

Mr. Renier Diaz de la Portilla, Board Member

**SUBJECT: CHILDREN'S HEALTH MARKETING PLAN TO THE PARENTS OF FREE AND REDUCED LUNCH STUDENTS TO PROMOTE AWARENESS OF PUBLIC HEALTH OPTIONS AVAILABLE TO MIAMI-DADE PUBLIC SCHOOLS' STUDENTS, AND TO FACILITATE REGISTRATION FOR ELIGIBLE STUDENTS**

**COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY ENGAGEMENT**

**LINK TO DISTRICT STRATEGIC PLAN: IMPROVE STUDENT HEALTH**

The State's Florida KidCare and the Miami Dade Children Health Trust's Healthconnect offers public health options to children with financial need up to 18 years of age. However, enrollment in the state's healthcare program, Florida Kidcare has been in decline. Many parents are unaware of the eligibility, registration times, and services offered by the public health options for their children. As a result, total enrollment for the Florida Kidcare program has decreased from 395,000 to 195,000. This drop in enrollment has caused the enrollment allotment budgeted by the Federal government to go unfilled. As a result, the program faces the loss of funds from the Federal government. In the case of Miami-Dade County, only 46,000 children are enrolled out of the 105,000 total enrollment budget allotments by the Florida Kidcare program. There are 214,202 children that have qualified for free or reduced lunch with Miami-Dade Public Schools, which meet similar criteria to the Florida Kidcare program. The amount of children that are uninsured has led to a healthcare crisis that could've been ameliorated had the parents been aware of the public health options available to them. These options include and are not limited to Florida Kidcare, Jackson Public Health Trust, Miami-Dade Children's Trust HealthConnect, Community Smiles (Dental Coverage), and many more public health options.

In response, Miami-Dade Public Schools will create a Children's Health marketing plan, whose mission will be to create and implement a marketing plan for the purposes of promoting and registering students in the public health options available to them. This mission of promoting our student's health will be accomplished by targeting children that currently have free and reduced lunch, and utilizing the district's mass communication abilities: WLRN, ConnectED automated phone banking, Parent Academy, parental newsletters, and any other

available resources. In addition, Miami Dade Public Schools will continue to coordinate and collaborate with the Miami Dade Children's Trust HealthConnect, Parent Teacher Association, Jackson Public Health Trust, Community Smiles, other public health entities, and grassroots organizations to facilitate the registration of Miami-Dade students to the proper public health option.

The success of the Children's Health Marketing Plan shall be evaluated yearly to measure progress as well as recommend any needed changes to the School Board. If there are any associated costs, the superintendent will inform the board on the associated costs of the marketing plan.

**ACTION PROPOSED BY**

**MR. RENIER DIAZ DE LA PORTILLA:** The School Board of Miami-Dade County, Florida, directs the superintendent to promulgate a new marketing plan aimed at the promotion and facilitation of student public health options to free and reduced lunch students in accordance with the Administrative Procedure Act.