



THE MICHIGAN NETWORK

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NEWS RELEASE

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Covering Kids & Families with Health Insurance is Goal of Back to School Outreach Campaign

Ranks of uninsured children in Michigan are growing. Free and low cost programs available by calling 1-888-988-6300 or apply online at www.healthcare4mi.com.

Detroit, Michigan...As Michigan's children head back to school, the *Michigan Cover the Uninsured Network (MCTUN)* and some of the state's leading organizations are making a special outreach effort to insure that eligible children and families have access to free and/or low cost health coverage through the state's Medicaid and MIChild programs. More than 45 million people in the United States are uninsured. More than one million people --- including 160,000 children --- are uninsured in Michigan. The goal of the *Covering Kids & Families Michigan* outreach campaign is to enroll 50,000 eligible children in free and/or low cost health care coverage plans over the next two years.

"Children with health coverage have access to routine medical care and a better chance at success in school," says Dr. Charles Barone, president of the American Academy of Pediatrics Michigan Chapter. "Conversely, uninsured children are less likely to receive proper medical care for childhood illnesses such as sore throats, asthma and ear infections. As a consequence, they miss school and miss out on essential learning."

Organizers of the *Covering Kids & Families Michigan* outreach campaign state that many of Michigan's 160,000 uninsured children are eligible for low-cost health care coverage through Medicaid or MIChild, the State's Children Health Insurance Program (SCHIP).

Determining if a family or a child is eligible --- and enrollment --- for free or low cost coverage, is a matter of accessing the internet at www.healthcare4mi.com or calling 1-888-988-6300. The process is quick and easy, taking 30 minutes or less.

“Many parents are unaware of the free and low cost health coverage programs available to them,” says Douglas Halladay, director of the *Michigan Cover the Uninsured Network*. “With the economy worsening, working families are losing access to care, forcing children and adults to put off care for chronic conditions such as asthma and diabetes until a health crisis warrants costly emergency care.”

As part of the *Covering Kids & Families Michigan* campaign, communities across the state are organizing outreach efforts including hosting enrollment fairs and distributing enrollment information to parents, teachers, school districts and employers.

Community partners in the *Covering Kids & Families Michigan* effort include: Center for Healthcare Research & Transformation; Michigan Education Association; American Academy of Pediatrics, Michigan Chapter; Alliance for Health; Michigan State Medical Society; Blue Cross Blue Shield of Michigan; Michigan Osteopathic Society; Michigan State AFL-CIO; American Federation of Teachers Michigan; Michigan Association of Health Plans; Michigan Association of United Ways; Michigan Department of Community Health; Michigan Department of Human Services; Muskegon Community Health Project; MAXIMUS/Michigan Enrolls; Michigan Primary Care Association; Greater Detroit Area Health Council; Genesee Health Plan; School-Community Health Alliance of Michigan; Michigan Health & Hospital Association; Michigan’s Children; Beaumont Hospitals; Trinity Health; Henry Ford Health System; Ascension Health/St. John Health; Michigan Association of School Boards.

For information and to join *Michigan Cover the Uninsured Network* and *Covering Kids & Families Michigan* initiative call (313) 874-1677. Or, visit <http://www.mctun.org>.
