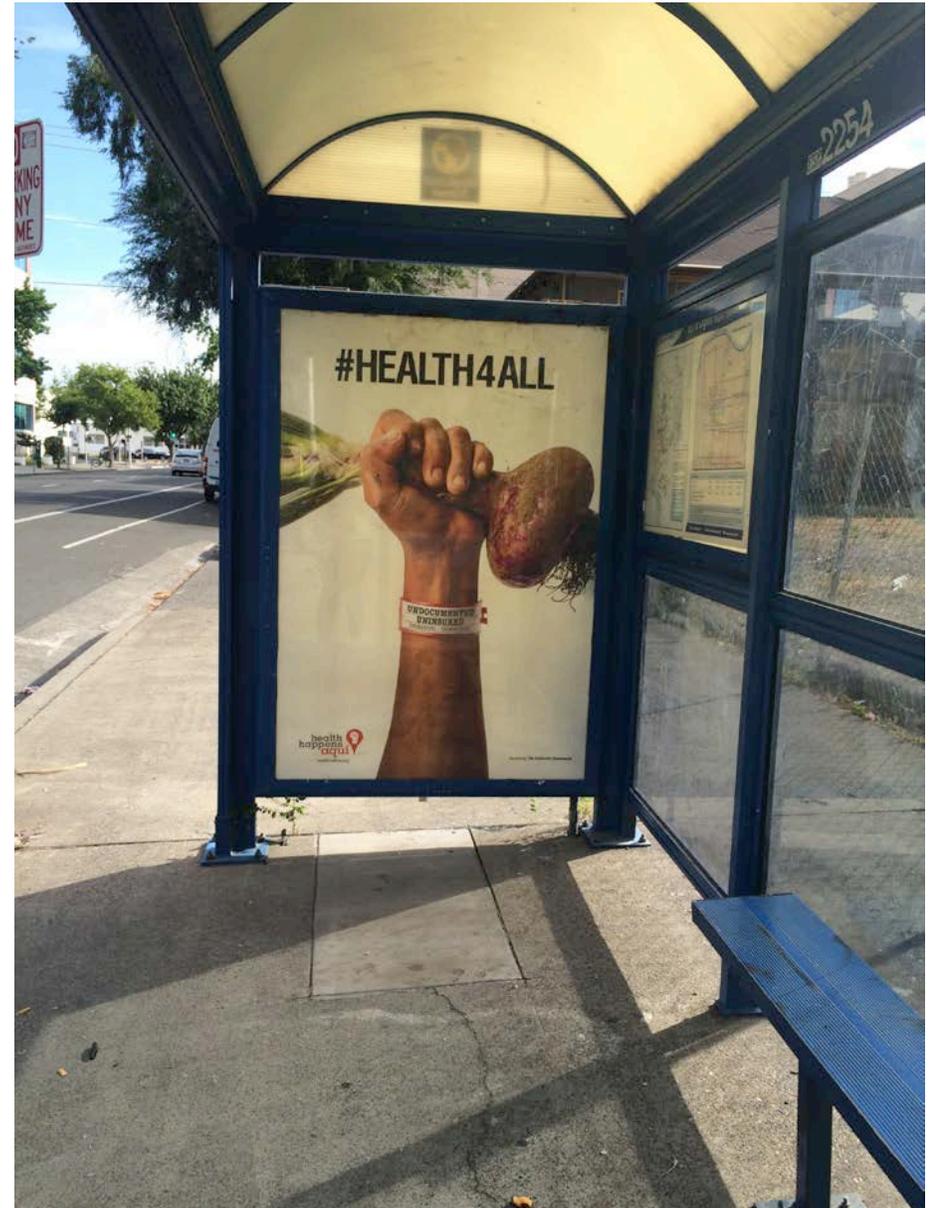
Preventive Health Care Benefit

From \$1 spent on prenatal care	\$3 saved
From \$1 spent on child immunizations	\$16 saved

* Working household estimate is national stat.

Undocumented Californians without access to basic preventive health care: 1 million

health happens here  #Health4All



#HEALTH4ALL

UNDOCUMENTED CALIFORNIAN

health happens here 



Social Media

**CALIFORNIA HAS
EXTENDED HEALTH
COVERAGE TO
UNDOCUMENTED
IMMIGRANT
CHILDREN!**



#HEALTH4ALLKIDS



DR. ALFREDO QUIÑONES

1987

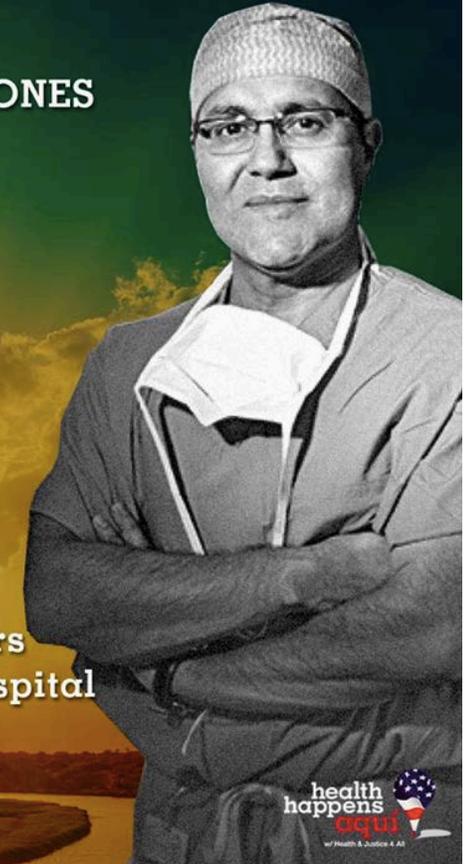
Undocumented
farmworker in
California

1999

Graduated Harvard
Medical School

2015

Fighting brain tumors
at Johns Hopkins Hospital



IMMIGRANT HERITAGE MONTH

Photo: Chris Marsh



for Health & Justice 4 All



People Power: Key Partners





Community Events





Engagement of Youth





Big Downpayment: Health4All Kids





Health4All Kids: Strategy

- The California Endowment is driving a robust education effort through targeted earned and paid media, emphasizing our Spanish-language media and community partners and “boots on the ground” partnerships.
- In order to maximize enrollment when Medi-Cal expands, The California Endowment aims to raise awareness and educate all eligible families with undocumented children, alerting them to the new opportunity and encouraging them to enroll or renew their children in Restricted-Scope Medi-Cal.





Health4All: Collateral

5 THINGS YOU NEED TO KNOW About Medi-Cal Expansion For ALL Children



- 1 California leaders have expanded full-scope Medi-Cal to cover all lower-income children under 19 years old, regardless of immigration status.
- 2 Undocumented children who are enrolled in Restricted-Scope Medi-Cal will automatically receive full-scope Medi-Cal when the program becomes available, no earlier than **May 2016**.
- 3 Families should enroll their children NOW in Restricted-Scope Medi-Cal, also known as “emergency” Medi-Cal, so that their children will have access to services as soon as the program is available. You don’t have to have an emergency to enroll.





Example of Spanish Language Ad





Health4All Kids: Boots on the Ground

- Starting in early 2016 with messaging correlated to Paid Media
- Focused on counties with higher proportions of undocumented children
- Trusted CBOs, including community clinics
- Leveraging existing DHCS county/CBO partners
- CCHI members
- Health Consumer Alliance
- Schools
- Multi-Foundation Collaboration





For Questions and
Comments, Contact:

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#Health4All

Health4All niños

La expansión del Medi-Cal
es para TODOS los niños



health happens  **aquí**
health4allca.org

#HealthandJustice4All