



**CITY DESCRIPTION QUESTIONNAIRE**

Please complete this form to the fullest extent possible and attach this completed form to the front of the proposal submission. Do not leave any spaces blank. If the information requested is not available, please indicate "unknown" or "n/a." Please indicate the source(s) of information in the spaces provided.

City Lead Representative (Individual Submitting Proposal):

Name: Fredrick Murry  
 City: City of Gainesville  
 Title: Assistant City Manager  
 Office/Agency: City Manager's Office  
 Street Address: 200 E University Avenue, PO Box 490 #6  
 City, State and Zip Code: Gainesville, FL 32627-0490  
 Phone: (352)334-5010 Email: [murryfj@cityofgainesville.org](mailto:murryfj@cityofgainesville.org)

Form of City Government:

Please describe the city's form of government (council-manager, strong mayor, commission or any other form)

Since 1927 the City of Gainesville has had a council-mayor form of government. The City Commission is responsible for enacting the ordinances and resolutions that govern the City. The City Manager is appointed by the City Commission, is responsible for the operations and management of all departments of the City government with the exceptions of two other charter offices. The City Manager implements the policy directives of the City Commission.

City Demographics	
Population:	124,025
Number of Children:	59,885 (ages 19 and below)*
Number of Families with Children:	24,967 (households with children under 18)
Number of Children enrolled in Medicaid or CHIP:	1,902 *, Medicaid: 18,861 (all ages)*
Number of Children eligible but not enrolled in Medicaid or CHIP:	Total children in Florida eligible for Medicaid/CHIP 374,000

Source(s) of Data: Gainesville Planning and Zoning Department, 2010 US Census, 2010 American Community Survey

\*Alachua County information, Robert Wood Johnson Foundation- Medicaid/CHIP participation among children and poverty (Dec. 2012)

City Racial Demographics (in percentages) Please provide a breakdown of the racial components of the city. Please also indicate if any racial group is a target population for the outreach campaign by marking with an asterisk(*)	
African American:	23.0%
American Indian or Alaskan Native:	0.3%
Asian:	6.9%
Hispanic or Latino:	10.0%
Native Hawaiian or Other Pacific Islander:	0.1%
White:	57.8%
Other:	1.9%

Source(s) of Data: 2010 US Census

Number of Children and families eligible but not enrolled in Medicaid or CHIP in any target population(s):	
African American:	n/a
American Indian or Alaskan Native:	n/a
Asian:	n/a
Hispanic or Latino:	n/a
Native Hawaiian or Other Pacific Islander:	n/a
White:	n/a
Other:	n/a

Source(s) of Data: Information is not available at a City level and/or County level.

**2. Statement of Need:** Please provide a persuasive statement that describes the need for a city-led health benefit outreach campaign to enroll children and families in Medicaid and CHIP. The description should discuss any special factors (*e.g.* environmental, linguistic, literacy, cultural, or socio-economic) that demonstrate the city's need for support in expanding health care access for children and families. Please also describe any current or planned outreach efforts. Explain how those efforts may influence the city's ability to successfully develop and implement a business plan for a city-led health benefit outreach campaign.

While there is currently a campaign in place to encourage enrollment of families and children in Medicaid and CHIP, it lacks city-led leadership. Most of our current enrollees are Medicaid or Medicaid eligible CHIP enrollees. Where we are primarily lacking enrollment, non-Medicaid eligible CHIP enrollees, is where we believe a city-led approach will be most helpful. We can target those families who do not participate in the free or reduced lunch programs and similarly targeted groups and who may be unaware of this available service. Additionally, the City can be instrumental in contacting local small businesses and encouraging them to offer information about enrollment to their employees.

**3. Target Population:** Please identify and describe any target population(s) of a city-led health benefit outreach campaign. Please provide specific reasons why the population(s) requires targeted outreach.

Our effort will include all residents of the City with a primary focus on enrolling non-Medicaid eligible children into CHIP. In looking at available data, we feel that this is where our largest gaps in coverage occur. If our outreach efforts are successful, the program will spread to all County residents. This is valuable since the City accounts for one-half of the County's total population.

**4. Description of the Current Problem or Challenge:** Please describe the barriers and challenges that have prevented children and families in the city from accessing health care. Please discuss the following in this description:

- a. What are the barriers that have prevented children and families from enrolling in or staying enrolled in Medicaid and CHIP?

Primary barriers to enrollment and continued enrollment appear to be cost. For families that qualify for Medicaid, this is not a great issue. However, many of our non-insured families do not qualify for Medicaid (Florida has chosen not to expand Medicaid eligibility under the ACA.) If they have healthy children, then the cost for the insurance becomes difficult to justify unless it is required for another reason, such as enrollment in a sport team or education program.

We also consider that families may not be fully aware of these low cost health insurance programs since most outreach is currently targeted toward Medicaid eligible families.

Another concern is that these outreach efforts are getting lost in the ACA issue. Many people currently think “insurance” and only think of ACA. We need to separate the issues.

- b. What are the causes of any racial disparities in access to health care?

We have not indentified any racial disparities. We have identified disparities related to income as well as access to care due to transportation issues. Many of our citizens use mass transit to access medical care and tend to put off regular treatment due to transportation issues – either transit does not go to the location needed or it is not available during the needed times.

- c. What are the foreseeable challenges in initiating a city-led health benefit outreach campaign (*e.g.* adverse state or local policies; leadership changes; staffing shortages; limited resources and partners, etc.)?

The possible connection between the Affordable Care Act and Medicaid/CHIP may prevent some leadership from choosing to be overtly active. We will work to dispel the perceived connections. Unfortunately, for many of the smaller businesses in our community, the ACA is seen as a divisive factor and this could create a big barrier to businesses providing access to information about Medicaid and CHIP to their employees.

- d. If health insurance or other outreach campaigns have been implemented in the past, what were the challenges in implementing those campaigns (*e.g.* lack of partner engagement, no effective method for tracking effectiveness of outreach efforts, lack of funding, etc.)?

Ongoing campaigns did not include city leadership and were primarily targeted to families and children who are potentially Medicaid eligible. While our outreach will go out to the community at large, we will focus on reaching the non-Medicaid eligible populations who are most likely not to be insured.

In Florida, social services are a County function; traditionally not taken on by the Cities. However, the City of Gainesville has taken a particular interest in this issue. Currently, the City does provide access to healthcare information to all employees, including part-time and temporary employees in the belief that a healthy city will, in the long run, save taxpayer dollars. It also increases worker productivity.

**5. Goals Statement:** Please outline specific goals for the planning process such as the number of children and families to be enrolled into Medicaid or CHIP through the campaign; the development of local policies or task forces to address barriers to enrollment or retention of children and families in Medicaid or CHIP; or the integration of expanded children’s health outreach and enrollment systems into municipal structures.

The goals of the City of Gainesville in this campaign are very straightforward. We want to identify and reach those citizens not currently participating in health insurance plans, specifically Medicaid and CHIP and facilitate enrollment. We want to reach out to businesses and employers and encourage them to offer information about these programs to their employees. We want to reduce the number of uninsured families and children by at least 50%.

**6. Team Members and Roles:** Please identify key members of the city-led team that will be responsible for business plan development and why these members are necessary for the planning process. Key members may include stakeholders from city, county, or state government; Medicaid or CHIP administering agency; child advocacy organizations; consultants; hospitals and clinics; local health departments; United Ways and other philanthropic organizations; schools; or universities. Please address the following questions in this response:

- a. What role will each key team member play in the business plan development process? What team members will play leadership roles and what team members will play specialized or staffing roles? Also, what skills, information and/or data, or resources will each key team member provide to the business planning process?

Our team will be led by Assistant City Manager Fredrick Murry who will bring the support and cooperation of the City Manager's office. Additional leadership will be provided by City Commissioner Randy Wells who will represent our elected officials. Theresa Lowe, of the Alachua County Homeless Coalition will bring community service provider support to the planning process. The three team leaders traveled to the Leadership Conference together and have a history of brainstorming issues affecting our community. Additional City resources to be contributed include the City's Health and Risk Management Department as well as the City's many youth programs, including Parks and Recreation. The Gainesville Police Department will also partner with us, especially as relates to their "at-risk youth" programs.

- b. What other community stakeholders will be engaged in the business plan development process? Why are these partners necessary for a successful health benefit outreach campaign?

School Board of Alachua County – access to children who receive free or reduced priced lunches.

Alachua County Department of Health – convenes the local KidCare Coalition; access point to health care

Florida Department of Children and Families ACCESS Program – intake for Medicaid and KidCare

Santa Fe College CIED Program – developing a Medicaid/CHIP access program

Florida Agency for HealthCare Administration – Medicaid authorizing agency

United Way of North Central Florida – United Way

Aging Resources – local Area Agency on Aging

University of South Florida - Community Outreach, Florida Covering Kids & Families

- c. If specialized consultants will be engaged to assist with the planning process, what are their qualifications and what services will they provide?

We will contract with the University of Florida Family Data Center. This group has been collecting data for numerous years and is the go-to agency for local data. They have numerous MOU's with local, regional, state and national agencies for the collection of data and are expert at combining and manipulating the data to extract needed information.

- d. What partnerships have been established or will be established with state or local agencies that administer Medicaid or CHIP in the community?

There is currently a KidCare Coalition set up which is overseen by the local health department and whose members include the Florida Department of Children and Families and Agency for Health Care Administration which jointly administer Medicaid and CHIP.

- e. If a school district is, or will be a team member, do city officials have any direct governance or budgetary role in the operation of the school district?

No. The City does not have any direct governance or budgetary role in the operation of the school district. The School District is an independent taxing authority.

**7. Development of Business Plan:** Summarize the process by which the city-led team will develop a comprehensive business plan to cut by 50 percent the number of uninsured children and families in the city by enrolling them into Medicaid or CHIP. In this summary, please answer the following questions:

- a. How will the team engage community stakeholders, consultants, or other specialists?

We will engage the community through a series of local meetings including contacting neighborhood associations. The City has set up an electronic communication system –

Next Door – which functions similar to Facebook. This allows neighbors to communicate with each other. We will utilize this system to further spread information about the planning process and encourage engagement. We will also engage our local community coalition of health care providers, the Safety Net Coalition, to garner their experience in reaching out to uninsured populations.

- b. How will the team identify key topics/issues to be explored through the planning process?

We will utilize a trained facilitator to bring the various groups along through the planning process. Team leads will meet on a regular basis to assess where we are with the plan and begin developing a working business plan for implementing the program.

- c. How will the team access and analyze data about children's and families' enrollment in Medicaid and CHIP?

We will utilize the services of the University of Florida Family Data Center, as well as data collected and reported by the local KidCare Coalition team members.

**8. Access to Data:** Explain what data is currently available and what data needs to be collected or developed to design an effective outreach campaign. How will data be accessed to guide business plan development (e.g. MOUs, partnering with local universities, engaging consultant to help collect data)? How will designing a data-based campaign evaluation system be incorporated into the business planning process?

The City will enter into MOU's with the University of Florida Family Data Center. The Family Data Center currently has MOU's with leading organizations throughout the City of Gainesville providing them with unparalleled access to data at many different levels. That, combined with a ready source of students willing to plow through the data and connect points which we may not think to look at, makes them an excellent partner in this endeavor. Additionally, Santa Fe College is developing an access program and is collecting data to support its endeavor. We will additionally partner with them.

**9. Need for Assistance and Information:** Describe how technical assistance from NLC will advance the business planning process. What type of assistance from NLC is requested during the business planning process? What type of assistance is requested from local or national experts?

We will request assistance in extrapolating local data from national and regional data. We will also seek assistance in developing PSA's targeted to our local population. We will also seek assistance in targeting non-English citizens, particularly those who speak Spanish.

**10. Demonstrated Commitment from Local Leadership:** Please describe the level of engagement and support from one or more elected city officials. Commitment may be demonstrated through a letter of support that describes the official's level of engagement.

Please see attached letters of support.

**11. Timeline:** Please prepare a timeline of the six-month (November 2013 to May 2014) planning process that outlines specific planning milestones (*e.g.* finalization of city team members, planning meetings, engagement of consultants or experts, etc.).

<b>Date</b>	<b>Action to be taken</b>
November 2013	Finalize team members; organize initial meetings
December 2013	Engage data team
January 2014	Community meetings with KidCare Coalition; Safety Net coalition
February 2014	Continued community meetings
March 2014	Begin finalizing business plan
April 2014	Continue finalizing business plan
May 2014	Finalize business plan



**12. Budget:** Please provide an itemized description of proposed use(s) of grant funds.



**City Manager's Office**  
 PO Box 490, Station 6  
 Gainesville, FL 32627-0490  
 (352) 334-5010  
 (352) 334-3119 (fax)  
[www.cityofgainesville.org](http://www.cityofgainesville.org)

**NLC Grant Proposed Budget Draft – FY 2014**

<u>Item Description</u>	<u>Allocated Amount</u>
Personal Services / Administration	\$5,000
Printing / Binding (Brochures, Flyers, etc.)	\$3,000
Advertising (Radio, TV, etc.)	\$5,000
Meals / Food (Public Events)	\$3,000
Local Travel (Gas, Maintenance)	\$3,000
Postage	\$900
Rental Space	\$350
Office Supplies	\$800
Professional Services (UF, USF, Santa Fe College Data Collection and Evaluation Services)	\$5,000
Rental Equipment	\$1,500
Auditing Services	\$2,000
Miscellaneous Costs	\$450

\$30,000

# Letters of Support



## CITY OF GAINESVILLE

*Office of the City Commission*

October 17, 2013

Clifford M. Johnson, Executive Director  
Institute for Youth, Education and Families  
1301 Pennsylvania Ave, NW, 5th Floor  
Washington, DC 20004

Re: Cities Expanding Access to Health Care for Children and Families Planning Grant from the National League of Cities Institute for Youth, Education and Families

Dear Mr. Johnson:

As a Commissioner for the City of Gainesville, I support the City's effort to ensure that parents and families are aware of the low cost health insurance options for their children provided under the Florida KidCare program. I had the privilege of being on the City's team that participated in the Leadership Academy provided by the National League of Cities Institute for Youth, Education and Families in Baltimore, Maryland last month.

The Florida KidCare program provides affordable health insurance for children through 18 years of age, even if one or both parents are working. Unfortunately, many families are not aware of this valuable program and struggle to pay high insurance premiums or their children are forced to go uninsured. In 2009, there were more than 6,000 uninsured children within Alachua County alone; the City of Gainesville is the County seat for Alachua County, and many of these children reside in Gainesville. If the City were to receive this Planning Grant, it would provide an opportunity to expand access to child health care to eligible children and working families who are unaware of the program. The Florida KidCare Program was started in 1998 and has undergone many changes due to funding constraints. Even though it has proven to be a successful program, it is underutilized and Florida still ranked fourth out fifty states with the highest number of uninsured kids in the United States.

This planning grant will provide an opportunity for the City to work with community partners to reduce the number of uninsured kids throughout Gainesville and Alachua County. Thank you for your consideration of the City's grant application for this worthwhile outreach project.

Sincerely,



Randy Wells

Commissioner Pro Tem (District 4)



#130408

**Office of the City Manager**

PO Box 490, Station 6

Gainesville, FL 32627

(352) 334-5010

(352) 334-3119 (fax)

[www.cityofgainesville.org](http://www.cityofgainesville.org)

October 17, 2013

Clifford M. Johnson, Executive Director  
Institute for Youth, Education and Families  
1301 Pennsylvania Ave, NW, 5th Floor  
Washington, DC 20004

RE: Planning Grant

Dear Mr. Johnson,

On behalf of the City of Gainesville, I submit this letter of support for the City's grant application to expand health care services to uninsured children in Gainesville and Alachua County. Low-cost health insurance is available for children of eligible working families but many families are not aware of the affordable health insurance options or how to access these options. The State of Florida ranked number four out of fifty states for the number of uninsured children in the United States. Based on 2009 data, there are approximately 6,000 uninsured children in Alachua County, many who live within the Gainesville city limits.

The City of Gainesville, with its public and private community partners, wants to engage in an outreach campaign to enroll children in the Florida KidCare program, a low-cost health insurance program. With low-cost health insurance, we believe that children are more likely to stay healthy, perform better in school, avoid illnesses and stop the spread some common illnesses in school. Additionally, we believe that the Florida KidCare program will save tax payers money because of the increased awareness of preventative care (regular checkups and vaccinations) which will decrease the number of emergency visits to our local hospitals.

The City of Gainesville has been a longtime supporter of Florida KidCare. While the City has incorporated the Florida KidCare program into our health services program, we still have a lot of work to do to engage our community partners to join with the City in getting the program information out to our neighbors, friends and business community.

The City is interested in incorporating the Florida KidCare program in the planned Empowerment Center for Gainesville/Alachua County. The \$30,000 planning grant will enable the City to join together with its community partners to expand health care services for children and reduce the number of uninsured children within our community.

Thank you for your consideration of the City's grant application for this worthwhile outreach project.

Sincerely,

Russ Blackburn  
City Manager



23320 North SR 235  
Brooker, FL 32622  
[www.acornclinic.org](http://www.acornclinic.org)

**Medical Clinic**  
(352) 485-1133  
FAX (352) 485-2927

**Dental Clinic**  
(352) 485-2772  
FAX (352) 485-1961

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Alachua County Organization for Rural Needs, Inc. (dba ACORN Clinic) is a tax exempt 501(c) (3) organization registered with the Florida Department of Agriculture & Consumer Services (CH189).

Partial funding provided by:  
Alachua County CAPP  
Bradford County  
Suwannee River AHEC  
Union County  
UF Campaign for Charities  
United Way of North Central Florida

October 17, 2013

Clifford M. Johnson, Executive Director  
Institute for Youth, Education and Families  
1301 Pennsylvania Ave, NW, 5th Floor  
Washington, DC 20004

Mr. Clifford:

In my position as Executive Director of ACORN Clinic, a non-profit medical and dental clinic serving low-income residents of rural north central Florida, every day I see families without insurance. Many times our patients and their children are eligible for insurance, but have not been able to navigate the many barriers to applying and getting enrolled.

I also participate in the Alachua County Safety Net Collaborative that has been meeting monthly for one year. It includes organizations that provide medical, oral health, mental health, and/or psychosocial services to low-income, uninsured/underinsured residents in our community. The key goals of the Safety Net Collaborative include the following.

1. Increase capacity of the safety net collaborative by sharing resources, coordinating delivery of services, and identifying other strategies that will increase its efficiency and effectiveness.
2. Serve on the Community Health Improvement Plan's (CHIP) Community Health Policy and Action Committee (CHPAC) to inform local policy-makers of issues, needs, and suggested policy changes.
3. Help the community plan an education/outreach initiative for educating residents of their rights under the Affordable Care Act.

Both of these organizations strongly support the City of Gainesville in its application for a \$30,000 planning grant to develop an outreach program to enroll uninsured children in our community in a low-cost health insurance plan (Florida KidCare) and thereby reduce the number of uninsured children in our community. With low-cost health insurance we believe that children are more likely to stay healthy, perform better in schools, avoid illnesses and stop the spread some common illnesses in school. Additionally, we believe that the Florida KidCare Program will save tax payers money because of the increased awareness of preventative care (regular check-ups and vaccinations) which will decrease the number of emergency visits to the local hospitals in our area.

Please call on me for any further information: [cking@acornclinic.org](mailto:cking@acornclinic.org); 352.485-1133.

Sincerely,

*Candice A. King*

**Mission:**

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



**Rick Scott**  
Governor

**John H. Armstrong, MD, FACS**  
State Surgeon General & Secretary

**Vision:** To be the Healthiest State in the Nation

October 14, 2013

Clifford M. Johnson, Executive Director  
Institute for Youth, Education and Families  
1301 Pennsylvania Ave, NW, 5th Floor  
Washington, DC 20004

RE: Planning Grant

Dear Mr. Johnson,

The Florida Department of Health in Alachua County is pleased to provide this letter of support. It is estimated that over 6,000 of Alachua County's children are without health insurance. A child without health insurance is in danger of missing critical immunizations, forgoing health treatment for common illness and injury, and is 70% less likely to receive medical treatment for medical emergencies. These untreated health conditions can lead to an uninsured child being unable to meet developmental milestones, and missing a disproportionate amount of school. In order for our community to be healthy, children need to have access to health insurance.

As the Administrator of the Alachua County Health Department, I know firsthand the importance of resources focused on our youth and this application for a \$30,000 planning grant is an excellent example of our community's collaboration for children. The funding will be used to develop a plan to enroll uninsured children in a low-cost health insurance plan (Florida KidCare) reducing the number of uninsured children in our community. Florida KidCare (FKC) offers a valuable product for the children of Florida, but if families and caregivers are not aware of the service FKC provides, children will remain without access to quality healthcare even when it is available to them at little to no cost. Outreach to families about the Florida KidCare program is essential.

Please accept this letter of support for this worthy outreach project. Feel free to contact me if you need additional information.

Sincerely,

Paul D. Myers, M.S.  
Administrator  
Florida Department of Health-Alachua

**Florida Department of Health**

Alachua County Health Department, John Henry Thomas, M.D. Health Center  
224 SE 24<sup>th</sup> Street • Gainesville, FL 32641  
PHONE: 352-334-7900 • <http://www.alachuacountyhealth.com>

**[www.FloridasHealth.com](http://www.FloridasHealth.com)**

TWITTER:HealthyFLA

FACEBOOK:FLDepartmentofHealth

YOUTUBE: fldoh



**State of Florida  
Department of Children and Families**

**Rick Scott**  
*Governor*

**Esther Jacobo**  
*Interim Secretary*

**David J. Abramowitz**  
*Regional Managing Director*

October 14, 2013

Clifford M. Johnson, Executive Director  
Institute for Youth, Education and Families  
1301 Pennsylvania Avenue NW, 5th Floor  
Washington, DC 20004

RE: Letter of Support - City of Gainesville, FL application to National League of Cities

To Whom It May Concern:

The Florida Department of Children and Families (DCF) is grateful for the opportunity to provide this letter of support for the City of Gainesville, Florida's application for funding to expand the enrollment of local children in low-cost health insurance – specifically Florida Kid Care.

As the State of Florida's social welfare agency, DCF administers a range of programs aimed at enhancing the immediate and long term success of the individuals we serve. The maintenance of good health and the detection of illness are two primary means for achieving success, particularly among our youngest and most vulnerable clients. Unfortunately, too many of our youth do not realize timely visits to the doctor or visit at all – whether for well checks, immunizations, or when they have notable illnesses. This negatively impacts youths' academic and physical performance, in addition to jeopardizing the health of others around them.

DCF is both a promoter of Florida Kid Care and a facilitator of the application process. By increasing the number of insured youth, we reduce the financial constraints that can often prohibit parents and caregivers from making timely visits to their children's doctor. This in turn reduces the negative impacts that late-stage/emergency room care or no care at all can have on the entire City of Gainesville and the health care entities that serve it.

Please don't hesitate to contact me regarding the City of Gainesville's capacity to undertake this important project and how DCF might further support their efforts. My phone number is 352-494-5723 and my email is [janet\\_romero@dcf.state.fl.us](mailto:janet_romero@dcf.state.fl.us)

Respectfully yours,

*Janet Bente Romero*  
Janet Bente Romero  
Northeast Region Planning and Performance Manager  
Florida Department of Children & Families

**NORTHEAST REGION**

Circuit 3 (Madison, Taylor, Dixie, Hamilton, Lafayette, Suwannee, & Columbia Counties) Circuit 4 (Clay, Duval, & Nassau Counties)  
Circuit 7 (Flagler, Putnam, St. Johns, & Volusia Counties)  
Circuit 8 (Alachua, Baker, Bradford, Gilchrist, Levy, & Union Counties)

5920 Arlington Expressway • P. O. Box 2417 • Jacksonville, Florida 32231-0083

Mission: Protect the Vulnerable, Promote Strong and Economically Self-Sufficient Families, and Advance Personal and Family Recovery and Resiliency



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of North Central Florida

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Debbie Mason  
APR, CPRC, Fellow PRSA

October 14, 2013

Mr. Clifford M. Johnson, Executive Director  
Institute for Youth, Education and Families  
1301 Pennsylvania Ave, NW, 5th Floor  
Washington, DC 20004

Dear Mr. Johnson,

Please accept this letter of reference for the City of Gainesville application for a \$30,000 planning grant to reach uninsured children in our community for enrollment in Florida KidCare. This would be a tremendous asset to our community in so many ways. By increasing enrollment in KidCare more children will have access to primary care, thereby reducing the cost of over burdening our emergency room system for primary care services. Also, this increased access will help children get prevention or sick care services earlier, before problems escalate. That will mean fewer days missed from school and a greater chance for children to succeed in learning and preparing for a more successful life.

The City of Gainesville is an excellent community partner with United Way in so many areas of service to our community. We wholeheartedly support this much needed expansion of enrollment into KidCare to serve the many thousands of families in poverty in our community. Please don't hesitate to contact me if I can provide any additional information to support this request.

Sincerely,

Debbie Mason, APR, CPRC, Fellow PRSA  
President & CEO

Special Thanks to our Academy Sponsors



6031 NW 1st Place • Gainesville, FL 32607-2025  
352-331-2800 (tel) • 352-331-2111 (fax)  
www.unitedwayncfl.org





October 15, 2013

Clifford M. Johnson, Executive Director  
Institute for Youth, education and Families  
1301 Pennsylvania Ave, NW, 5<sup>th</sup> Floor  
Washington, DC 20004

Dear Mr. Johnson:

Suwannee River Area Health Education Center (AHEC) is pleased to support the City of Gainesville in its planning grant application to enroll children in Florida KidCare. This program will help to ensure enhanced quality and access to healthcare throughout north central Florida.

Suwannee River AHEC has maintained an excellent relationship with the City of Gainesville through the Alachua County Healthy Communities Initiative and other similar projects. And as we know, the long standing success of programs like Florida KidCare rely on organizations, like the City of Gainesville, with a true and strong commitment to the administration and leadership required to provide quality care to all its citizens.

Suwannee River AHEC remains a leader in the delivery of preventative healthcare, and is considered one of the premier education organizations in the Gainesville area. Our range of services has positioned us to now manage Affordable Care Act Health Insurance Marketplace Navigators in six counties, including Alachua. Through the work that we will be doing over the next year, we will be referring families to related health insurance programs like Florida KidCare. It would thrill us to know that the City of Gainesville was administering such an important program, and that such administration would help reduce health disparities, avoid duplication of service, and improve the quality of life for thousands of our residents.

Again, I am very pleased to provide this letter of support on behalf of Suwannee River AHEC for the City's efforts to seek a planning grant to administer enrollment into Florida KidCare.

Please do not hesitate to contact me if you need more information.

A handwritten signature in blue ink, appearing to read "M Mesh", with a long, sweeping underline that extends across the page.

Marilyn Mesh, M.Ed, M.Ac.  
Executive Director



**Florida Health Mission:**

To protect, promote  
& improve the health  
of all people  
in Florida through  
integrated state, county,  
& community efforts.

**Rick Scott**  
Governor

**John H. Armstrong, MD, FACS**  
Surgeon General & Secretary

**Florida Department of Health**  
Alachua County Health Department  
John Henry Thomas, M.D.  
Health Center  
224 SE 24<sup>th</sup> Street • Gainesville, FL  
32641  
PHONE: 352-334-7900  
<http://www.doh.state.fl.us/chdalachua/>

Clifford M. Johnson, Executive Director  
Institute for Youth, Education and Families  
1301 Pennsylvania Ave, NW, 5th Floor  
Washington, DC 20004

October 15, 2013

Mr. Johnson,

It is with great pleasure that we support the City of Gainesville with its application for a \$30,000 planning grant to develop an outreach program to enroll uninsured children in our community in a low-cost health insurance plan (Florida KidCare) and reduce the number of uninsured children in our community. It is estimated that over 6,000 of Alachua County's children are without health insurance. A child without health insurance is in danger of missing critical immunizations, forgoing health treatment for common illness and injury, and is 70% less likely to receive medical treatment for medical emergencies. Such untreated health conditions can lead to an uninsured child being unable to meet developmental milestones, and missing a disproportionate amount of school. Children need to have access to health insurance.

With low-cost health insurance we believe that our children are more likely to stay healthy, perform better in schools, avoid illnesses and stop the spread some common illnesses in school. Additionally, we believe that the Florida KidCare Program will save our tax payers money because of the increased awareness of preventative care (regular check-ups and vaccinations) which will decrease the number of emergency visits to the local hospitals in our area.

Your consideration of the City of Gainesville's grant application will be truly appreciated. Please contact me if you have any questions.

Sincerely,

Dr. Steven B. Pokorny  
Director of Health Promotion

[www.floridashealth.com](http://www.floridashealth.com)

TWITTER: HealthyFLA

FACEBOOK: FLDepartmentofHealth

YOUTUBE: fldoh



# ALACHUA COUNTY DEPARTMENT OF GROWTH MANAGEMENT

10 S.W. 2<sup>nd</sup> Avenue Third Floor Gainesville, Florida 32601-6294  
Tel: (352) 374-5249 Fax: (352) 338-3224  
Home Page: [www.alachuacounty.us](http://www.alachuacounty.us)

October 15, 2013

Steven Lachnicht, AICP  
Director  
Growth Management

Richard Wolf  
Assistant Director  
Growth Management

Ken Zeichner, AICP  
Principal Planner  
Comprehensive Planning

Tom Webster  
Housing Program  
Manager

Brenda Wheeler  
Development Review  
Manager

Jeffrey Hays  
Transportation  
Planning Manager

Gregory A. Ferrone  
Building Official

Benny Beckham  
Zoning Administrator

Clifford M. Johnson, Executive Director  
Institute for Youth, Education and Families  
1301 Pennsylvania Ave, NW, 5th Floor  
Washington, DC 20004

Dear Mr. Johnson,

This letter is to support the City of Gainesville, Florida, for the application for a \$30,000 planning grant to develop an outreach program to enroll currently uninsured children in our community in a low-cost health insurance plan (Florida KidCare). With low-cost health insurance services children are more likely to stay healthy, perform better in schools, avoid illnesses and stop the spread of some common illnesses. This grant program is consistent with the Alachua County Comprehensive Plan Community Health Element including the following policies:

*Policy 1.1.7* Alachua County and community based health care providers shall pursue grant funding to ensure evidence-based health promotion and chronic disease self-management programs are carried out at the community level through schools, senior centers, nutrition programs, senior housing projects, faith-based groups, and other community based health care providers.

*Policy 1.5.1* To assist in planning and coordinating the delivery of countywide healthcare services, Alachua County Health Care Advisory Board, County departments and community partners shall utilize the Health Needs Assessments [HNA], the Alachua County Health and Human Services Master Plan 2005-2015 and Alachua County Health Department DOH Strategic Plan, to provide policy-makers with findings and recommendations that help strengthen local partnerships and reduce health inequalities, and apply this information in decision making processes.

We are pleased to support this grant application, and if requested our staff will participate in planning activities to ensure the full participation of uninsured Alachua County families in low cost government health insurance. If you need further information concerning the Alachua County Community Health Element, please contact Kathleen Pagan, AICP, Senior Planner, at 352-374-5249. Thank you.

A handwritten signature in black ink that reads "Steven Lachnicht". The signature is fluid and cursive.

Steven Lachnicht, AICP, Director

Cc: Betty Baker, County Manager;  
Minnie Rolark, Director Community Support Services;  
Candie Nixon, Director CHOICES





October 16, 2013

Clifford M. Johnson, Executive Director  
Institute for Youth, Education and Families  
1301 Pennsylvania Ave, NW, 5th Floor  
Washington, DC 20004

Mr. Clifford:

I have the pleasure of serving as Chair of the Alachua County Children's Alliance. We are a "virtual" organization that has met monthly since 2010. With over 200 members, our vision is to maximize opportunities for children by creating partnerships for prevention, education, and healthy development. Our membership is representative of the full spectrum of organizations that serve children and families including foster care, Sheriff's department, Department of Children and Families, library system, court system, mental health services, Girls Scouts, afterschool mentorship programs, school district and board, pediatricians, early learning coalition, and on and on.

Our organization strongly supports the City of Gainesville in its application for a \$30,000 planning grant to develop an outreach program to enroll uninsured children in our community in a low-cost health insurance plan (Florida KidCare) and thereby reduce the number of uninsured children in our community. With low-cost health insurance we believe that children are more likely to stay healthy, perform better in schools, avoid illnesses and stop the spread some common illnesses in school. Additionally, we believe that the Florida KidCare Program will save tax payers money because of the increased awareness of preventative care (regular check-ups and vaccinations) which will decrease the number of emergency visits to the local hospitals in our area.

Please call on me for any further information: [candice2620@bellsouth.net](mailto:candice2620@bellsouth.net); 352.222-3766

Sincerely,

*Candice A. King*

Candice King, Chair