

## Guest Post: The Children's Partnership ALL IN Campaign

By admin Friday, 8 November 2013 - 3:13pm

*Elaine Carpenter, ZeroDivide's Vice President of Business Development, interviewed Wendy Lazarus, the founder and co-president of The Children's Partnership (TCP), about TCP's new ALL IN Campaign to support schools in helping families enroll in affordable health coverage. Prior to her work at ZeroDivide, Elaine worked with Wendy as the Director of Technology, Policy and Programs at TCP.*



Guest Post  
Wendy Lazarus

**Elaine Carpenter, ZeroDivide VP Business Development & Communications:**

*The ZeroDivide team is greatly impressed with the replicable and scalable model TCP has developed for the ALL IN Campaign. The way in which the campaign involves schools as key anchor institutions in the enrollment process is a complementary parallel project to ZeroDivide and OCLC's [Health Happens in Libraries](#) program, which focuses on supporting libraries in helping to meet patrons' health care-related information needs.*

**Can you tell us briefly about your project model and how the project came about?**

**Wendy Lazarus, Founder & Co-President, The Children's Partnership:**

For 20 years, The Children's Partnership (TCP) has focused on ensuring ALL children have high-quality, affordable health care, and we have learned that schools are the perfect place to reach children and their families with information about health care. Technology has also been a critical tool for bringing care to children, such as through Express Lane Eligibility and [school-based telehealth](#).

As California began to implement the Affordable Care Act (ACA), we saw the need for a statewide infrastructure to equip schools, childcare, and after-school programs with what they need to help connect families to coverage. School want to help students and their families with health care needs because they know that healthy children make good learners. We created the [ALL IN Campaign](#) to support schools so they can engage, inform and help enroll the millions of uninsured children and families in health coverage. Technology—through social media, our website and electronic communications—has played a key role in reaching the education community.

**ZeroDivide:**

**Why did you decide to focus on schools and daycare centers?**

**Wendy:**

We decided to focus on schools, child-care and after-school programs because we knew the need and the reach are great! Consider the 10,000 schools, 44,000 child-care centers and home providers and 4,500 after-school programs in the state; that is nearly 60,000 education sites that have millions of uninsured children, parents and staff coming in and out of them every day. Because they are trusted places, these entities are uniquely positioned to serve as effective "on-ramps" to affordable health coverage. The success of the ACA in California will depend, in part, upon reaching families where they are. What better way to reach out to them than via school sites where parents drop off and pick up their children every day, at a parent-teacher night or at a sporting event?

**ZeroDivide:**

**As you implement this project, has anything surprised you?**

**Wendy:**

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TCP embarked on this project knowing that the State Superintendent of Public Instruction, Tom Torlakson, was committed to children's health and ensuring all children were enrolled in health coverage so they could perform well in school. However, we didn't know how much of his time and resources he would put into this effort. Superintendent Torlakson demonstrated his dedication by highlighting in his Blueprint for Great Schools ([PDF](#)) how necessary it was to encourage and support schools as they provide access to health coverage enrollment and health care services. He reached out to us to work with him to convene education leaders and inspire them to get involved. He has sent letters to school leaders and spoken about the importance of health coverage in front of audiences of education leaders. Symbolic of his commitment, Superintendent Torlakson stood side by side with Peter Lee, the Executive Director of Covered California, on "opening day" of ACA.

**ZeroDivide:**

***What do you see as the primary policy implications of this project?***

**Wendy:**

First, the ALL IN Campaign serves as a model for how state health coverage exchanges can partner with state superintendents and departments of education. The ALL IN Campaign paves the way for future health and education partnerships, as well as serves as a model for other states. Going forward, states can find ways to integrate health and education policies so that they are serving the WHOLE child.

Secondly, schools need resources and technical assistance to connect children and families to coverage. While the ALL IN Campaign falls within the mission of education leaders, only some have the capacity to take action. Similarly, the work of the ALL IN Campaign is funded purely by grants. In order for such an effort to be sustainable and far-reaching, there must be ongoing resources to support schools, as well as the technical assistance they are asking for.

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campaign that schools can use to reach families and school staff with messages about health coverage. You can also expect a "best practices and lessons learned" case study to help us best prepare for the second enrollment period in October 2014 and share with folks nationwide.

**ZeroDivide:**

***Is there anything else I didn't ask that you would like to share with us?***

**Wendy:**

It's been extremely energizing to see how, in a short amount time, the Campaign has evolved via the power of technology. Thus far, we have organized [three great webinars](#) presenting information through a compilation of video, audio and PowerPoint presentations. This online tool has allowed us to make a greater impact outside of our office in Los Angeles County, reaching folks from Glenn to San Diego counties and in between. Social media outreach on Facebook and Twitter has been increasing, and we expect it to continue growing much more as we place more focus on social media in the coming weeks. We also anticipate our campaign will become stronger as we incorporate more outreach via the use of texting and smartphones.

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