



## 2020 Supplemental Budget Decision Package

**Agency:** 303 - Department of Health  
**Decision Package Code-Title:** A4 - Maintain Child Profile Hlth System  
**Budget Session:** 2020 Supp  
**Budget Level:** Maintenance Level  
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### Agency Recommendation Summary

The federal revenue provided through the Core Immunization Grant has remained stagnant over the years, yet the expenditure requirements placed on the grant have grown. This grant, which helped cover the state's Child Profile Health Promotion System, is not able to sustain its historical support of this statewide communication tool. The Washington State Department of Health requests funding to maintain this one-of-a-kind, 20-year system, which delivers critical health messages to parents, well-child visit and immunization information and reminders, and other important public health information.

### Fiscal Summary

*Dollars in Thousands*

Operating Expenditures	FY 2020	FY 2021	FY 2022	FY 2023
Fund 001 - 1	\$0	\$1,000	\$1,000	\$1,000
<b>Total Expenditures</b>	<b>\$0</b>	<b>\$1,000</b>	<b>\$1,000</b>	<b>\$1,000</b>
<b>Biennial Totals</b>		<b>\$1,000</b>		<b>\$2,000</b>
Object of Expenditure	FY 2020	FY 2021	FY 2022	FY 2023
Obj. A	\$0	\$217	\$217	\$217
Obj. B	\$0	\$84	\$84	\$84
Obj. C	\$0	\$23	\$23	\$23
Obj. E	\$0	\$640	\$640	\$640
Obj. N	\$0	\$12	\$12	\$12
Obj. T	\$0	\$24	\$24	\$24

### Package Description

#### Background:

The Child Profile Health Promotion System is our state's centralized system to communicate key health and safety information, immunization information, and well-child visit reminders to families with children ages birth to six years old. Information is mailed to families in English and Spanish (families may also request the information to come via email instead of U.S. mail). The Department of Health (DOH) uses the address information from its Immunization Information System (IIS) and the agency's Center for Health Statistics (birth/death records, etc.) to send mailings to families about two weeks in advance of the time their child should be receiving a well-child visit from their primary care provider. A family will receive a total of 17 mailings for their child until they reach six years old. The frequency of mailings a family will receive are at birth, one month, three months, six months, nine months, 12 months, 15 months, 18 months, two years, 2-1/2 years, three years, 3-1/2 years, four years, 4-1/2 years, five years, 5-1/2 years, and six years.

For 20 years, the system has been the primary method for DOH to deliver important health information to Washington State families – reaching 98 percent of families with children aged birth to six years (nearly 500,000 families a year) – and is the only system like it in the country.

This comprehensive system is designed to influence health behaviors on multiple levels. It provides parents/guardians information relevant to their child's health and developmental stage, with the goal of educating parents on the critical decisions they make about their child's health. It also drives interaction between parents/guardians and health care providers, providing a leverage point for questions, concerns, and recommendations. Because the system also reaches every parent with a child at the age of six and under, it creates a community of parents in Washington State who receive consistent, evidence-based messaging on how to help their children reach their full health potential. Regular evaluations of the mailings show that parents find the information useful; they look to the mailings and DOH as trusted sources of health information; and the messages either reinforce current parenting decisions or help change their knowledge, attitude, and behavior.

Multiple key partners throughout the State of Washington also use this system to deliver key health and safety information to this population. The following is a current list of partners who include material or guide the messaging in the mailings :

- Seattle Children's Hospital;
- Washington State Health Care Authority (HCA);
- Department of Social and Health Services (DSHS);
- Department of Children, Youth, and Families (DCYF);
- Washington Dental Service/Arcora Foundation;
- Washington State Dairy Products Commission;
- Guaranteed Education Tuition (GET) Program;
- Washington Poison Center; and
- DOH, Division of Environmental Public Health.

While the Child Profile Health Promotion System is not considered "core immunization" work, DOH has historically been able to cover 50 percent of the system's costs through the Centers for Disease Control and Prevention's (CDC) Core Immunization Grant. Since this system supports the state's Medicaid program, it is

eligible for Medicaid financial participation to cover 50 percent of Medicaid-eligible costs. Thus, the other half of the system's costs are covered by a combination of state general funds (25 percent) and the Title XIX Medicaid (25 percent) grant.

**Problem Statement:**

Since fiscal year 2010, the Core Immunization Grant funding level remained relatively unchanged. However, the annual expenditures related to core immunization activities have grown. Some of these cost increases were the result of typical inflationary factors such as cost of living adjustments. In other cases, systems created through other federal grants – such as the Immunization Information System (IIS) – have added maintenance and operations costs that are now covered as core immunization activities through the Core Grant. This combination of stagnant grant revenue and increasing core expenditures leaves no ability to continue the use of the Core Grant to support the Child Profile Health Promotion System.

**Proposed Solution:**

This proposal seeks an appropriation from the state's general fund to allow DOH to continue sending critical health messages to parents, well-child visit and immunization information and reminders, and other important public health information.

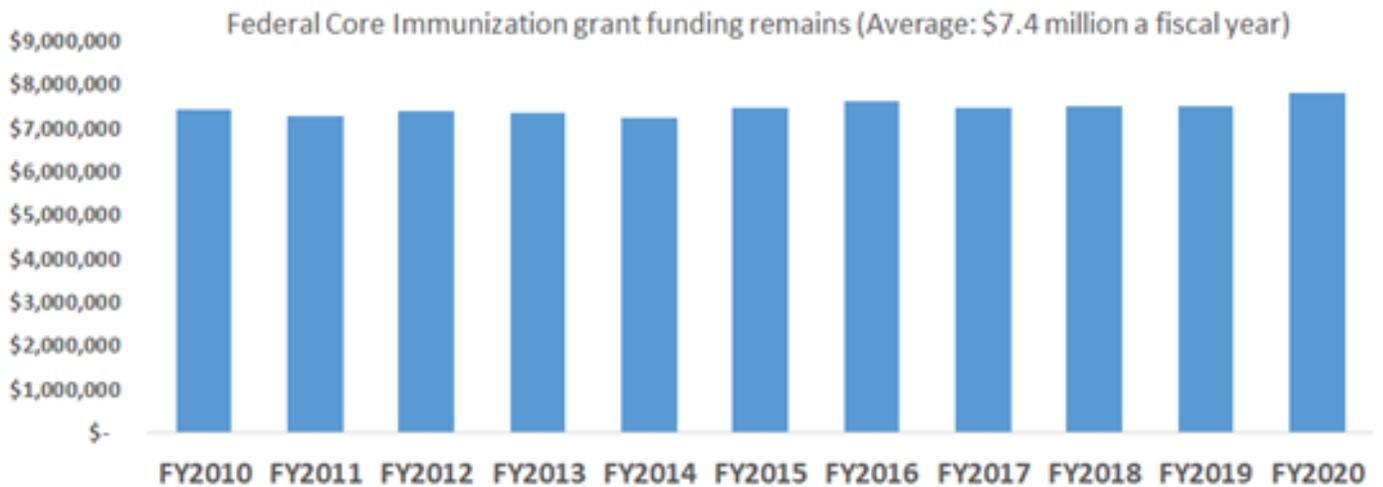
If this proposal is not supported, the agency will face the following alternatives:

- Discontinuation of the Child Profile Health Promotion System. This option, in itself, will create a cost to shut down the system, discontinue the mailings, end established contracts and partnerships, and reduce staffing costs. More importantly, parents will no longer receive health and safety messages and immunization and well-child visit reminders; or
- Distribute the communications primarily by e-mail and reduce physical mailings to once per year to maintain accurate address data. Currently, the hard copy mailing system is an opt-out system and the e-mail distribution system is opt-in. DOH does not currently have sufficient e-mail address data to e-mail every family with a child aged birth to six years. It will take considerable additional resources (both funding and time) for the department to move to such a system.

**Assumptions and Calculations****Expansion or alteration of a current program or service:**

This request does not expand or alter the existing Child Profile Health Promotion System. It seeks to sustain the existing system in structure and volume.

**Detailed assumptions and calculations:**



The \$1 million annual investment requested in this proposal seeks to replace the funding previously covered through the Core Immunization Grant. DOH continues to determine if part of this general fund request might be eligible for federal participation through the state's Medicaid grant.

#### **Workforce Assumptions:**

See attached financial calculator (FNCal)

## **Strategic and Performance Outcomes**

#### **Strategic framework:**

This request supports the Governor's Results Washington Goal: Healthy and Safe Communities, specifically the goals of Reducing Infant Mortality and Ensuring Access to Quality Health Care. The messages in the mailings give parents safety and injury prevention information directly related to reducing infant mortality. Example messages include:

- Sudden Infant Death Syndrome (SIDS) prevention and safe sleep;
- Shaken Baby Syndrome and child abuse prevention;
- Drowning, burns/scalds, poisoning, choking, falls prevention;
- Product recalls;
- Firearm safety;
- Motor vehicle, pedestrian, and bike safety; and
- Learning Cardiopulmonary Resuscitation (CPR) and calling 911.

The messages in the mailings also refer parents to trusted resources and referrals, including how to find a health care provider.

This request supports the agency's strategic plan goals of Public Safety, Healthiest Next Generation, and Healthy Living, Healthy Aging.

#### **Performance outcomes:**

The messages in the mailings cover many public safety topics, including environmental health issues, such as lead testing, pesticides, and air quality. Parents also receive messages on how to give babies a planned, healthy start in life; growth and developmental milestones, including resources and referrals; the importance of immunizations; nutrition and physical activity; promoting safe, stable, nurturing relationships and environments, including preventing and mitigating adverse childhood experiences; and reducing the use of tobacco, e-cigarettes/vaping devices, and marijuana. Parents receive messages on how to reduce and prevent violence and firearm injuries and deaths and promoting behavioral health and preventing mental illness.

## **Other Collateral Connections**

### **Intergovernmental:**

Several state agencies benefit from the Child Profile Health Promotion System and the messages sent to families, including HCA, DSHS, and DCYF. Stabilization and expansion of the system will allow continued coordination between these agencies and DOH in message development and outreach to families with young children.

### **Stakeholder response:**

Non-governmental stakeholders include:

- Seattle Children's Hospital– support anticipated
- Washington Poison Center – support anticipated
- Washington State Dairy Products Commission – support anticipated
- Washington Dental Service/Arcora Foundation – support anticipated
- Guaranteed Education Tuition program – support anticipated
- WithinReach – support anticipated
- Scientific Technologies Corporation – support anticipated

### **Legal or administrative mandates:**

This request is not driven by a legal or administrative mandate against the state.

### **Changes from current law:**

This request does not require any changes to statutes or rules.

### **State workforce impacts:**

This request does not impact existing collective bargaining.

### **State facilities impacts:**

This request does not impact facilities and workplace needs.

### **Puget Sound recovery:**

This request is not related to Puget Sound recovery efforts.

## Reference Documents

- ML A4 Maintain Child Profile Hlth System-FNCAL.xlsm

## IT Addendum

**Does this Decision Package include funding for any IT-related costs, including hardware, software, (including cloud-based services), contracts or IT staff?**

No