

# Children's Coverage Policy Forum

November 8, 2004

Doubletree Hotel Sacramento, 2001 Point West Way, Sacramento  
Salon D

**Meeting goals:** To share and receive input from CHIs on state policy options to cover all children in California; to establish ongoing communication between the CHIs and organizations involved in statewide policy change; and to provide up-to-date information on statewide communications strategies and community organizing activities.

## FINAL PROGRAM

- 8:30 am**      **Registration and continental breakfast**
- 9:00 am**      **Welcome and meeting goals**
- Irene Ibarra, The California Endowment
- 9:20 am**      **Covering All Children in California – principles and definitions**
- Liane Wong, Institute for Health Policy Solutions
  - Toby Douglas, San Mateo County Health Services Agency
- 9:40 am**      **Proposed children's coverage policy options and the role of CHIs**
- Kristen Golden Testa and Catherine Teare, 100% Campaign
  - Large group comments and questions
- 10:30 am**      **Structural options for covering all children**
- CHI panel comments and questions  
(Howard Kahn, LA Care Health Plan; Leona Butler, Santa Clara Family Health Plan; and Richard Pan, Sacramento Sierra Valley Medical Society)
- 11:00 am**      **Large group comments and questions on structural options**
- 12:00 pm**      **Buffet networking lunch**
- 12:30 pm**      **Financing options for covering all children**
- Lucien Wulsin, Insure the Uninsured Project (ITUP)
  - Agnes Lee, California Budget Project
  - CHI panel comments and questions  
(Bob Brownstein, Working Partnerships USA; Allan Katz, Community Health Alliance of Humboldt-Del Norte; and Gayle Erbe-Hamlin, El Dorado County Public Health Department)
- 1:00 pm**      **Large group comments and questions on financing options**

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- 2:00 pm**      **Communications and messaging strategies**
- Jason Kinney, Burson-Marsteller
- Expanding public and community participation**
- Jim Keddy, PICO California and a local PICO director
- 2:30 pm**      **Establishing mechanisms for ongoing CHI feedback and communications**
- 100% Campaign and IHPS
- 2:45 pm**      **Large group comments and questions**
- 3:15 pm**      **Meeting wrap-up**
- Identifying areas of agreement and areas where further discussion/refinement is needed
  - Organizational roles and resources
  - Upcoming meetings
- 3:45-4 pm**    **Adjournment**