

1 [MediCare Enrollment Initiative]
2 COMMENDING THE UNITED STATES SOCIAL SECURITY ADMINISTRATION FOR
3 SELECTING SAN FRANCISCO AS THE NATIONAL DEMONSTRATION CITY FOR THE
4 MEDICARE ENROLLMENT INITIATIVE AND URGING THE SAN FRANCISCO
5 DEPARTMENT OF PUBLIC HEALTH, DEPARTMENT OF HUMAN RESOURCES,
6 COMMISSION ON THE AGING, AND MAYOR'S OFFICE OF DISABILITY TO PROMOTE
7 THE INITIATIVE AMONG LOW-INCOME SENIOR AND DISABLED SAN FRANCISCANS.

8
9 WHEREAS, The United States Social Security Administration, in cooperation with the
10 State of California, has selected San Francisco to be the national demonstration city for the
11 Medicare Enrollment Initiative; and,

12 WHEREAS, The Medicare Enrollment Initiative pays the Part B \$45.50 monthly
13 premiums for qualified low-income seniors and disabled persons; and,

14 WHEREAS, Medicare Part B pays for physician services, durable medical equipment,
15 home health care, kidney dialysis, ambulance service, and other medical care and certain
16 practitioners; and,

17 WHEREAS, With Part B coverage, tens of thousands of San Franciscans can have
18 comprehensive health insurance; and,

19 WHEREAS, The Social Security Administration estimates that there are 40,000
20 qualified San Franciscans, however, only 118 San Franciscans are enrolled in the program;
21 and,

22 WHEREAS, The four-month pilot marketing campaign will focus on community
23 outreach as the primary method of information dissemination to encourage the indigent
24 elderly and disabled to enroll in a program that can improve their access to health care; and,
25

1 WHEREAS, The pilot marketing campaign will consist of print, television, radio, and
2 video materials in English, Cantonese, Tagalog, Spanish, and Vietnamese; and,

3 WHEREAS, Campaign materials will be distributed through senior centers, religious
4 institutions, health care clinics, food banks, shelters, senior residences, festivals, fairs, and
5 businesses that serve the elderly or employ people whose parents or grandparents may be
6 eligible for the program; now, therefore, be it

7 RESOLVED, That the Board of Supervisors of the City and County of San Francisco
8 commends the United States Social Security Administration for selecting San Francisco as
9 the national demonstration city for the Medicare Enrollment Initiative; and, be it

10 FURTHER RESOLVED, That the Board urges the San Francisco Department of Public
11 Health, Department of Human Resources, Commission on the Aging, and Mayor's Office of
12 Disability to promote the initiative among low-income senior and disabled San Franciscans.



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Resolution

File Number: 001442

Date Passed:

Resolution commending the United States Social Security Administration for selecting San Francisco as the national demonstration city for the Medicare Enrollment Initiative and urging the San Francisco Department of Public Health, Department of Human Resources, Commission on the Aging, and Mayor's Office of Disability to promote the initiative among low-income senior and disabled San Franciscans.

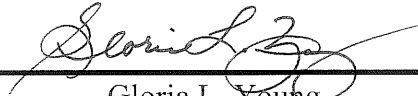
August 21, 2000 Board of Supervisors — ADOPTED

Ayes: 9 - Ammiano, Becerril, Bierman, Brown, Katz, Kaufman, Leno, Newsom,
Yaki

Absent: 2 - Teng, Yee

File No. 001442

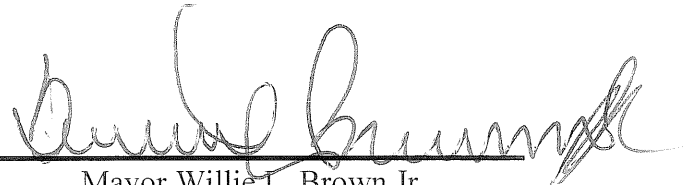
I hereby certify that the foregoing Resolution was ADOPTED on August 21, 2000 by the Board of Supervisors of the City and County of San Francisco.



Gloria L. Young
Clerk of the Board

SEP - 1 2000

Date Approved



Mayor Willie L. Brown Jr.