



CONTACT:
Ashley Nasser: (310) 496-4473
Email: ashleyn@allisonpr.com

For Immediate Release
June 2, 2009

CALIFORNIA CHILDREN'S HEALTH INITIATIVES ANNOUNCES HIRING OF FIRST EXECUTIVE DIRECTOR

Children's Advocate Suzie Shupe Joins Organization at Critical Time for Kids' Coverage

LOS ANGELES – The California Children's Health Initiatives (CCHI), a collaboration of Children's Health Initiatives in 29 counties dedicated to ensuring that all California children have health insurance, announced this week the naming of Suzie Shupe as its first executive director. Shupe officially began her role with CCHI full-time on June 1.

"We are fortunate to have someone with Suzie's knowledge and experience in the nonprofit and public policy arenas leading our organization," said Amy Carta, co-chair of CCHI and Assistant Director of the Santa Clara Valley Health & Hospital System. "Her talent and commitment to our mission of providing all California kids with access to quality health coverage will be a great asset to CCHI."

As executive director, Shupe's responsibilities include coordinating the organization's policy development, fund development, communications and advocacy efforts as well as serving as a primary spokesperson for CCHI. Shupe will also oversee CCHI staff, which includes Project Director Debra Ward and Lisa Chan-Sawin, Project Coordinator and Analyst.

"I am thrilled to be joining CCHI during such an important time for children's health," said Shupe. "The Children's Health Initiatives have shown that providing children with health insurance is a proven investment in our future, and we cannot afford to see our kids become victims of California's budget crisis."

A former attorney and First 5 commissioner in Sonoma, Shupe has been active in children's coverage efforts in Sonoma County, including playing an integral role in the formation of Healthy Kids Sonoma County, the Pediatric Dental Initiative of the North Coast and serving as

Executive Director of Family Action of Sonoma County, a community-based child health advocacy coalition.

“Suzie’s experience working on behalf of children’s health issues will be a great benefit to our organization,” said Debra Ward, Project Director for CCHI. “We look forward to working together as we pursue CCHI’s goal of coverage for all kids in California.”

About the California Children’s Health Initiatives (CCHI):

The California Children’s Health Initiatives (CCHI) is a collaboration of Children’s Health Initiatives (CHIs) in 29 counties dedicated to ensuring that all California children have access to quality health coverage. Together, the CHIs emphasize streamlined enrollment into Healthy Families, Medi-Cal and Healthy Kids insurance programs, and share a goal of creating and maintaining a sustainable health care program for all children in California.

#