

Mr. Renier Diaz de la Portilla, Board Member

**SUBJECT:                    YEARLY REVIEW AND UPDATE OF THE 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 Florida KidCare program and the Miami Dade Children's Health Trust's Healthconnect offer 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 available to their children. As a consequence, enrollment in 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, as of last year, 46,000 children were enrolled out of the 105,000 total enrollment budget allotments by the Florida Kidcare program. As of last year, there were 214,202 children that 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 have 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.

In response, Miami-Dade Public Schools created the Children's Health marketing plan at the April 2007 School Board meeting, whose mission it is 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 is to 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 cost-neutral 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.

As per the unanimously approved board item, the success of the Children's Health Marketing Plan shall be evaluated yearly to measure progress as well as recommend any needed changes. The April 2008 Miami-Dade School Board meeting marks the one-year anniversary of the approved plan. Therefore, the School Board of Miami-Dade County should receive the administrative review and update on of the performance of the Children's Health Marketing Plan.

**ACTION PROPOSED BY**

**MR. RENIER DIAZ DE LA PORTILLA:** The School Board of Miami-Dade County, Florida, directs the Superintendent to review the Children's Health Marketing Plan aimed at the promotion and facilitation of student public health options to free and reduced lunch students in accordance with the approved board item at the April board meeting of 2007 and provide an update to the School Board of Miami-Dade County by the May 2008 Meeting.