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## **MELROSE ELEMENTARY FIRST SCHOOL IN ORANGE COUNTY TO COVER 100% OF CHILDREN REQUESTING HEALTH INSURANCE**

*--Children from First School "Pass the Torch" to Children from Next School  
To Participate in 100% Campaign--*

PLACENTIA, CA. – March 17, 2006 – Melrose Elementary School today becomes the first elementary school in Orange County where 100 percent of children requesting health insurance are covered. The event marks the first step in the 100% Campaign, a countywide effort to provide health insurance to all elementary school children.

When the program began last year at Melrose Elementary, 26% of the children were uninsured. Now, 100% of the children have health insurance. With approximately 40,000 children still uninsured in Orange County today, the goal is to replicate this program at other elementary schools so that children will have the proper insurance they need to stay healthy.

The 100% Campaign is the result of a collaborative effort between both public and private sectors, including St. Joseph Health System (St. Joseph Hospital, St. Jude Medical Center and Mission Hospital), Kaiser Permanente, CalOptima, and the Children's Health Initiative of Orange County. These participating organizations worked closely with the Placentia Yorba Unified School District to bring this campaign to life, and plan to do the same for elementary schools in the entire county.

The 100% Campaign kicks off at 10:00 a.m. with a welcome speech from Melrose Elementary School Principal Vivian Cuesta and songs sung by the school's second and third graders. Later, Melrose students will distribute t-shirts with the 100% Campaign logo to students from Grant Elementary School in Santa Ana, CA, the next school designated to implement the 100% Campaign. Representatives from Senator Bob Margett's office and Supervisor Chris Norby's office will be on hand to participate in the celebration.

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### **About the 100% Campaign**

The St. Joseph Health System and Melrose Elementary School launched the 100% Campaign program in September 2005. The goal of the campaign was to 1) identify every child in the school without health insurance, 2) assist in enrolling those children in appropriate health insurance programs, and 3) provide care coordination for one year to ensure utilization and retention.

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