



# Children, the Border, Our Future

U.S.-Mexico Border Child & Adolescent Health Forum – June 3, 2009



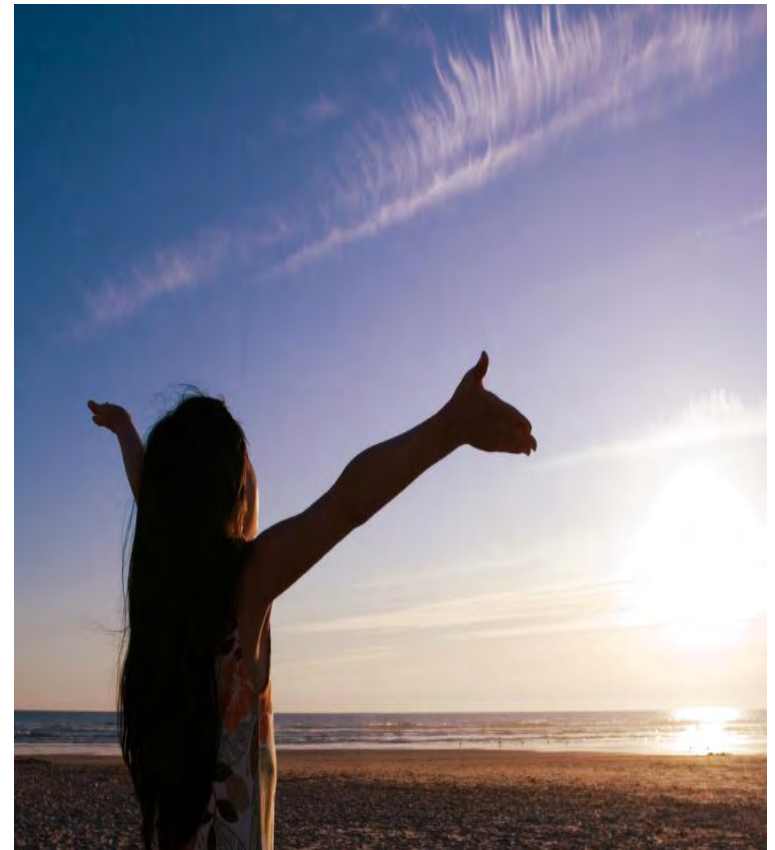
FIRST FOCUS

MAKING CHILDREN & FAMILIES THE PRIORITY



## Interests of Children, the Border, and Our Future are Linked

- The border ranks 2<sup>nd</sup> among all states in the percentage of children (almost 1/3 of border population are children)
- 1 in 4 U.S. children live in a border state
- As we shortchange our children, we shortchange the border and our future



*Public Policy:*

# Isn't Everything Great for Kids?



# Perception vs. Reality



“Lawmakers on both sides know that a piece of legislation stands a much better chance of passage if it’s about kids.”

Dana Milbank

*Washington Post*

Sept. 26, 2007



# Perception vs. Reality



Millbank cites the following legislation:

Kids Come First Act  HAS NOT PASSED

Prepare All Kids Act  HAS NOT PASSED

Early Childhood Investment Act  HAS NOT PASSED

Play Every Day Act  HAS NOT PASSED

Safe Babies Act  HAS NOT PASSED

Children's Dental Health Improvement Act  HAS NOT PASSED

Early Detection of Dyslexia in Children Act  HAS NOT PASSED

**These bills have not been passed nor signed into law.**



On whether Texas should expand coverage for children: “This is not what I consider to be a piece of legislation that has the vast support of the people of the state of Texas.”

Rick Perry

*Governor of Texas*

May 28, 2009



# ***U.S. DOMESTIC POLICY***

**The Bad: context for  
children – last five  
years**

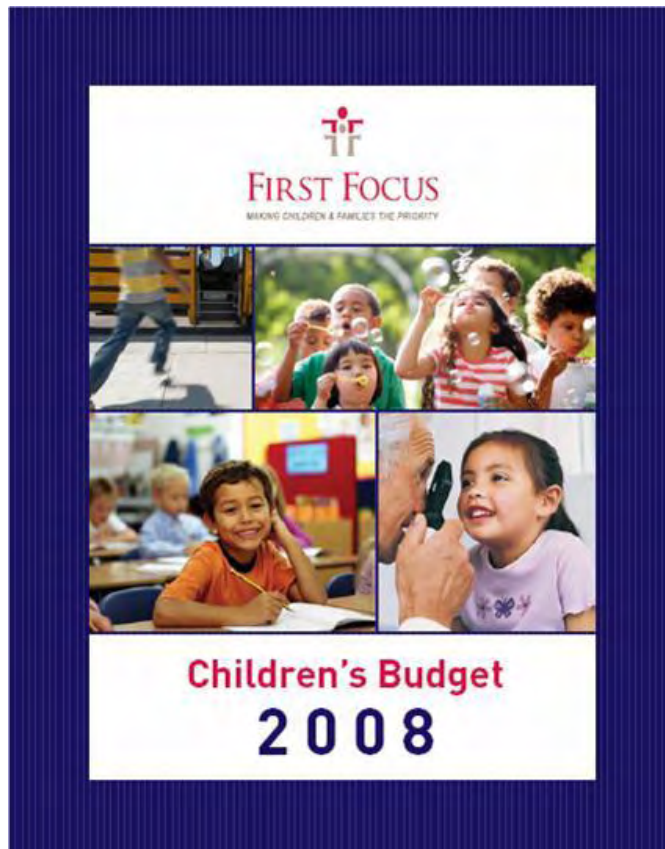
- **The Good: First 100  
Days**
- **The Ugly: the path  
ahead – health reform  
and budget deficits**



# Children in the Budget: *Reality: Children's Budget*



The Children's Budget provides a comprehensive look at children's spending going back to 2004



CHILDRENS BUDGET.ORG

FIRST FOCUS

CB HOME OVERVIEW PROGRAMS IMPACT OF INFLATION COMPARISONS ABOUT US

### Making Children a Greater National Priority in the Federal Budget

First Focus, a bipartisan children's advocacy organization, has set out to determine how well our nation is fulfilling its duty of protecting and preparing American children for the future. This site provides the raw data on funding trends for all budgetary programs related to children, and highlights the disturbing fact that in recent years children have lost significant ground as a priority in the federal budget. Regardless of how you look at the facts, whether as a share of non-defense discretionary spending, a share of overall domestic spending, or as a percentage of the national Gross Domestic Product, the share of spending for children is spiraling downward. [Read more](#)

#### FEDERAL SPENDING ON CHILDREN

Over the past five years, children have lost significant ground in the federal budget. Their share of the federal non-defense budget declined from 11% in 2004 to 10% in 2008.

#### 2008 FEDERAL NON DEFENSE BUDGET SPENDING

10% : SPENDING ON CHILDREN  
90% : ALL OTHER SPENDING

#### SEARCH PROGRAMS

Search for funding data on more than 180 federal programs that benefit children by entering criteria in the form fields below.

Keywords:

Policy Area/Category:

Federal Agency:

SEARCH PROGRAMS

ADVANCED SEARCH

#### COMPARE FUNDING CATEGORIES

Select a children's budget category to view more details.

Policy Area / Category:

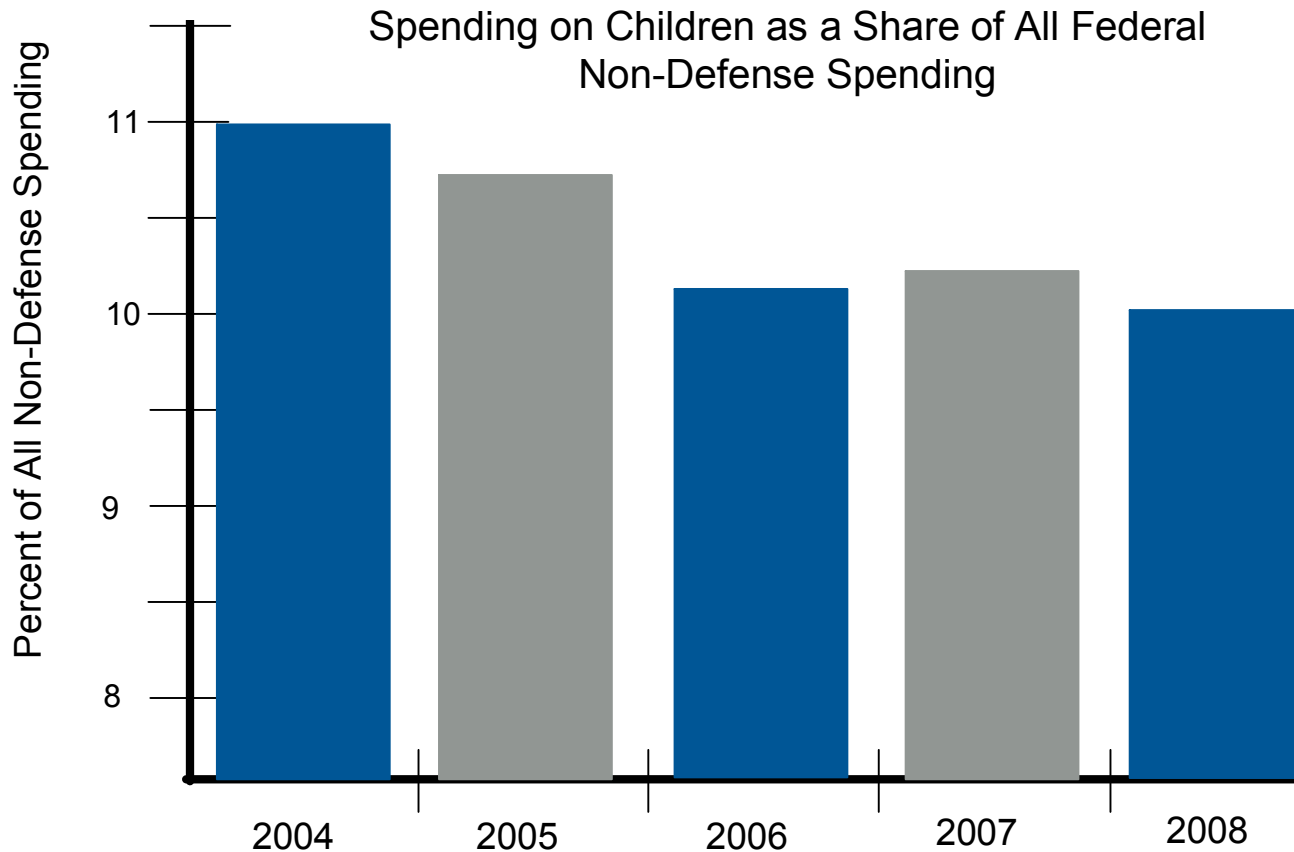
COMPARE FUNDING

ABOUT US | METHODOLOGY | CONTACT US | MEDIA INQUIRIES | FEEDBACK

# Children's Budget



From 2004 to 2008, the share of the federal, non-defense budget going to children's programs declined by nearly 10%.



# Children's Budget



From 2004 to 2008, while federal spending increased dramatically, children were almost entirely left out.

Increase in Federal Non-Defense Spending:



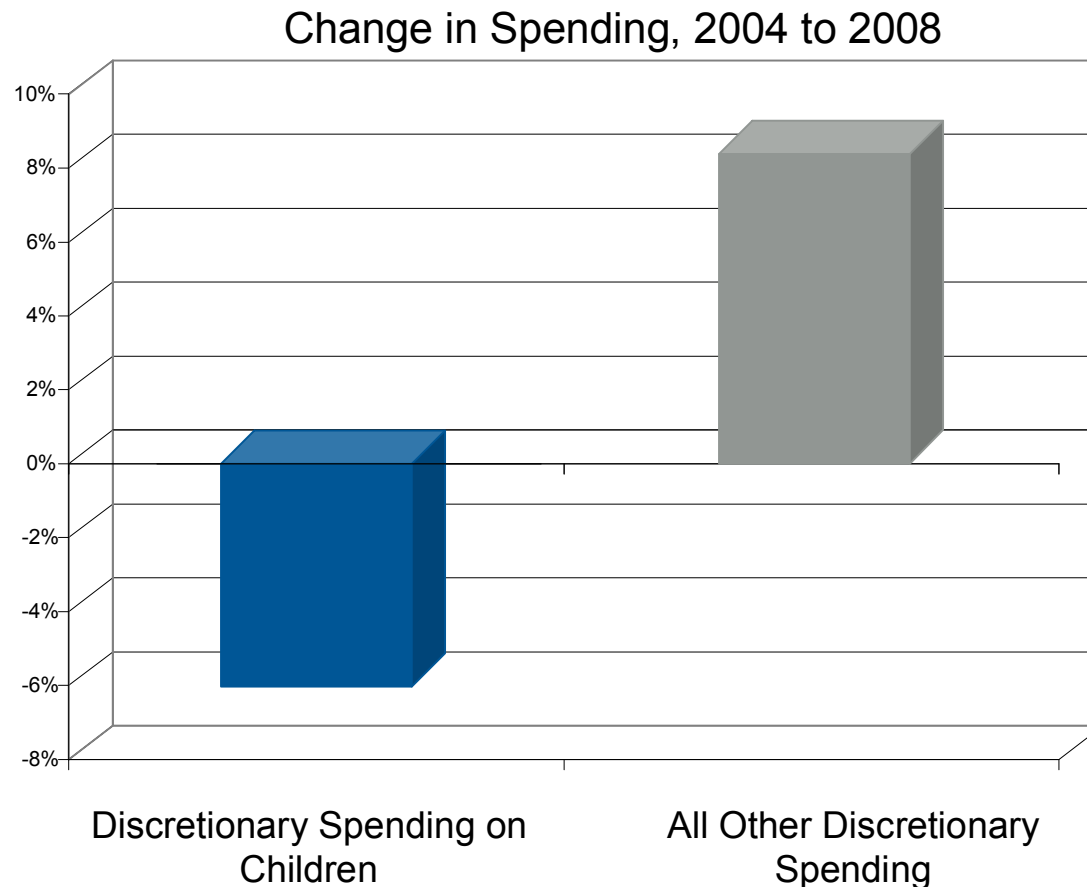
Increase in Federal Spending on Children:

Only 1% of the increase went to children and children's programs

*The Past Five Years:*  
**Children's Budget**



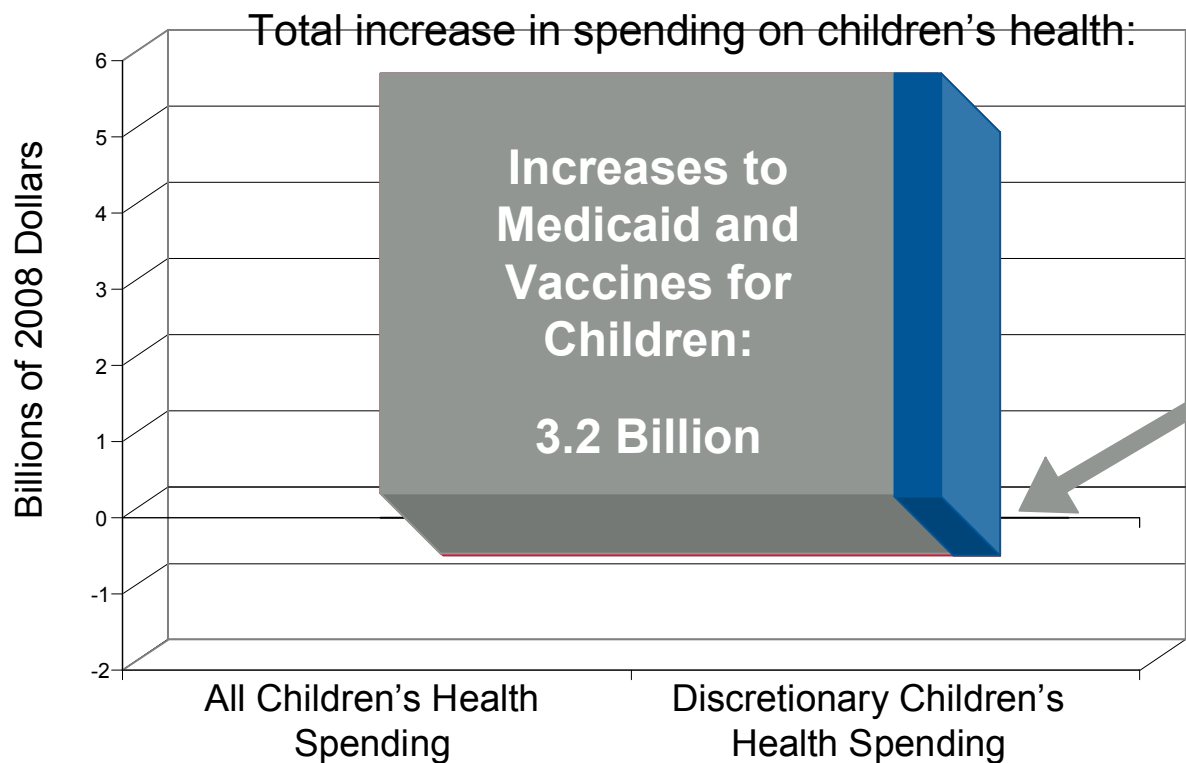
From 2004 to 2008, real discretionary spending on children fell while all other discretionary spending grew.



# Children's Health



Spending on children's health has increased overall, due almost entirely to increases for Medicaid and the mandatory Vaccines for Children program



Discretionary spending on children's health had actually declined.

The Past Five Years:

# Children's Budget



We have been shortchanging our children,  
the border, and our future



# Passage of CHIP



## President Obama at CHIP Reauthorization bill signing on Feb. 4:

“I refuse to accept that millions of our kids fail to reach their full potential because we fail to meet their basic needs. In a decent society, there are certain obligations that are not subject to tradeoffs or negotiation - health care for our children is one of those obligations.”



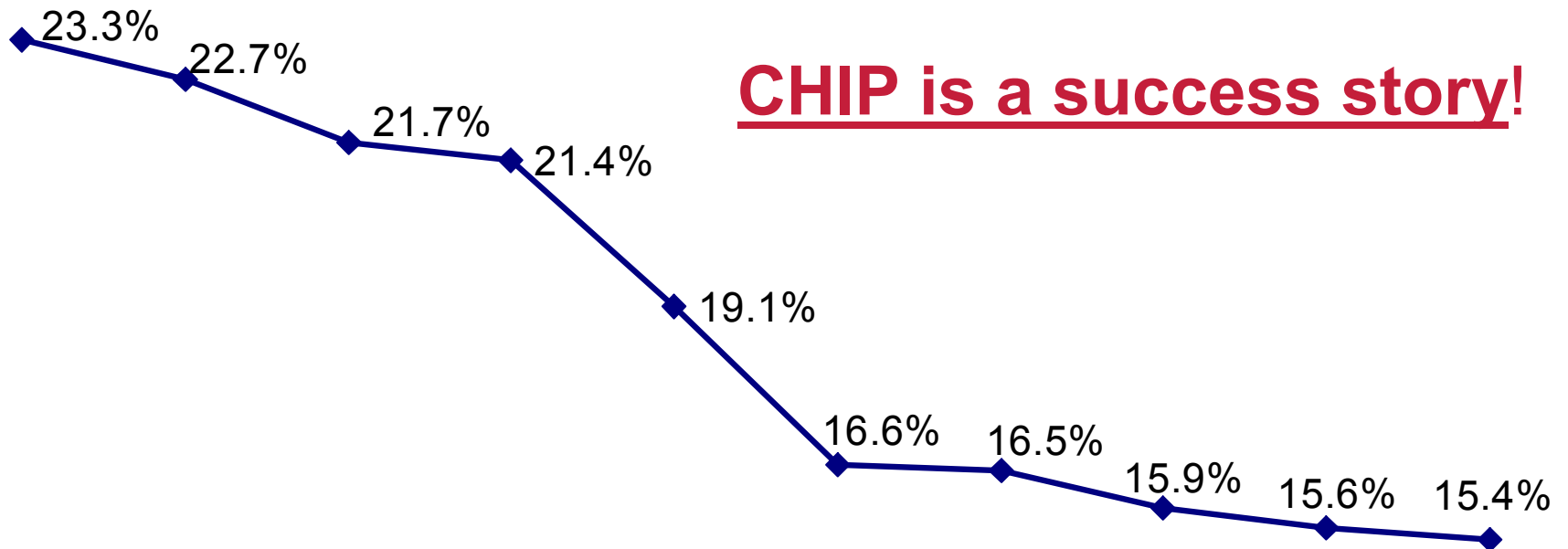


## Lake Research Partners:

- **82-10%** support for SCHIP reauthorization
  - 93-3% among Democrats
  - 76-11% among Independents
  - 73-18% among Republicans
  
  - 92-4% among Obama voters
  - 71-18% among McCain voters
  
  - 83-10% among born-again Christians
  
  - 80-13% among voters in the South
  - 81-14% among rural voters



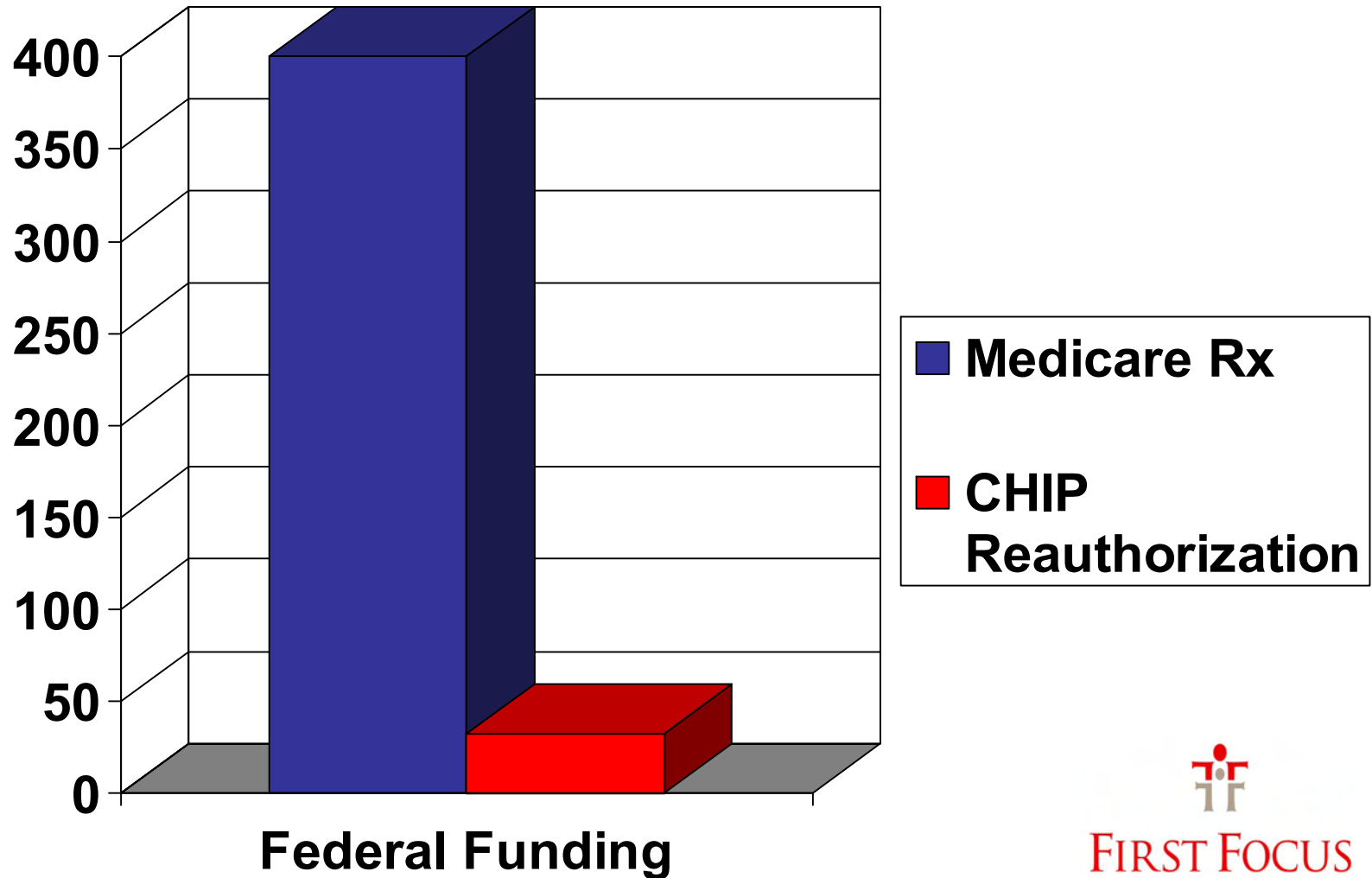
# Trends in the Uninsured Rate of Low-Income Children, 1997- 2006



Reauthorization will reduce uninsured rate below 8%

1997 1998 1999 2000 2001 2002 2003 2004 2005 2006

# Medicare Rx vs CHIP Funding (in billions of dollars)



**FIRST FOCUS**

MAKING CHILDREN & FAMILIES THE PRIORITY

*The First 100 Days:*

# Children's Budget



More than 18% of spending and tax cuts in the American Recovery and Reinvestment Act will be directed at children and children's programs.

**\$787 Billion**  
Recovery Package

**\$143.7 Billion**  
for Kids

*The First 100 Days:*  
**Children's Budget**



In fiscal year 2008, only 10% of federal funding went to children and children's programs.

*If the investment in children contained in the stimulus packaged were added to the total spent on children in 2008, it would amount to a 62% increase.*

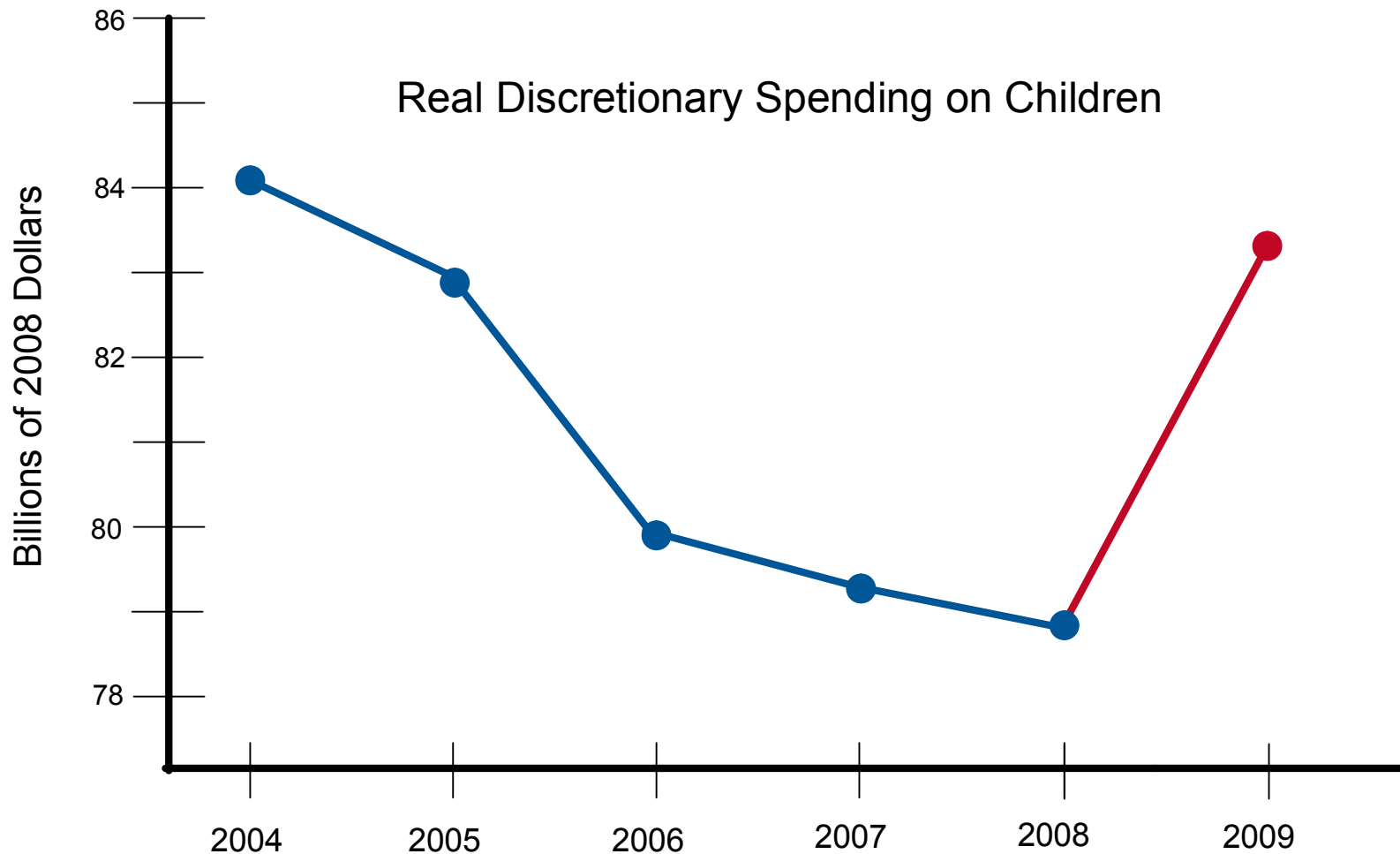
**\$143.7  
Billion**

Fiscal Year  
2008:  
**\$233  
Billion**

# Children's Budget



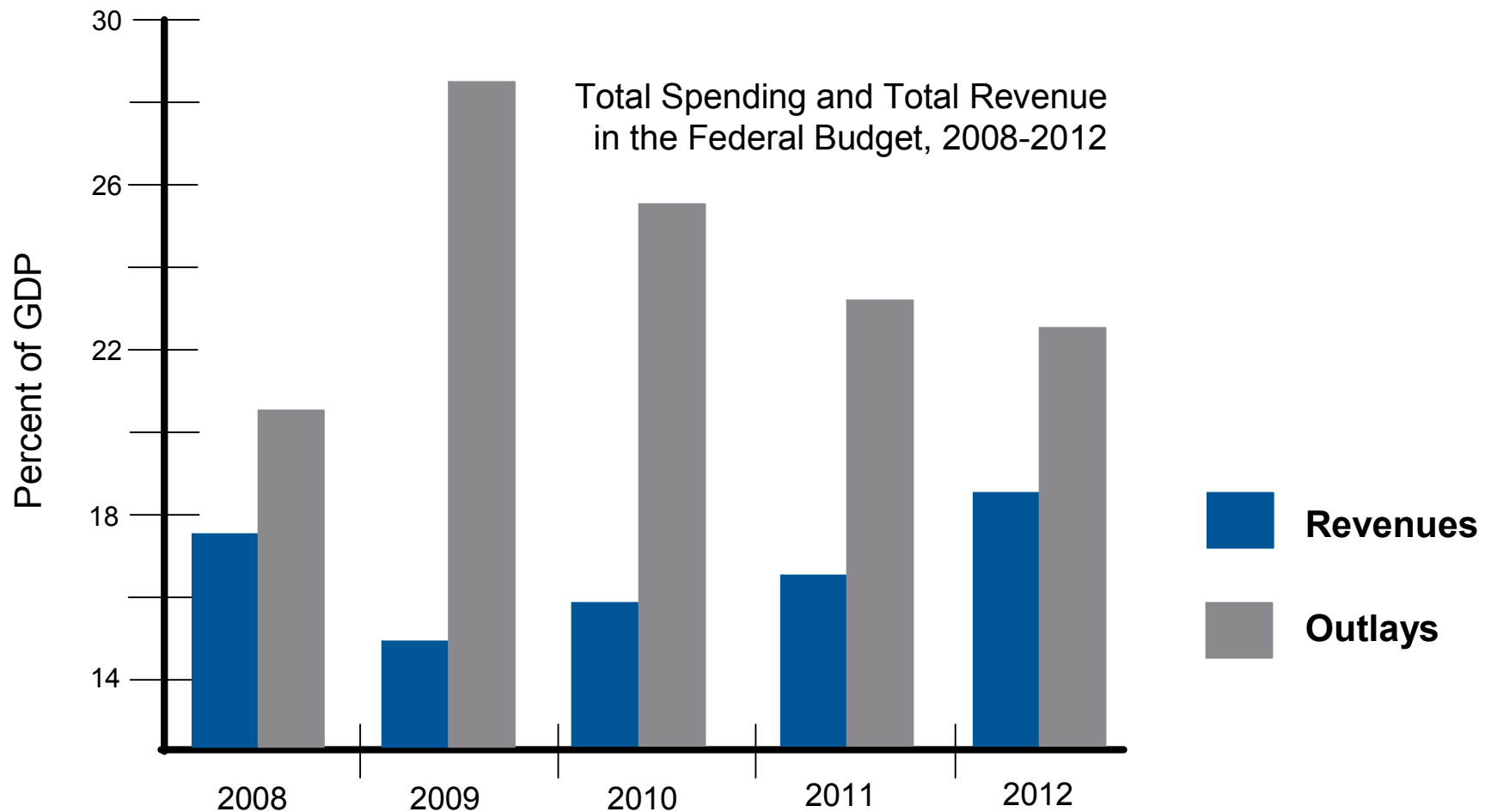
The FY 2009 Omnibus Appropriations Bill will restore discretionary spending on children nearly to 2004 levels.



# Children's Budget



Large deficits and increasing overall budget pressures could begin to squeeze children's programs.





## Children's Health

- **CHIP Implementation**
- **National Health Reform: Unique Role of Children**
- **Medicaid and CHIP in Health Reform: Kids Have Most to Gain or Lose**
- **Public Health Needs: Immunizations, Childhood Obesity, and Dental**



# Unique Health Need of Children

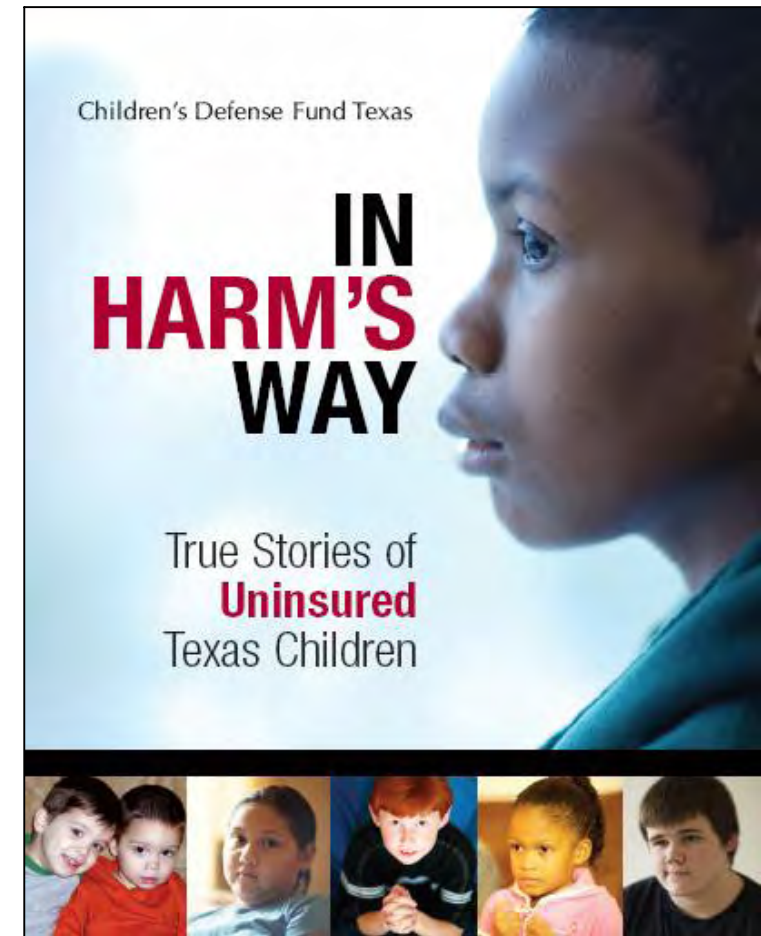


## “Children are not little adults”

- Infants/toddlers – developmental issues, vulnerability, prevention, special needs
- Adolescents – behavioral health, safety, and reproductive health

## “Children have unique health care needs that are often neglected or ignored in health policy”

- Policy issue question: “Is it good for children?”
- Medicaid is a child-friendly benefits package with EPSDT and supports and services (what happens to Medicaid?)
- Family issues – subsidies or taxes credits, network access
- Prevention – immunizations, childhood obesity, dental
- Health quality – few pediatric measures
- Safety net issues – school health, access to pediatric care
- Health Information Technology



*Children & Health Reform:*  
**Leaving Children Behind**



## Lesson: Massachusetts Commonwealth Care

### *The Boston Globe*

**Coverage of children not required  
in health law**

**State hoping to fix omission**

By Liz Kowalczyk, Globe  
Staff | October 2, 2006



# Children & Health Reform: Is It Good for Children?



## Where Are the Children? Protecting What We Have

- 55% enrolled in employer coverage
- 30% enrolled in Medicaid/CHIP
- 4% in individual coverage

## Address the Remaining Uninsured Children

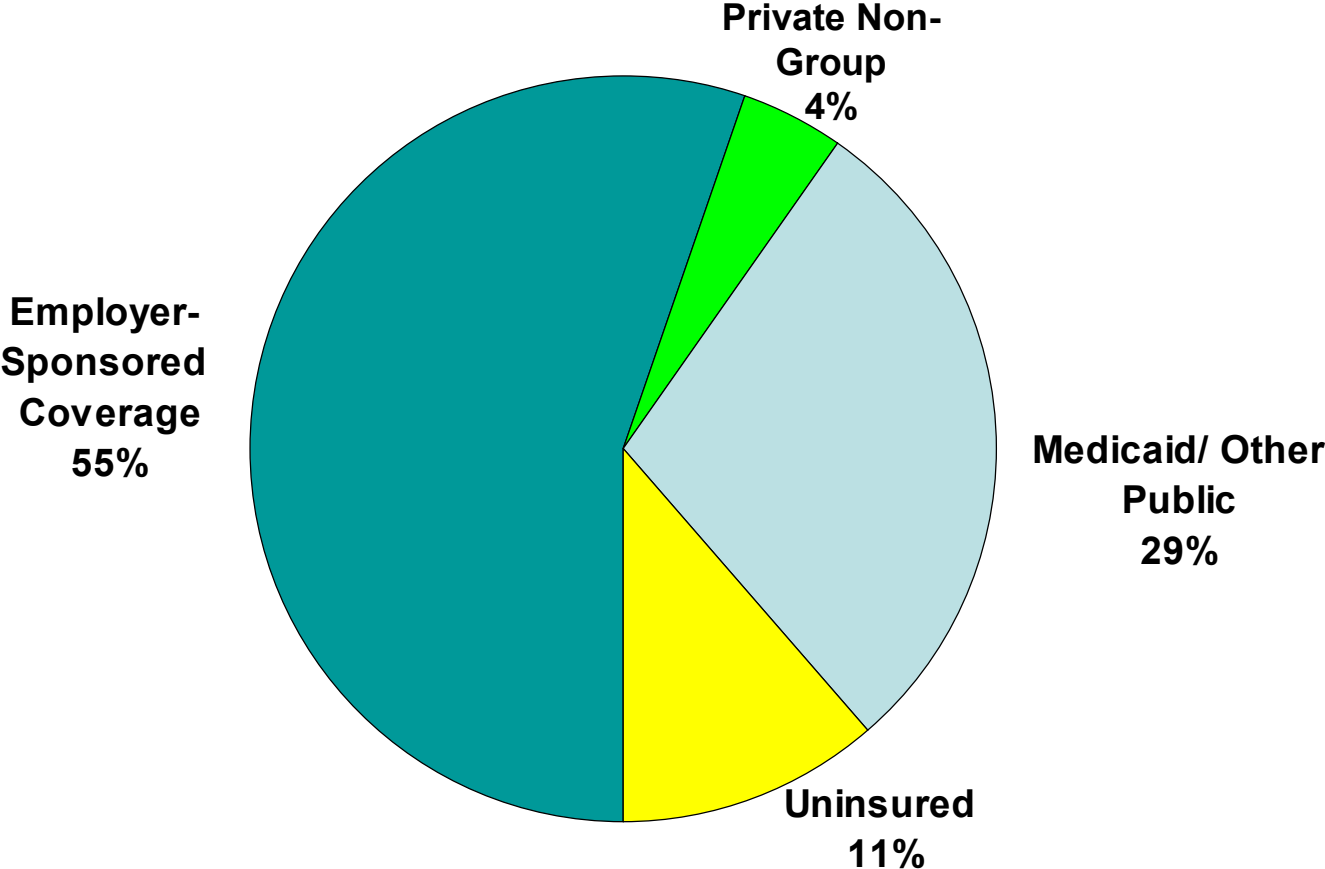
- 11% uninsured (worse on the border)

## Policy issue question: “Is it good for children?”

- Needs to address unique developmental needs of children
- Family issues
  - taxes credits
  - network access & affordability
  - immigrant households (82% have citizen children)



# Health Insurance Coverage of Children, 2007



**78.6 Million Children**

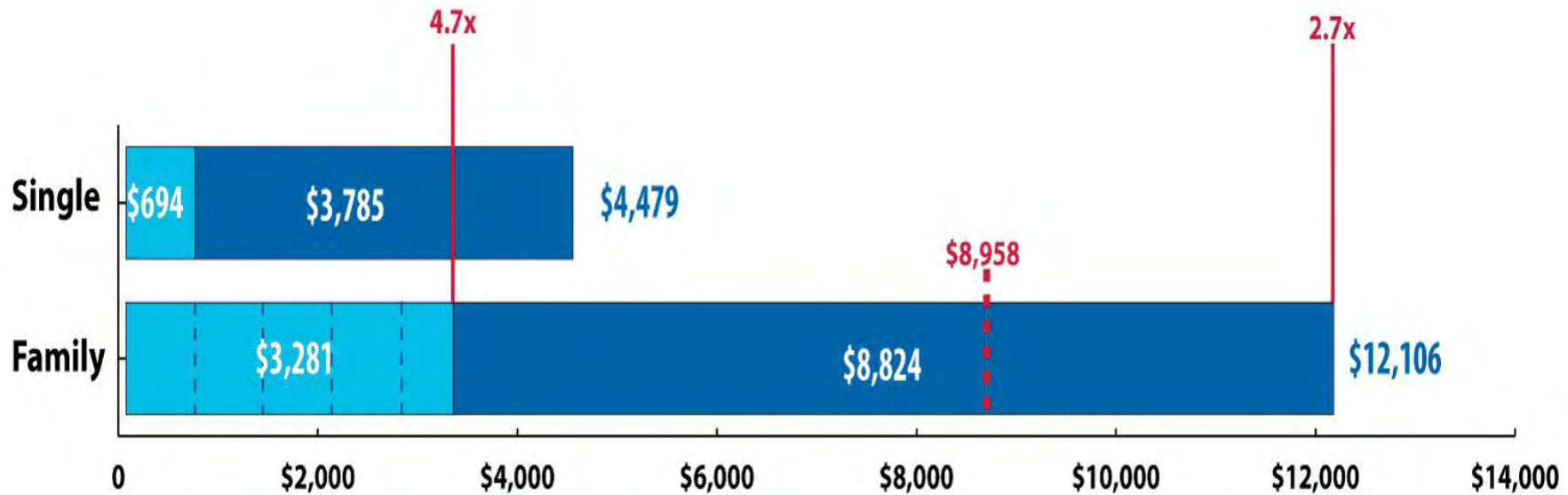
NOTES: Data may not total 100% due to rounding. Children includes all individuals under age 19.

SOURCE: Kaiser Commission on Medicaid and the Uninsured/Urban Institute analysis of 2008 ASEC Supplement to the CPS.

# Family vs. Individual Coverage

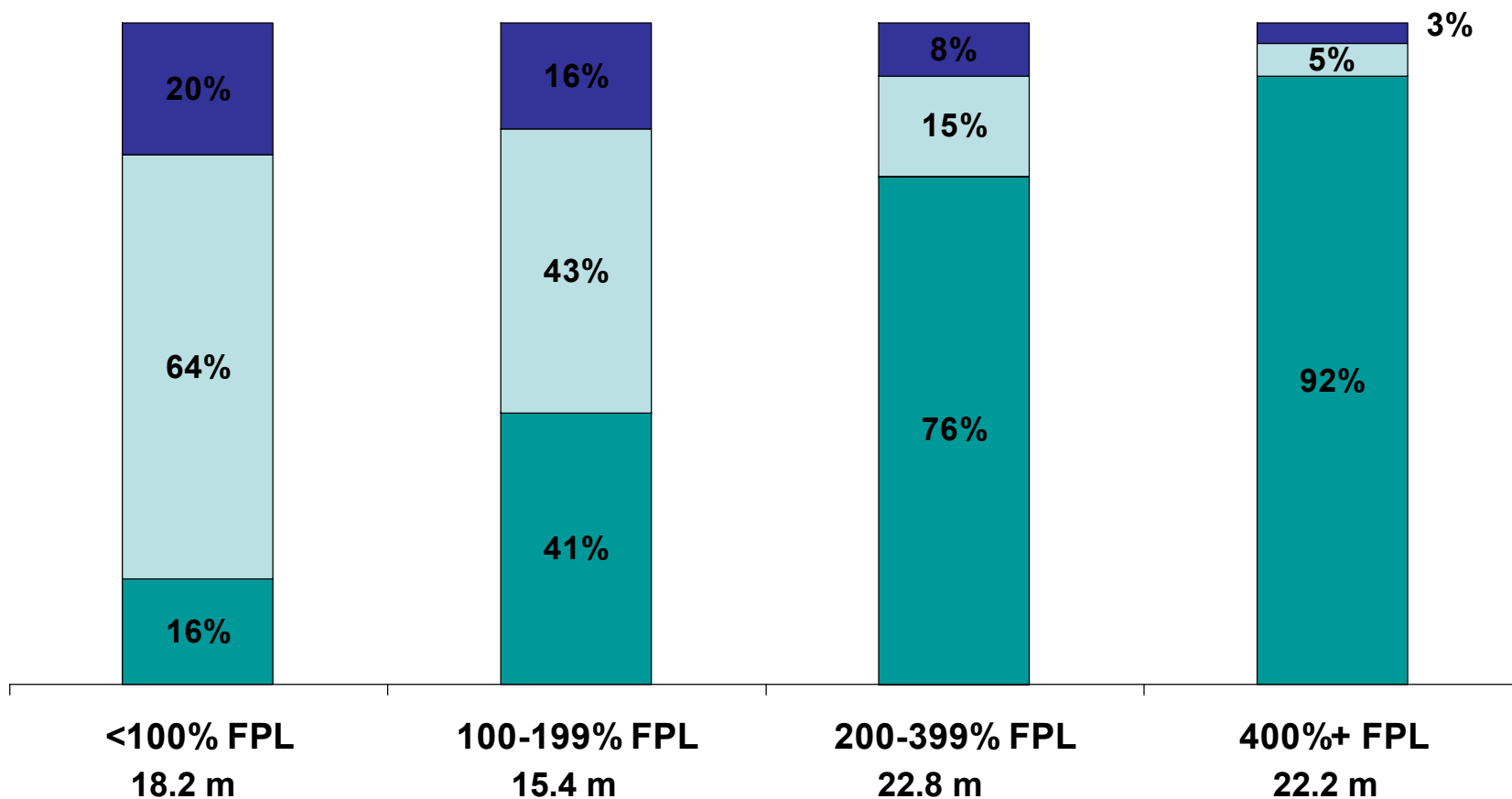


**Average Annual Firm and Worker Premium Contributions and Total Premiums for Covered Workers for Single and Family Coverage, 2007**



# Health Insurance Coverage of Children by Income, 2007

■ Employer-Sponsored/Other Private
 ■ Medicaid/Other Public
 ■ Uninsured



**Total = 78.6 Million Children**

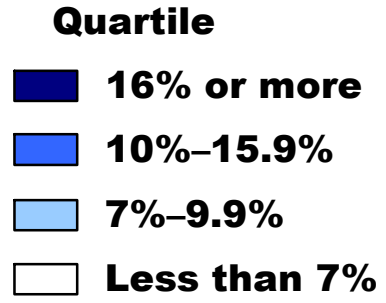
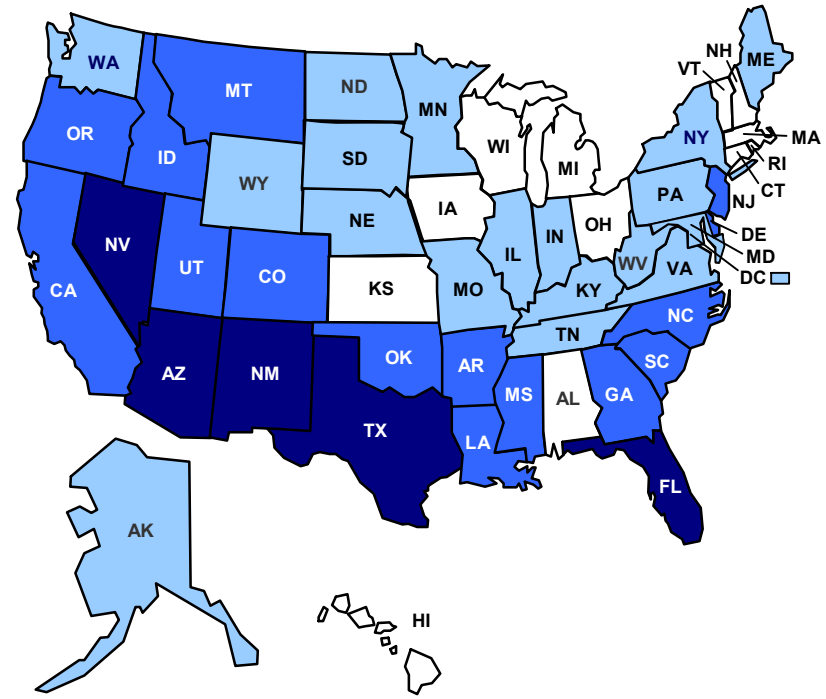
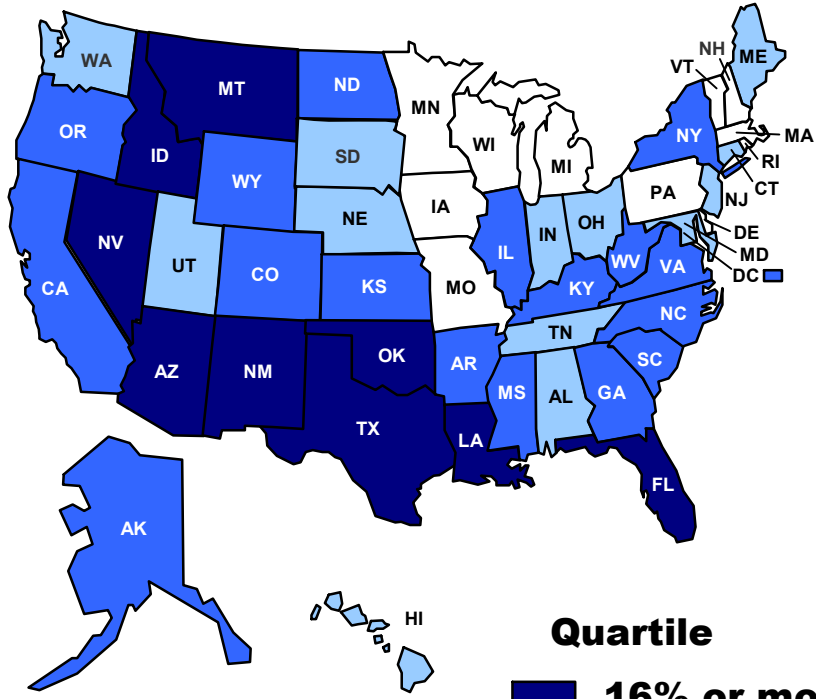
NOTE: Data may not total 100% due to rounding.

SOURCE: Kaiser Commission on Medicaid and the Uninsured and Urban Institute analysis of 2008 ASEC Supplement to the Current Population Survey.

# Percent of Uninsured Children Declined Since Enactment of SCHIP in 1997, but Gaps Remain

**1999–2000**

**2005–2006**



Source: The Commonwealth Fund's two-year averages 1999–2000, updated with 2007 CPS correction, and 2005–2006 from the Census Bureau's March 2000, 2001 and 2006, 2007 Current Population Surveys.



## ***Children's Health***

- ***Current: Default is No Coverage***



- ***CHIP Implementation: Express Lane Enrollment***



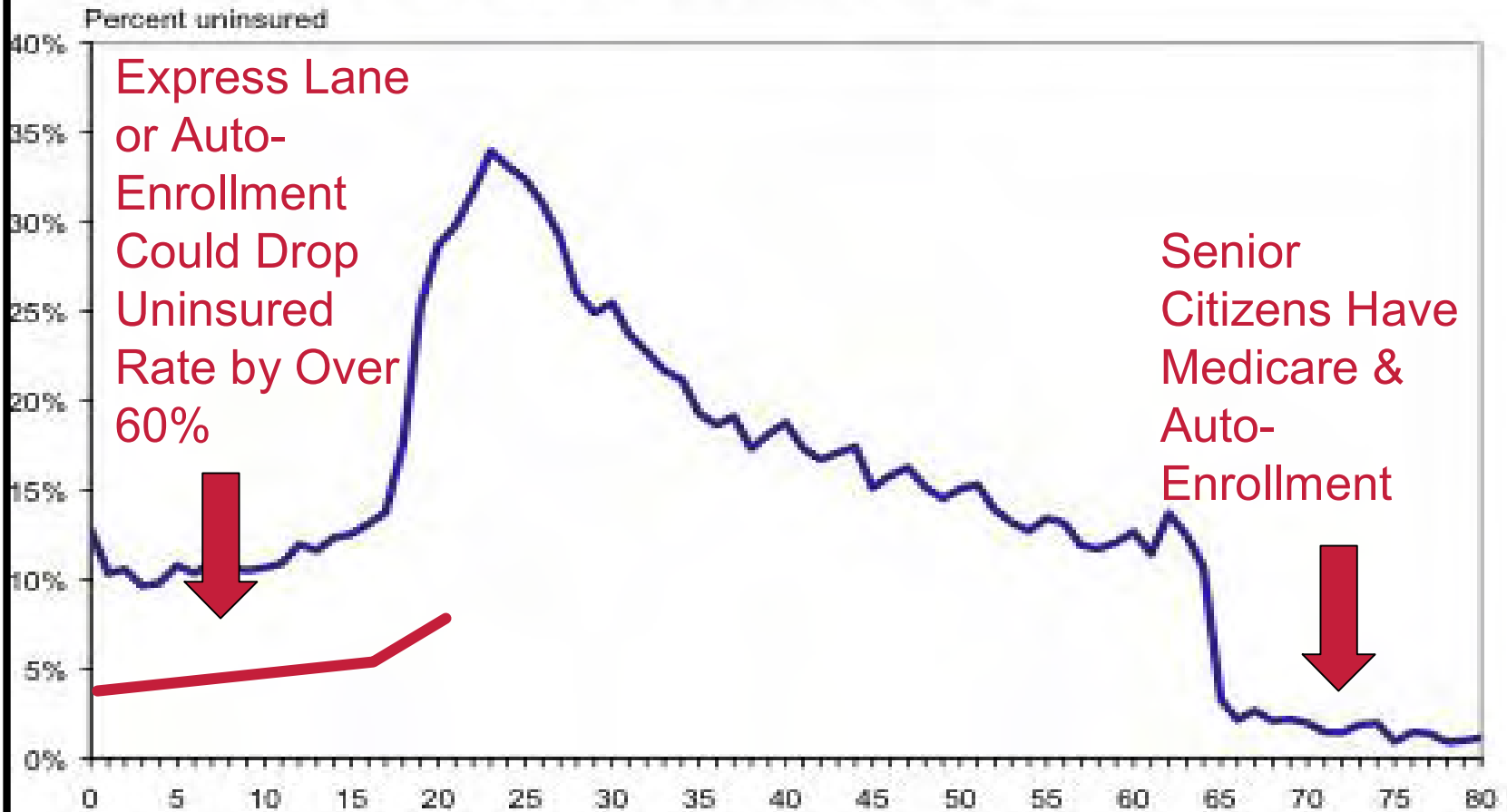
- ***National Health Reform: Auto-Enrollment***



# Movement to Covering All Kids

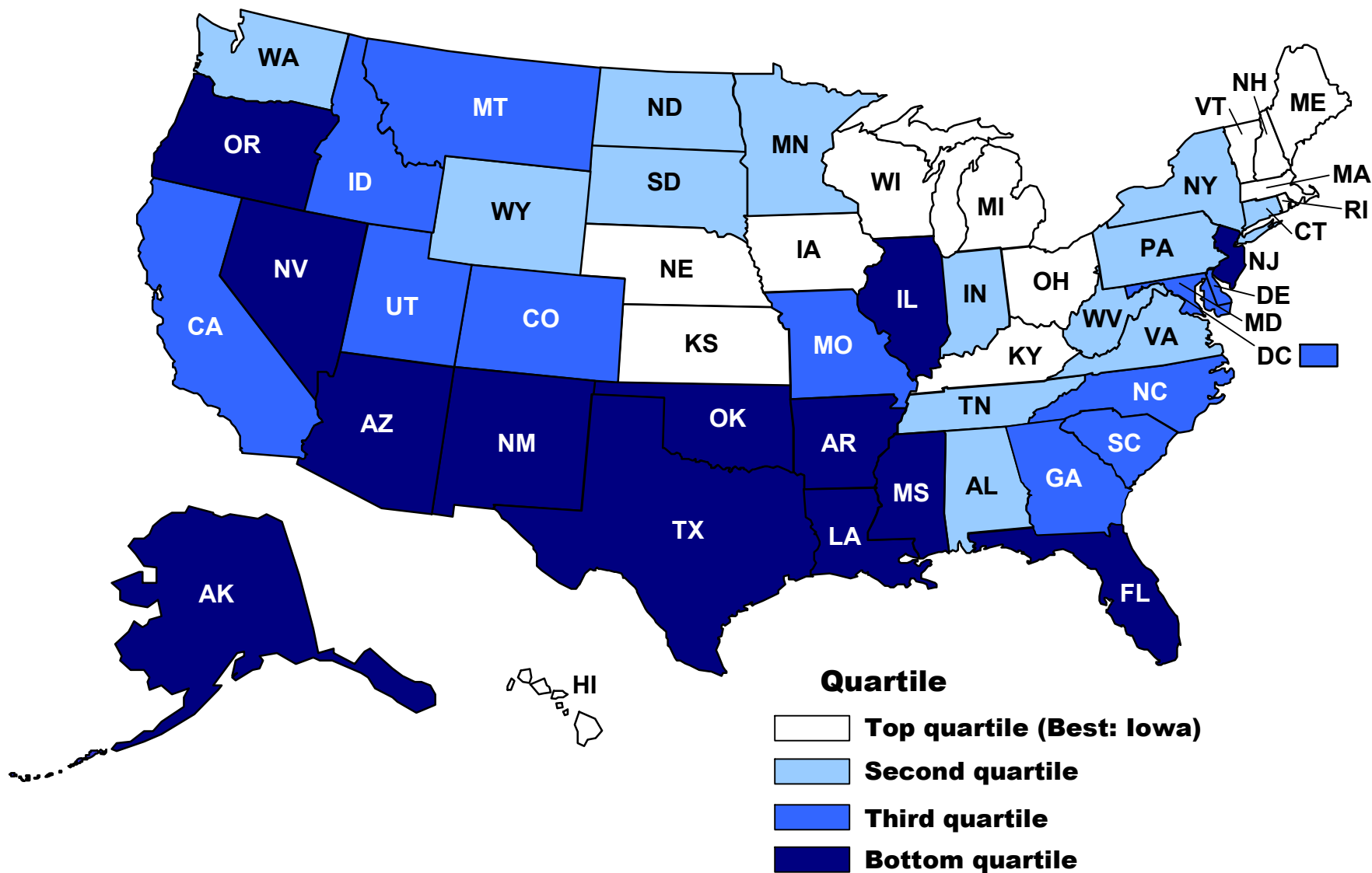


Figure 6: Percent of Americans Uninsured by Age



Source: U.S. Census Bureau. 2008 Annual Social and Economic (ASEC) Supplement.

# State Ranking on Child Health System Performance



Source: The Commonwealth Fund calculations based on state's rankings on access, quality, cost, healthy lives, and equity dimensions.



## Steps to Achieve Policy Change

- **Share Knowledge: Provide data, information, etc.**
- **Translate Research into Policy**
- **Building Will: Speak with a unified voice/working across silos**
- **Creating a positive campaign**
- **Stronger and coordinated communications**
- **Taking Advantage of Opportunities: Timing and using opportunities**



*Communications:*  
**Sharing Knowledge**



**U.S.-Mexico  
Border Child  
and Adolescent  
Health Forum**

# Communications: Sharing Knowledge



## Steps to Achieve Policy Change

- Share Knowledge: Provide data, information, etc.
- **Translate Research into Policy**
- Building Will: Speak with a unified voice/working across silos
- *Creating a positive campaign*
- *Stronger and coordinated communications*
- Taking Advantage of Opportunities: Timing and using opportunities





This Congress will be crucial  
for the future of investments in children

## Reauthorizations

- CHIP - \$6 Billion
- Child Nutrition Programs - \$13 Billion
- Child Care and Development Block Grant - \$2 Billion
- Workforce Investment Act Youth Programs – \$900 Million
- Child Tax Credit - \$47 Billion
- Earned Income Tax Credit - \$42 Billion



**22 federal policy  
research papers**

# Communications: Sharing Knowledge



## Steps to Achieve Policy Change

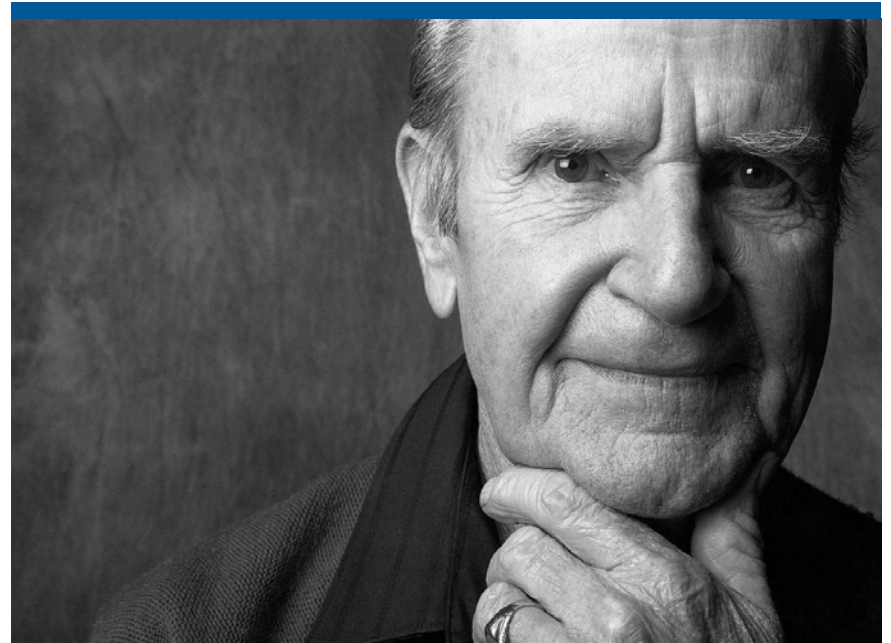
- Share Knowledge: Provide data, information, etc.
- Translate Research into Policy
- **Building Will**: Speak with a unified voice/working across silos
- **Creating a positive campaign**
- **Stronger and coordinated communications**
- Taking Advantage of Opportunities: Timing and using opportunities



*Children at the Federal Level:*  
**Speak with One Voice**

## **Senior Citizens**

- Medicare
- Social Security
- Pensions
- Older Americans Act





# Children

Children's Health  
Child Care  
Education  
Foster Care  
Childhood Obesity  
Home Visiting  
Infant Mortality  
Smoking Prevention  
Child Tax Credit  
Head Start  
Juvenile Justice  
Child Safety Seats  
Substance Abuse  
Healthy Start  
Bullying  
Child Abuse & Neglect  
Even Start  
Adoption  
Child Nutrition  
No Child Left Behind  
Service  
Immunizations  
Missing & Exploited Children  
Maternal & Child Health  
Pre-K  
Childhood Research  
Autism  
Child Development

# Activation Point

## BUILD WILL

- Hope is a must:  
despair is  
disempowering



# Activation Point

BUILD WILL

– Hope is a must:

“Instead of mourning a genocide, what if we could STOP one?”





## Words That Work

- ✓ Access
- ✓ Accountability
- ✓ Future
- ✓ Healthy
- ✓ Impact
- ✓ Invest now or pay later
- ✓ Our kids
- ✓ Priority
- ✓ Progress
- ✓ Renew
- ✓ The American Dream

## Words That Don't Work

- ✗ Capacity-building
- ✗ Coordination
- ✗ Infrastructure
- ✗ Integration
- ✗ Recommend
- ✗ Request
- ✗ Systemic

**“We request additional funding to build infrastructure and capacity while simultaneously integrating program services in a systemic manner.”**



## *Children's Health: Working Across Silos*

- Children's Health Group: 70 organizations



- Sign-On Letter for CHIP Reauthorization: 375 organizations



# Communications: Sharing Knowledge



## Steps to Achieve Policy Change

- *Share Knowledge: Provide data, information, etc.*
- *Translate Research into Policy*
- *Building Will: Speak with a unified voice/working across silos*
- *Creating a positive campaign*
- *Stronger and coordinated communications*
- *Taking Advantage of Opportunities: Timing and using opportunities*





## Take Advantage of Opportunities

- Celebrate wins (CHIP, etc.)
- Create and be prepared for unexpected opportunities (“opening the window of opportunity”)

Example: What might kids want or need in incremental reform? We must be ready or somebody else will seize the moment





# FIRST FOCUS

*MAKING CHILDREN & FAMILIES THE PRIORITY*

**Bruce Lesley**

President, First Focus

[BruceL@firstfocus.net](mailto:BruceL@firstfocus.net)

[www.firstfocus.net](http://www.firstfocus.net)