



January 12, 2009

The Honorable Dean Cameron
Idaho State Senate
PO Box 83720
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Dear Senator Cameron,

First, we want to thank you for your involvement in the Idaho Voices for Children Advocacy Conference in October and your willingness to serve as a Champion of Children's Health Insurance throughout your long career in the legislature. We recognize that this is a very difficult year for Idaho families and for the legislature as both families and the legislature face significant budget shortfalls. We so appreciate your leadership on this issue because it is more important than ever in these challenging times. The IVC Children's Health Insurance group has met and has the following suggestions for your consideration.

First, it would be a major help if the Governor and legislature would make the simple statement that providing health insurance to Idaho children is important. You alluded to this at our dinner and we would like to continue to emphasize in all of our dialogues and policy settings that all Idaho children should have health insurance through a combination of public/private approaches. We are hopeful you will be able to carry this message to the legislature.

Second, we agree with you that the best place to begin outreach is the public schools. However, based on our conversations with folks doing outreach at the grassroots level, we think there is a step even before activities at the schools and that step is further administrative simplification of the application process and language clarity about the children's health insurance program within the Department of Health and Welfare. We would like to see a one to two page application for health insurance which could be filled out and submitted on the web. We would also like to see a consistent name for the program and easy access to information about the program via the Department's various web sites, the Department of Insurance web site, and the Department of Labor web site.

We believe these activities are achievable this year and would greatly improve access to health insurance for Idaho children. Thanks for serving as our Champion on these issues.

Warm regards,

Hollis Brookover
IVC President

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IVC is *the* statewide organization advocating for public policies that improve the lives of children in Idaho