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For Immediate Release

Secretary Pamela Hyde Announces HSD's Three-Phased Back to School Outreach Effort to Enroll Children in a *New Mexikids* Program

Parents are urged to put health care at the top of their child's back to school list this Tax Holiday Weekend.

Santa Fe, August 2, 2006 – In an effort to enroll more New Mexico children in one of the expanded *New Mexikids* health insurance programs, including every child, newborn to age five years, the Human Services Department (HSD) has a three-phased back to school outreach project, which starts this “Tax Holiday Weekend”.

HSD, in partnership with the New Mexico Primary Care Association, will have eligibility workers at 19 different retail stores across the state to enroll children in a *New Mexikids* program.

The second phase includes eligibility workers at 46 schools across the state during the back to school registration or first day of school.

The third phase happens during the State Fair, when HSD will be out during three “family day” events to catch those parents who still have not enrolled their eligible child in a *New Mexikids* program.

As part of Governor Bill Richardson's *Year of the Child* initiatives, eligibility requirements for Medicaid have changed, which allows more children to qualify. “More parents with newborn children to those five years old will be able to enroll their child in Medicaid, by disregarding some earned income and child care costs,” said Pamela Hyde, Human Services Department Secretary. “So a family with an income above 235% of the Federal Poverty Level, or \$3,918 a month, may now qualify for the program, thanks to the Governor's initiatives.”

For those families who still do not qualify for Medicaid due to income, the new Premium Assistance Program may help. This program covers children up to age 12 as the state picks up 50% of the premium for children who are currently uninsured. The parents are responsible for the remaining 50% plus any co-pays or deductibles.

It is estimated that 54,000 New Mexico children are eligible for Medicaid, but are not enrolled. There are 21,000 children ages zero to five who do not have health insurance in New Mexico. Of those, 16,000 are eligible for Medicaid but not enrolled. The remaining 5,000 qualify for Premium Assistance. “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,” said Hyde.

(more)

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

Alamogordo Wal-Mart 233 S New York Ave	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM	Grants Smith's 700 E Roosevelt Ave.	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM
Albuquerque Smith's 6001 Lomas NE	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM	Hobbs Kmart 2220 North Grimes Street	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM
Albuquerque Smith's 2620 Carlisle NE	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM	Las Cruces Wal-Mart 571 S. Walton Blvd.	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM
Artesia Kmart 2307 West Main	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM	Las Vegas Wal-Mart 2609 7th Street	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM
Belen Wal-Mart I-25 Interchange	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM	Los Lunas Wal-Mart 2250 Main Street NW	August 4 th 8 AM- 3 PM
Clovis Wal-Mart 3728 N Prince Street	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM	Portales Wal-Mart 1604 East Spruce Street	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM
Deming Wal-Mart 1021 East Pine Street	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM	Rio Rancho Wal-Mart 901 Unser Blvd Southeast	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM
Farmington Smith's 600 E 20 th ST	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM	Santa Fe Smith's 2110 S Pacheco St	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM
Gallup Wal-Mart 1650 West Maloney Ave.	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM	Socorro Smith's 901 California St NW	August 4 th 8 AM- 3 PM August 5 th 10 AM- 2 PM
		Taos Smith's 224 Paseo Del Pueblo	August 4 th 8 AM- 3 PM August 5 th 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 or www.krqe.com.

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