HEALTHY CHILDREN HEALTHY FAMILIES
TOBACCO SETTLEMENT INITIATIVE MARCHING
TOWARD NOVEMBER BALLOT

On November 15, 1999, Children’s Action Alliance and the Arizona Hospital and Healthcare Association filed the Healthy Children Healthy Families initiative with the Secretary of State. With this filing, we launched a petition drive to place the measure on Arizona’s November 2000 general election ballot. Grant Woods and Eddie Basha are co-chairs of the initiative campaign.

In 1996, Arizona Attorney General Grant Woods and attorneys general from 45 other states, sued tobacco companies for using deceptive marketing tactics that targeted children and degraded the health of millions of people. To settle the lawsuit, the tobacco companies agreed to specific limits on marketing practices and also agreed to pay the states billions of dollars to help make up for the many costs that smoking has imposed. Arizona will receive an average of $120 million every year in settlement payments. That adds up to $3.4 billion over the first 25 years. And it’s up to us to decide what to do with it.

The Healthy Children Healthy Families initiative spends every penny of the tobacco settlement dollars for health care and prevention. The initiative combines the tobacco tax passed by voters in 1994 with the tobacco settlement payments to provide health insurance for uninsured parents and to help children start school healthy and ready to learn.

This includes a dramatic yet practical expansion of AHCCCS health care coverage that draws down two federal dollars for every state tobacco dollar spent. Without the need for federal permission, new legislation, or a new bureaucracy, this will cover about 40,000 parents a year who earn up to $17,000 (for a family of four).

The initiative includes $35 million each year to help parents give their children a smart beginning. The funding will support prenatal outreach, family mentoring, parenting education and preschool for families with children younger than six. These are precisely the kinds of programs that have been proven to prevent child abuse and neglect, increase prenatal care, and promote the healthy development of children.

The initiative also includes provisions to strengthen KidsCare, protect programs for smoking cessation and disease research, and support new efforts for the prevention of cancer, heart and lung disease.

Grant Woods said, “This is what the tobacco settlement was all about. The sponsors of this initiative are keeping faith with the people of Arizona by providing programs which meet the needs of our children and families.”

Eddie Basha added, “This initiative gives parents the real tools they need so that their children can come to school healthy and ready to learn. This is not a partisan issue - it is about our future. This is not a government issue, but a way to link our public and private efforts together and build on the successes we have.”

The petition drive has until July 6, 2000 to collect 101,762 valid signatures. For information on how you can help, see page 2.
COMMENTS

The Healthy Children Healthy Families tobacco settlement ballot initiative (HCFH) described on the cover is an unparalleled opportunity to invest in young children and their families. The 2000 ballot initiative gives voters the chance to put children and families at the top of the agenda.

Unfortunately, this kind of investment will never be accomplished through the state’s regular budget process. For almost 10 years, many of you from across this state have been saying the same thing: Arizona needs to dramatically change its state funding priorities and begin investing in children at the front end of the system to try and prevent expensive damaged lives at the back end.

Business and community leaders have said, police and prosecutors, editorial writers, many public officials, parents, and thousands of participants at Arizona Town Halls have said it. And more than 300 people representing neighborhood groups, the faith community and law enforcement participating in the Violence Prevention Initiative have said it.

But for 10 years, the legislature has ignored these pleas.

Why does Arizona need the Healthy Children Healthy Families initiative?

Because despite 10 years of dramatic economic expansion and prosperity, Arizona has the second highest rate of people with no health insurance;

Because sick parents cannot take good care of their kids and cannot be productive and reliable employees;

Because in good economic times and bad, prevention has taken a back seat in funding the state budget;

Because Arizona is ranked 46th worst in the nation on critical measures of child well-being; and

Because it really makes no sense for kids to get sick for KidsCare, Arizona’s health insurance program for the children of working families.

What are we waiting for? Arizona families have been calling for action for years. And now, the tobacco settlement offers us an historic $120 million a year to finally move beyond all of the rhetoric and actually do something for the kids.

The majority of the settlement dollars in the initiative will support two specific efforts that will provide health care to low-income families and help children start school healthy and ready to learn.

The first effort is new health care and behavioral health coverage for uninsured parents who can’t afford it on their own. Right now, parents can’t get coverage through the Arizona Health Care Cost Containment System health insurance program (AHCCCS) unless they earn less than $5,600 a year (for a family of four).

The initiative will expand coverage to at least 40,000 more parents who earn up to $17,000 a year (for a family of four). Every dollar of state tobacco funds will be matched with two dollars of federal funds to finance this new coverage.

The second effort is the Smart Beginnings Prevention and Trust Fund which will provide $35 million a year to give parents the tools they need to help their children start school healthy and ready to learn.

All across the state, community and faith-based organizations, schools and clinics will choose their own specific services based on the unique needs of their communities and on what has already been proven effective in Arizona, and around the nation: prenatal outreach, family mentoring, parenting education, and quality preschools.

The Healthy Children Healthy Families initiative will also strengthen KidsCare by removing the legislature’s diabolical prohibition on contracting with schools for outreach, providing funding for outreach efforts, and improving the benefits package to be equivalent to the child-friendly AHCCCS benefits package.

The Healthy Children Healthy Families initiative is frankly responsible, cost effective and flexible. The initiative doesn’t spend any money that’s not there. If for any reason tobacco dollars are less than we expect, the spending will adjust to that. In this way, we make sure that health care and prevention will not compete against education and other human services needs for limited state dollars.

Healthy Children Healthy Families will not meet all of Arizona’s health care and prevention needs. We have a long way to go and a lot more work to get there.

What the Healthy Children Healthy Families initiative will do is to finally make the healthy development of children and the well-being of their families a top Arizona priority – something the voters have been saying for years.

HOW YOU CAN HELP PASS HEALTHY CHILDREN HEALTHY FAMILIES

- I would like to volunteer for the campaign.
- Please send a petition to circulate among my family/friends.
- You can use my name publicly as a supporter.
- Please send a representative to speak to my organization.

Name: ____________________________
Organization: ___________________
Address: _________________________
City: __________________ State: ______
Zip: ________________
Phone: (____) _______ Ext: _____
email: ___________________________
SHARING TOOLS FOR WORKING FAMILIES

In October, more than 150 people participated in an Arizona Network for Community Responsibility (ANCR) workshop, Work Enought: Providing Tools to Arizona’s Working Families. Stafed by CAA, ANCR is a group of more than 600 community organizations working toward effective policies for working families.

The workshop had financial support from Bank One and Southwest Gas. Workshop participants gathered practical information to help the families they work with every day, such as application guidelines for KidsCare, the flexibility of child care subsidies, and the benefits of the Federal Earned Income Tax Credit.

The workshop also gave people the chance to think about their own work within a bigger context. Dr. E. Lazere, from the Center on Budget and Policy Priorities in Washington, D.C., brought a national perspective on policy options available to improve the lives of working families in Arizona. Other sessions focused on the impact of budget policies and welfare reform. With networking opportunities and training in advocacy strategies, the workshop shared inspiration to celebrate the day to day successes of all the time pushing to make systems and policies work better for families.

If you are interested in joining ANCR, sign up through our website (www.azchildren.org), or call Elizabeth Hudson at 602-256-0707.

BABIES BORN IN ARIZONA FACE HIGH RISKS

<table>
<thead>
<tr>
<th>Indicator</th>
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<th>Arizona Rate</th>
<th>Arizona Rank</th>
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<td>Babies born to mothers with less than 12 years of education</td>
<td>22%</td>
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* Birthweight of at least 5.5 lbs; APGAR score of 9 or 10; at least 37 weeks gestation; prenatal care beginning in first trimester.


A recent report by the Annie E. Casey Foundation ranks Arizona in the bottom quarter of the nation on key risk factors for newborn babies. “It is absolutely clear that the more of these risk factors a baby faces at birth, the more likely it is that baby will grow into a child who is hungry and sick, a teen who drops out of school, and an adult who can’t succeed,” said Douglas Nelson, President of the Foundation.

Research and experience show that giving parents effective tools when kids are young works to counteract the risks so that their children can start school healthy and ready to learn. Successful efforts include prenatal outreach programs, parenting education, family mentoring, and quality preschool.

COMMUNITY COMES TOGETHER TO BRING HELP TO FOSTER CHILDREN

In January, Children’s Action Alliance brought together more than 250 elected officials, community leaders, and social services experts from around the state to examine the problem of substance abuse among Arizona’s parents and to explore solutions to keep children from suffering dire consequences. The luncheon symposium, Waiving Children: Parental Substance Abuse and Children in Foster Care, was supported by a grant from St. Luke’s Charitable Health Trust.

Dr. Nancy Young gave a presentation on the prevalence of substance abuse among parents and the impact of this problem, both on our economy and on the lives of children. Dr. Young is Director of Children and Family Futures, a consulting and research organization on alcohol and drug treatment. She estimated that 25% of Arizona’s parents who receive welfare and 60-80% of the parents involved with the child protective services (CPS) system have substance abuse problems.

Yet, drug treatment services are in extremely short supply throughout the state. Because not enough treatment is available, many parents can’t stay off welfare and can’t take good care of their children—imposing enormous human and financial costs. Court rulings in Arizona prevent foster children from being adopted into permanent homes until their parents have had reasonable access to drug treatment. As a result, thousands of children are left waiting in foster care for far too long.

A panel of state legislators discussed the outlook for action in Arizona: The Honorable Janet Napolitano, Attorney General; The Honorable Robert Brumwell, Presiding Juvenile Court Judge, Yavapai County; John Clayan, Director of the Department of Economic Security; Ron Smith, Assistant Director of the Department of Health Services; and The Honorable Ruth Solomon, State Senator.

Senator Solomon introduced legislation in January (SB1880), co-sponsored by Senator Peterson and Representatives Anderson and Huffman, to solve this problem. The legislation uses $10 million in surplus federal TANF block grant funds to provide families who are receiving welfare and families in the CPS system with comprehensive substance abuse treatment and supportive services. These services will offer access to thousands of families in severe crisis.

“We have 30 years of research telling us that substance abuse treatment pays,” explained Dr. Young, “but in Arizona last year, 93% of those needing treatment did not receive it.”

For more information, contact Beth Rosenberg at (602)226-0707 or bosenberg@azchildren.org.

THE CENSUS IS HERE! THE CENSUS IS HERE!

Every ten years, the U.S. Census Bureau counts everybody in the United States. Or at least they try to. But they often miss kids. The Census Bureau estimates that more than 2 million children were left uncounted in 1990.

These kids are likely to be Hispanic, Black, or poor. And American Indian children are the most undercounted group of all. So, it isn’t that surprising that Arizona had the 15th worst children’s undercount in the nation in 1990.

This has very real consequences for Arizona. Federal funding for programs such as Head Start, AHCCCS, special education, and child care subsidies is calculated based on census numbers. If the Census counts fewer kids in Arizona, we have fewer dollars for these vital services. For example, for each person not counted in 2000, the City of Phoenix will lose $415 each year for the next ten years.

Accurate census data are also needed for good policy decisions. Virtually every population statistic used for government planning and policy is based, at least in part, on census data. And CAA relies on census data to tell us about the condition of children and families and help us identify strategies for improvement.

The Census Bureau is working with community groups across the state and the nation to increase the response rate in 2000 and get more kids counted when forms are distributed this month. The outreach will include personal follow-up visits to households who don’t return their forms as well as organized assistance centers to help people complete the questionnaires.

You can help spread the word that kids need the Census. Remind friends and neighbors to return their questionnaires by April 1. And make sure to count the kids.

For more information, visit www.ci.phoenix.az.us/CITYGOV/census.html.
YOU EARNED IT!
YOUR KIDS DESERVE IT!

In the past year, the number of Arizona children enrolled in KidsCare has more than quadrupled. Nearly 29,000 children are now insured through KidsCare, and an additional 27,000 are covered by AMCCCS as a result of their KidsCare application. All children will now benefit from comprehensive health insurance.

But there is a long way to go. More than 200,000 children who are eligible for AMCCCS or KidsCare are not enrolled. Many live in working families who have no idea free or low-cost health care coverage is available for them. Many parents are struggling each month to pay for food and rent so that their kids are healthy, health insurance is not top on their mind. And even though the application process is easier than ever, many parents are confused or intimidated by the paperwork required.

CAA is ready to launch an exciting new outreach campaign this spring to help connect these families with KidsCare and AMCCCS health insurance. Supported by a grant from the Robert Wood Johnson Foundation’s Covering Kids project, CAA will distribute brochures and flyers with simple, clear information for parents.

The campaign includes added attractions. Along with the information about health care coverage, the brochures publicize child care subsidies, free and reduced-price school lunches, and the federal earned income tax credit. All these programs, supported by taxes from working parents, are underutilized, and all can make a big difference in the lives of children.

For information or for copies of the brochure, contact Angela Rodgers at (602) 266-7077 or angler@azchildren.org.

CAEs CELEBRATES THROUGH THE EYES OF A CHILD

More than 400 CAA friends and supporters made the first annual Through the Eyes of a Child gala last September a wonderful festive event and an enormous success. The evening got off to a rousing start with an energetic song and dance performance by students from Horizon High School in Scottsdale. Guests enjoyed bidding in the silent auction for a wide variety of artwork created by high school students from around the Valley.

After dinner, CAA Vice President Carol Kamin, presented the 1999 Horonye Stearl Child Advocacy Award to the Honorable Grant Woods for his unique combination of intellectual idealism and insistent determination on behalf of Arizona’s children. Woods was delighted by a surprise appearance from his friend, Kingston Trio singer/songwriter John Stewart. As Stewart entertained the crowd, Woods – the radio show host, former elected official, attorney, husband, and father – added vocal performance to his list of accomplishments by stepping up to the microphone and joining in the chorus.

Steve and Terry Romas and Sarah and David Bodney co-chaired the event, drawing in a range of community participation from Premier sponsors by Bradshaws and APS, to student volunteers working the auction, to donations of framing for the art. The Bodneys even brought their 8-day-old son, Daniel, to join in the fun.

CORPORATIONS PARTNER WITH CHILDREN’S ACTION ALLIANCE

Children’s Action Alliance is grateful for the financial support of large and small businesses throughout Arizona. This is part of an occasional series of profiles of our business contributors.

WELLS FARGO

Wells Fargo is actively involved in the communities in which it operates and encourages employees to develop their leadership in the community as well. The contributions program emphasizes decision-making at the local level so that managers can tailor corporate giving to meet the specific needs and priorities in their own community. Wells Fargo focuses contributions in four areas that profoundly affect the quality of life in Arizona: community development, education, human services, and arts and culture. Brenda Spalding, Vice President for Community Relations, explains that Wells Fargo supports the work of CAA because Arizona lags behind in many categories of services for children. That leaves a great deal of room for improvement. Spalding adds that “Children’s Action Alliance has a strong track record for researching issues and developing sound strategies for its programs and collaborations.”

SALT RIVER PROJECT

Salt River Project (SRP) designs its corporate contributions to help make communities better places to live and do business for customers and employees. SRP directs the largest portion of its contribution budget to support education and human services organizations. The company works to make the most impact with its philanthropic budget by identifying nonprofit organizations that have demonstrated success and by encouraging collaboration and effective financial management on the part of grant recipients.

According to Catherine Foley, Manager of Corporate Affairs, SRP recognizes that the health and welfare of children and families today will have the greatest impact on our community tomorrow. “We support the formation of public policy and social programs based on accurate information. Children’s Action Alliance has served as a voice for children throughout Arizona, using reliable information to change their lives for the better.”

The gala raised more than $70,000 to support the research and advocacy work of CAA. Executive Director Carol Kamin expressed heartfelt thanks for the generous support to tackle the challenges facing Arizona’s children. “This evening,” she said, “as we cherish the new life of baby Daniel, we also celebrate our wishes for love, security, health, and opportunity for all of Arizona’s Daniels and Daniels.”

Strobe Award winner, The Honorable Grant Woods, shares a joke with singer/songwriter John Stewart

Ammonda Fores, Senior Vice President, APS, and Eddie Besho share a laugh during the evening’s festivities. Bradshaws and APS were premier corporate sponsors for the gala.

Steve Romas, Senior Vice President, Bank One, The Honorable Janet Napolitano, and The Honorable Carolyn Allen enjoy the reception and art auction.

Evening encore extraordinare, Pat McLintock, shows CAA Executive Director, Carol Kamin, his enthusiasm for Through the Eyes of a Child.
PUBLICATIONS AVAILABLE FROM CHILDREN'S ACTION ALLIANCE

- Make Kids Count: Closing the Gap in Children's Health Care Coverage – description of existing health care programs in Arizona and recommendations to further shrink the number of uninsured children
- KIDS COUNT Data Book 1999 – comparison of 50 states on indicators of child well-being
- The Right Start – rankings of 50 states and 50 largest U.S. cities on health risks and family factors affecting children from birth
- When Teens Have Sex: Issues and Trends – analysis and comparison of 50 states on trends in the teen birth rate and teenage sexual behavior
- Survival Tips for Parents Getting Public Assistance – questions and answers on welfare work requirements, time limits, child care and more (available in English and Spanish)
- Strengthening Families – bulletin examining Arizona's income tax and the impact of tax cuts
- Is Welfare Reform Working? – description of conditions for families after they leave welfare
- You Earned It! Your Kids Deserve It! – brochure for parents about children's health insurance, child care subsidies, tax credits, and free school lunches

To order a publication, please call us at (602) 266-0707 or visit www.azchildren.org.

SAVE THE DATE!

The Arizona Biltmore is the place to be on Saturday, September 16, 2000 for CAA’s annual gala, Through the Eyes of a Child. The evening will be a celebration of Arizona's children, including a silent auction of children's art, dinner, dancing and the presentation of the 2000 Horace Steele Child Advocacy Award. All proceeds will support the work of CAA.

Volunteer opportunities are available in many areas including entertainment, sponsorship, public relations, copy writing and graphic design. Whether you have a few hours or a few months to volunteer, your time and talents will be greatly appreciated!

For information, contact Margaret Leichtfuss at (602)-266-0707 or mleichtfuss@azchildren.org.

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