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For Immediate Release

## Secretary Pamela Hyde Encourages Parents to Put Health Care at the Top of Their Children's Back to School Lists

### Eligibility workers to enroll children in the expanded *New Mexikids* program at 19 stores across the state over the "Tax Holiday Weekend."

**Santa Fe, July 27, 2006** – More New Mexico children, including every child ages zero to five, now have access to health insurance through the expanded *New Mexikids* program. Over the "Tax Holiday Weekend," August 4 – 6, the Human Services Department (HSD), in partnership with the New Mexico Primary Care Association, is placing eligibility workers at 19 different stores across the state to enroll children in a health insurance program. "Health insurance is just as important as paper and pencils to start out the school year," said Pamela Hyde, HSD Secretary. "We hope every parent who has children without health insurance makes it a priority to enroll his or her child in a *New Mexikids* program during this back to school period."

As part of Governor Bill Richardson's *Year of the Child* initiatives, eligibility requirements for Medicaid have changed, which allows more children to qualify, and for those who do not qualify due to income, the Premium Assistance Program will cover every New Mexico child between the ages of zero and five.

"Expanded *New Mexikids* provides a great opportunity to insure a healthy future for the children of New Mexico," said Carolyn Ingram, HSD Medical Assistance Division Director. "We hope our efforts to reach out to parents and children during the "Tax Holiday Weekend" will give more New Mexico children that opportunity."

There are currently 21,000 children ages zero to five who do not have health insurance in New Mexico. Of those, 16,000 are in families with income levels below 235% of the Federal Poverty Level (\$39,010 per year for a family of three), which qualifies them for a Medicaid program. The remaining 5,000 would qualify for Premium Assistance. "The goal of expanded *New Mexikids* is to have a program that will cover and help as many children as possible," said Hyde.

The eligibility events are being held at Smith's, Wal-Mart and Kmart stores around the state. Below is a list of the locations, dates and times of the expanded *New Mexikids* outreach project.

#### ***New Mexikids* Outreach Project – Tax Holiday Weekend, August 4 – 6.**

Alamogordo Wal-Mart 233 S New York Ave	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Albuquerque Smith's	August 4 <sup>th</sup> 8 AM- 3 PM

6001 Lomas NE	August 5 <sup>th</sup> 10 AM- 2 PM
Albuquerque Smith's 2620 Carlisle NE	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Artesia Kmart 2307 West Main	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Clovis Wal-Mart 3728 N Prince Street	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Deming Wal-Mart 1021 East Pine Street	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Farmington Smith's 600 E 20 <sup>th</sup> ST	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Gallup Wal-Mart 1650 West Maloney Ave.	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Grants Smith's 700 E Roosevelt Ave.	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Hobbs Kmart 2220 North Grimes Street	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Las Cruces Wal-Mart 571 S. Walton Blvd.	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Las Vegas Wal-Mart 2609 7th Street	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Los Lunas Wal-Mart 2250 Main Street NW	August 4 <sup>th</sup> 8 AM- 3 PM
Portales Wal-Mart 1604 East Spruce Street	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Rio Rancho Wal-Mart 901 Unser Blvd Southeast	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Smith's 2110 S Pacheco St Santa Fe, NM 87501	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Smith's 901 California St NW Socorro, NM 87801	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM
Smith's 224 Paseo Del Pueblo Taos, NM 87571	August 4 <sup>th</sup> 8 AM- 3 PM August 5 <sup>th</sup> 10 AM- 2 PM

The *New Mexikids* outreach project is sponsored by the Human Services Department, Lovelace Community Health Plan, Molina Healthcare, Presbyterian Salud! and KRQE News 13.

**For more information about *New Mexikids* please contact the Human Services Department at 1-888-997-2583 or log on to [www.state.nm.us/hsd](http://www.state.nm.us/hsd) or [www.krqe.com](http://www.krqe.com).**