



# NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
March 21, 2014

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## **NORTHERN CALIFORNIA ENROLLMENT FIGURES THROUGH FEB. 28 RELEASED BY COVERED CALIFORNIA AND DEPARTMENT OF HEALTH CARE SERVICES**

SACRAMENTO, Calif. — Covered California™ and the California Department of Health Care Services (DHCS) announced today that from Oct. 1, 2013, to Feb. 28, 2014, under the Patient Protection and Affordable Care Act, 33,111 consumers in mostly rural Northern California counties enrolled in subsidized and non-subsidized Covered California health insurance plans. The new total represents a 19 percent increase from the 27,853 enrollments recorded through Jan. 31. An additional 35,842 consumers have been determined likely eligible for Medi-Cal in these counties.

The open-enrollment period for health insurance plans in Covered California's marketplace ends March 31. Enrollment in Medi-Cal is year round.

The Northern California counties of Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Tuolumne and Yuba represent about 4 percent of the statewide enrollment. The local total includes 29,971 consumers eligible for financial subsidies. These counties encompass Covered California pricing region 1. For Medi-Cal, these 22 counties represent 3 percent of those deemed likely eligible for Medi-Cal coverage.

The impressive pace of enrollments in the region is due in part to enhanced aspects of Covered California's customer service. The agency has increased staff to answer consumer calls, added phone lines, improved its website efficiency, expanded its live Web chat function and upgraded its Spanish-language Web pages. DHCS is continuing its work with counties and Covered California to process the vast number of applications and quickly deliver health coverage to all who are eligible.

(more)

COVERED CALIFORNIA™

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CALIFORNIA DEPARTMENT  
OF HEALTH CARE SERVICES

1501 CAPITOL AVENUE, SACRAMENTO, CA 95814

[WWW.DHCS.CA.GOV](http://WWW.DHCS.CA.GOV)

For the five-month period ending Feb. 28, 880,082 consumers enrolled in plans statewide. The total increased to 923,832 through March 9. Covered California also announced on Monday that it had enrolled more than 1 million consumers as of March 14.

Tables and graphics showing enrollment by metal tier and health insurance plan in all regions are available online at [www.CoveredCA.com/news/PDFs/regional-stats-feb/feb\\_Regional\\_Tables.pdf](http://www.CoveredCA.com/news/PDFs/regional-stats-feb/feb_Regional_Tables.pdf) and [www.CoveredCA.com/news/PDFs/regional-stats-feb/feb\\_regional\\_pies\\_charts.pdf](http://www.CoveredCA.com/news/PDFs/regional-stats-feb/feb_regional_pies_charts.pdf).

### **About Covered California**

Covered California is the state's marketplace for the federal Patient Protection and Affordable Care Act. Covered California, in partnership with the California Department of Health Care Services, was charged with creating a new health insurance marketplace in which individuals and small businesses can get access to affordable health insurance plans. With coverage starting in 2014, Covered California helps individuals determine whether they are eligible for premium assistance that is available on a sliding-scale basis to reduce insurance costs or whether they are eligible for low-cost or no-cost Medi-Cal. Consumers can then compare health insurance plans and choose the plan that works best for their health needs and budget. Small businesses can purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits.

Covered California is an independent part of the state government whose job is to make the new market work for California's consumers. It is overseen by a five-member board appointed by the Governor and the Legislature. For more information on Covered California, please visit [www.CoveredCA.com](http://www.CoveredCA.com).

### **About the Department of Health Care Services**

The Department of Health Care Services (DHCS) works to preserve and improve the physical and mental health of all Californians. DHCS provides health care services for approximately 9.4 million Californians through Medi-Cal, including medical, dental, mental health, substance use treatment services and long-term services and supports. This is accomplished through an investment of approximately \$70 billion annually in public funds for the care of low-income families, children, pregnant women, seniors and persons with disabilities. DHCS focuses on delivering quality, effective services primarily through coordinated systems of care provided by 21 Medi-Cal managed care plans located in all of California's 58 counties. For more information about DHCS, please visit [www.dhcs.ca.gov](http://www.dhcs.ca.gov).

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## Talking Points for Update on UWWC in Humboldt/Del Norte Region

May 6, 2014

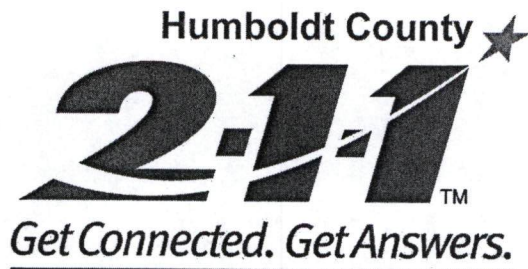
United Way of the Wine Country (UWWC) is taking a new approach for managing its five regions, eliminating the Regional Manager position for Humboldt and Del Norte counties, and managing United Way programs from its Santa Rosa office.

- 2-1-1 Humboldt will be transferred to Humboldt County Access Resources (HCAR), which will act as the local lead agency for 2-1-1 and will provide management oversight, financial administration and fiscal sponsorship.

The 2-1-1 Humboldt call center will stay in its current location in the HCAR building on E Street in Eureka, and continue its good work.

2-1-1 Humboldt's relationships with local funders will be maintained, fostered and diversified where possible for future funding opportunities in 2014-15.

- UWWC's intentions:
  - Reduce operational costs at the regional level.
  - Free up revenue to give back to the Humboldt/Del Norte Region for support of core programs like 2-1-1 Humboldt, Volunteer Income Tax Assistance (VITA), Day of Caring and Schools of Hope (SOH) in Del Norte.
  - Support a new community initiative with "seed" money.
  - UWWC will continue support for grant-funded Covered California outreach in Humboldt and Del Norte counties through December 31, 2014.



Some positive changes are ahead for 2-1-1 Humboldt, and we want to both keep you informed and to solicit your involvement as we move into a future full of opportunities.

As of July 1, 2014, 2-1-1 Humboldt will be a program of the Humboldt Community Access and Resource Center (HCAR). United Way of the Wine Country (UWWC) is taking a new approach for managing its five regions, eliminating its Regional Manager position for Humboldt and Del Norte counties, and managing United Way programs from its Santa Rosa office. Rather than manage Humboldt County's 2-1-1 Humboldt service from afar, the UWWC set about finding a new, local home for the program. HCAR has met all the criteria, has a mission closely aligned with 2-1-1 Humboldt's, has the interest in keeping 2-1-1 Humboldt strong and has fiscal management capacity.

HCAR will act as the local lead agency for 2-1-1 and will provide management oversight, financial administration and fiscal sponsorship. The 2-1-1 Humboldt call center will stay in its current location in the HCAR building on E Street in Eureka, with current 2-1-1 staff retained.

Gabrielle will be available to help 2-1-1 Humboldt as needed, as will consultant Andy Alm, who managed the process of qualifying the Humboldt Community Switchboard to become 2-1-1 Humboldt. Both will continue to serve on the 2-1-1 Advisory Committee.

UWWC intends to reduce operational costs at the regional level, and thereby free up revenue to give back to the Humboldt/Del Norte Region for support of core programs like 2-1-1 Humboldt, Volunteer Income Tax Assistance (VITA), Day of Caring, etc. This will help diversify 2-1-1 Humboldt's income sources, and relationships with current local funders are being maintained, fostered and diversified, where possible.

2-1-1 Humboldt is funded through grants from local community partners including the Humboldt Network of Family Resource Centers (HNFRC), First 5 Humboldt, and the Humboldt Housing & Homelessness Coalition (HHHC), Arcata House Partnership, McLean Foundation, Humboldt Area Foundation, the County Department of Health and Human Services (DHHS) and United Way of the Wine Country (UWWC).

2-1-1 Humboldt call volumes have more than doubled since 2-1-1 was officially launched in February 2013. There were 619 calls taken by 2-1-1 Humboldt in February 2013, compared to 1305 incoming

calls in February 2014. In 2013, total distinct calls for 2-1-1 Humboldt was 6,361; and total distinct calls as of May 2014 are 4,108, which means we may pass the 10,000 call mark by December 2014.

This year UWWC took the lead in managing the VITA program for Humboldt and Del Norte counties, as two of the five regions, and 2-1-1 Humboldt staff were certified by IRS for the VITA program and did all the prescreening and scheduling, working closely with all the VITA volunteers and community partners.

Cal Fresh outreach was expanded this year, with funding from DHHS for assisting callers with the application process including Cal Fresh outreach and education as part of the VITA program. 2-1-1 Humboldt also is collaborating with DHHS on planning for Cal Fresh food assistance during disaster events.

Thanks to the help of the Humboldt County Administrative Officer, 2-1-1 Humboldt established a formal agreement with the County Sheriff's Office to coordinate the local 9-1-1 service of emergency responders with 2-1-1 Humboldt services of non-emergency responders, to reduce costs and maximize resources for our community. This is especially important during a disaster event. 2-1-1 Humboldt works closely with the local Volunteer Organizations Active in Disasters (VOAD) group.

2-1-1 Humboldt is staffed by 2-1-1 Coordinator Jeanette Hurst and four part-time staff members trained as Call Center Specialists, and available 24/7 with local coverage from, 8 a.m. to 5 p.m. Monday through Friday. After-hours coverage provided by 2-1-1 San Bernardino began in February 2013.

2-1-1 Humboldt continues the 10 years of work with the Women and Children's Fund through the Humboldt Area Foundation. The Women and Children's Fund Committee is chaired and managed through 2-1-1 Humboldt staff. Considered to be a virtual Family Resource Center, 2-1-1 Humboldt provides current and timely community resources, and our goal is to provide an efficient and effective gateway to all the human service resources in Humboldt County.

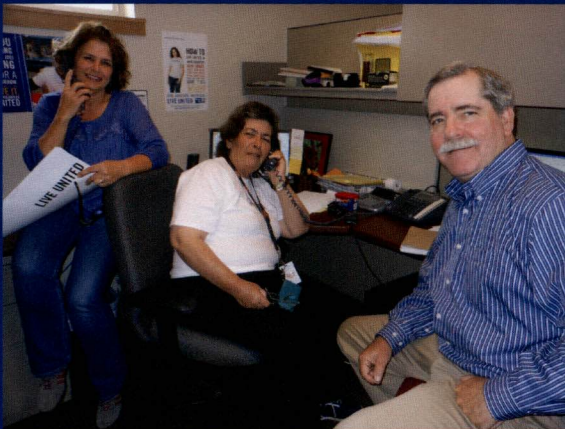
For more information, call "2-1-1" or 443-8637.

# HELP STARTS HERE: CALL 2-1-1

Humboldt County   
**2-1-1**™  
Get Connected. Get Answers.

A trained 2-1-1 call specialist will listen and connect you with the services and people that can help. Available 7 days a week, 24 hours a day, 2-1-1 is **fast**, **free** and **confidential**.

- » Find **food**
- » Locate **child care** and **after-school programs** for your kids.
- » Find care for an **elderly parent**.
- » Find out where to get **flu shots**.
- » Connect with **immigration assistance**.
- » Connect to **physical and mental health resources** such as counseling, drug and alcohol programs, children's insurance, Medi-cal and Medicare.
- » Find **support for seniors and persons with disabilities** including home health care, home-delivered meals and transportation.
- » Find help in times of **natural disaster**.



#### Quick Reference Guide

### 2-1-1 Community services

- 4-1-1 Directory assistance
- 5-1-1 Traffic and transit
- 6-1-1 AT&T repair service
- 7-1-1 California relay for hearing impaired
- 8-1-1 "Call before you dig"  
(for locating underground utility lines)
- 9-1-1 Life-threatening emergency services

[www.211humboldt.org](http://www.211humboldt.org)

Supporters: McLean Foundation, 2-1-1 San Diego, First 5 Humboldt, GHD, Healthy Start Schools & Communities Partnership, Humboldt Area Foundation, Humboldt County Department of Health and Human Services, PG&E, Redwood Community Action Agency

**LIVE UNITED**



United Way of the Wine Country  
Humboldt / Del Norte Region

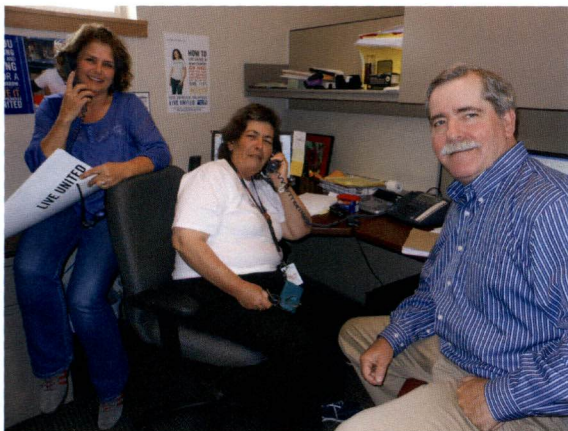
Can't dial 2-1-1? Call 1.877.460.6000. • When dialing 2-1-1 from cell phones, regular usage, minutes, taxes and fees apply.

# LA AYUDA COMIENZA AQUÍ: Llame al 2-1-1

Humboldt County   
**2-1-1**™  
Get Connected. Get Answers.

Conéctese con los servicios y personas que le puedan ayudar. El 2-1-1 esta disponible 24 horas al día. Es rápido, gratis y confidencial.

- » Encuentre comida.
- » Localice un centro de cuidado infantil y programas después de la escuela.
- » Encuentre un centro de cuidado para una persona de tercera edad.
- » Averigüe a donde ir para vacunarse contra la gripe.
- » Encuentre ayuda sobre inmigración.
- » Recursos sobre la salud física y mental Conserjería, programas sobre drogas y alcohol, Medi-cal y Medicare, programas de seguros para la salud maternal y salud para niños.
- » Apoyo para ancianos y personas discapacitadas - Cuidado en casa, guardería para adultos, comida enviada a su hogar, cuidado temporal y transportación.
- » Encuentre ayuda en tiempos de desastre.



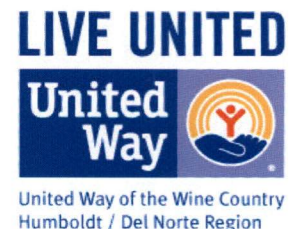
#### Guía de referencias

### 2-1-1 Servicios Comunitarios

- |              |   |
|--------------|---|
| <b>4-1-1</b> | Directorio telefónico   |
| <b>5-1-1</b> | Tráfico y tránsito  |
| <b>6-1-1</b> | AT&T servicio de reparo   |
| <b>7-1-1</b> | Servicio para personas sordomudas   |
| <b>8-1-1</b> | "Llama antes de escarbar" (para localizar líneas de servicios publicos debajo de la tierra) |
| <b>9-1-1</b> | Servicio de emergencia para situaciones que amenazan la vida                                |

[www.211humboldt.org](http://www.211humboldt.org)

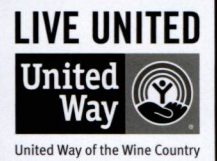
Los colaboradores: McLean Foundation, 2-1-1 San Diego, First 5 Humboldt, GHD, Healthy Start Schools & Communities Partnership, Humboldt Area Foundation, Humboldt County Department of Health and Human Services, PG&E, Redwood Community Action Agency



No puede marcar 2-1-1? Llame al 1.877.460.6000.

Al marcar 2-1-1 de los teléfonos celulares, el uso, los minutos, los impuestos y los gastos regulares se aplican.

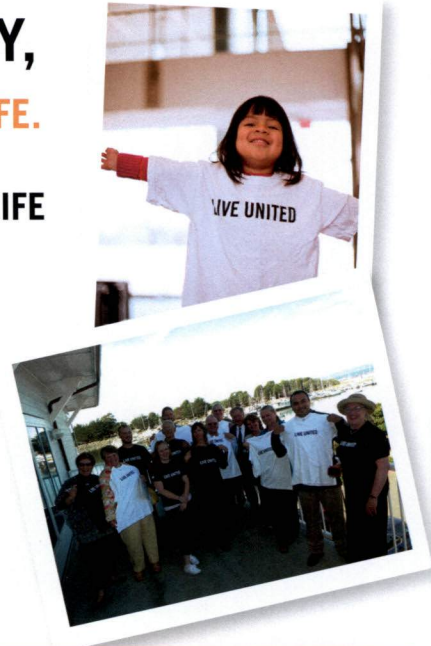
# IMPROVING LIVES *LOCALLY* EDUCATION, INCOME & HEALTH



**WE ARE UNITED WAY OF THE WINE COUNTRY,  
AND WE BELIEVE THESE ARE THE BUILDING BLOCKS OF A GOOD LIFE.**

**WE SUPPORT AND LEAD PROGRAMS THAT ADVANCE THE QUALITY OF LIFE  
FOR PEOPLE IN OUR LOCAL COMMUNITY.**

With your support, United Way of the Wine Country is creating real, lasting change. We are dedicated to improving the lives of local children, families and individuals by mobilizing the caring power of our community. We believe everyone deserves a quality education that leads to a stable job, income that can support a family through retirement, and good health. These are the building blocks of a good life. Living United, we inspire hope and create opportunities for a better tomorrow.



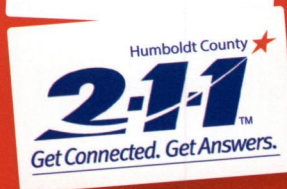
## EDUCATION

**SCHOOLS  
OF HOPE**

United Way is dedicated to helping our community's children succeed in school and reach their potential. United Way supports programs and initiatives that increase school readiness, improve academic achievement, increase family engagement and support access to scholarships.

## INCOME

**EarnIt!  
KeepIt!  
\$aveIt!**



United Way leads and supports programs and initiatives helping people become financially stable. United Way is working to provide access to services and educational programs that help stabilize individuals and families in crisis and work towards long-term stability.

## HEALTH



United Way and our partners are working to create solutions to pressing healthcare issues facing our community. United Way supports programs that ensure children have access to affordable health and dental care, focus on nutrition and healthy eating and promote preventative healthcare education.

**UNITEDWAYWINECOUNTRY.ORG**

# IMPROVING LIVES *LOCALLY* EDUCATION, INCOME & HEALTH



**The Humboldt 2-1-1** Resource and Referral Line offers service 24/7. Launched in February of 2013, 2-1-1 has helped to connect over **5,400** individuals and families to health and human service resources. 2-1-1 works with the County Office of Emergency Services and VOAD (Voluntary Organizations Active in Disasters) to coordinate services in case of emergencies.



**United Way's Schools of Hope (SOH)** helped **521** students, engaged **168** volunteer tutors and expanded into more schools in both Humboldt and Del Norte Counties. Reading proficiency rates increased twice as much for students in Schools of Hope schools. For the 3rd year, the program is a partnership with Humboldt Office of Education (HCOE) and Del Norte County Office of Education (DNCOE). In 2013-14, SOH will be fully integrated into the Decade of Difference program, and SOH will continue in Del Norte County.



**The VITA (Voluntary Income Tax Assistance) program** provides free tax preparation to low and moderate income residents in Humboldt and Del Norte Counties through a partnership with Redwood Community Action Agency, VITA Coalition of partner agencies, and United Way. VITA helped **572** individuals and families receive **\$655,000** in tax refunds and credits. In 2013-14, United Way will take the lead role with VITA.

**Day of Caring**, in its 20th year, is a partnership with Humboldt State University and Kiwanis and brings hundreds of volunteers together annually to work on local community service projects.

**Covered California Outreach and Education program** provides outreach and education to uninsured individuals, students, families and small businesses who may qualify for federal financial assistance. The program is a grant partnership with United Ways of California.

**The Emergency Food & Shelter Program** is a federal EFSP grant providing supplemental food and housing funds to Humboldt County. United Way works with the local EFSP board to distribute the funds to non-profit organizations. In 2012-2013 more than **\$91,000** was allocated to the region.

**The FamilyWize program**, available through United Way, saved Humboldt and Del Norte residents **\$319,785** on prescription drugs in 2012-2013.

**Through the United Way Campaign**, **\$21,654** in designated gifts was distributed to local non-profit agencies in Humboldt and Del Norte Counties.



THANK YOU FOR LIVING UNITED.

## GIVE. ADVOCATE. VOLUNTEER.