



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
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**GIFT OF HEALTH ADVISORY COMMITTEE**  
***Meeting Minutes***  
**August 5, 2009**  
**8:30am-10:00am**  
CHIP / HASDIC Offices  
5575 Ruffin Road, Suite 225  
San Diego, CA 92123  
(858) 614-1543

**In Attendance:**

Ruth Covell M.D., UCSD School of Medicine	Beth Ruland, CHIP
Rhonda Freeman, HHSA	Shreya Sasaki, CHIP
Kristin Garrett, CHIP	Vanessa Sincoc Watkins, Sharp HealthCare
Kym Hodge, San Diego County	Peggy Yamagata, HHSA
Kamal Muilenburg, SDBHC / SDHCC	

I. Welcome / Introductions: All

All members introduced themselves.

II. Meeting Purpose: Program Updates, Current Landscape Related to S. Sasaki  
Children’s Health Insurance Coverage, Input on Next Steps

The purpose of the meeting was to discuss enrollment, fundraising and general updates for the Gift of Health Program.

III. Updates:

a. Clients Served, Funds Raised, Program Partners S. Sasaki / B. Ruland

Please see the Gift of Health 2007-2009 Handout for further details (contact Beth Ruland at [bruland@hasdic.org](mailto:bruland@hasdic.org) for a copy of this handout).

b. Status of Healthy Families

In 2008 and 2009, the majority of children sponsored through the Gift of Health program were enrolled in Healthy Families. Due to state funding cuts, Healthy Families has closed enrollment to new applicants and **may** begin dis-enrolling current participants.

Similarly, funding cuts have forced California Kids (CA Kids), Kaiser Permanente’s (KP) Children’s Health Program and Kaiser Steps Program to close enrollment to new applicants.

S Sasaki researched the feasibility of offering premium sponsorship through commercial insurance agencies. However, due to: (1) high out of pocket expenses; and (2) most children enrolled in the Gift of Health suffer from chronic medical conditions (pre-existing), this option would not prove an effective way to utilize Gift of Health funds.

c. Fundraising Plan

The CHIP Steering Committee recommended that the Gift of Health Advisory Committee develop a fundraising plan.

The Gift of Health program currently participates in cell phone donations through PaceButler and Community Contribution Programs with Ralphs and Albertson’s grocery stores.

CHIP staff recently applied to fundraising programs through Whole Foods, Henry's and Target. Staff is exploring other funding opportunities, including an online donation program and additional community fundraisers.

The Committee recommended that CHIP Staff look into the following programs:

1. Fundraisers through Rubio's, Soup Plantation and the Corvette Diner.
2. Funding opportunities through Casinos, Ikea, Wal-Mart, Trader Joe's, CVS, the Torrey Pines Buick Invitational Event, Mission Bay Kids and local insurance companies.

In addition, V. Sincok-Watkins suggested that the Gift of Health look into hosting a raffle at the upcoming San Diego Organization of Healthcare Leaders (SOHL) Conference on September 25<sup>th</sup>.

**Action Item:** V. Sincok-Watkins and CHIP Staff to explore hosting a raffle at the SOHL Conference.

IV. Discussion: Input on Next Steps / Strategic Direction of Gift of Health Program All

The Committee participated in a discussion regarding next steps for the Gift of Health Program.

Highlights from this discussion include:

- The Gift of Health should continue fundraising efforts in order to: (1) Secure money for existing programs; and (2) establish funds to use once alternative programs are identified from state and federal reform or if the status of the Healthy Families program, KP or CA Kids changes.
- Fundraising efforts should leverage the timeliness of current events and the public awareness of these issues.
- Online donations can be marketed as "socially responsible" gifts.

V. Next Steps: S. Sasaki / All

The committee agreed to proceed with the following steps:

1. Ensure families are maintaining enrollment in either CA Kids, KP Child Health Plan and Healthy Families, encourage current participants to renew current health insurance programs and participate in additional outreach to CAA's and agencies who work with families.
2. Continue to participate in existing fundraising programs and explore additional opportunities.

**Action Item:** CHIP Staff to connect with CAA's to remind them of the Gift of Health program benefits.

**Action Item:** CHIP Staff to develop an online donation system.

**Action Item:** CHIP Staff to create an electronic Gift of Health Application.

**Action Item:** CHIP Staff to update the Gift of Health Brochure.

Further progress of the program, including additional outreach and development, are dependant on state budget and federal healthcare reform issues. The Gift of Health Advisory Committee will reconvene in November 2009 to evaluate the progress and strategic direction of the program.

VI. Adjournment All

**Next Meeting:** November 2009 – date TBD