



For Immediate Release

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Does Your Family Have Health Care Coverage? Do You Know An Uninsured Child?

Michigan Primary Care Association Back-to-School Campaign Targets Uninsured Kids

As the school year begins, [Michigan Primary Care Association](#) (MPCA) is launching a Back-to-School Campaign across the State of Michigan to encourage parents with uninsured children to put enrolling them in low-cost or free health insurance coverage at the top of their back-to-school checklist.

“Kids who have health care coverage are [better prepared to learn](#) in school,” said Janet Olszewski, Director of the [Michigan Department of Community Health](#). “That’s why enrolling uninsured children in low-cost or free health insurance should be a top priority for parents as they prepare to send their kids back to school. The coverage offered through Michigan’s HealthyKids and MICHild programs means health security for kids, peace of mind for parents, and better performance in our classrooms.”

There are [172,000 uninsured children in Michigan](#) and most of them, [88% in fact](#), are already eligible for an existing low-cost or free health care coverage program. Many families assume their children are not eligible for coverage because they believe they earn too much money, but a Michigan family of four can earn up to \$44,000 a year or more and still qualify!

MPCA and its partner in this campaign, the [Michigan Cover the Uninsured Network](#), began stepping up their efforts to increase the number of children enrolled in HealthyKids and MICHild on August 16th through a statewide kick-off webinar and the [release of many free materials for outreach in schools](#). MPCA will continue focusing on school children through the month of October.

These efforts are part of MPCA’s two-year initiative to enroll children in health coverage through the [Centers for Medicaid and Medicare Services](#) and the annual Back-to-School Campaign, a nationwide campaign of the Robert Wood Johnson Foundation.

Children enrolled in HealthyKids and MICHild receive regular check-ups, dental care, immunizations, prescription drugs, lab and x-ray tests, hospital care, and much more. The HealthyKids program is free to children who qualify and MICHild is only \$10 each month per family.

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To find out if your family is eligible for low-cost or free health care coverage dial 2-1-1 or visit our website, www.mpca.net/enroll.html, to locate the Community Outreach Specialist in your part of the state. It takes less than 30 minutes to find out if your family is eligible and to apply, and an MPCA Outreach Specialist would be happy to help you complete an application in person or over-the-phone.

About Michigan Primary Care Association

Michigan Primary Care Association has been the voice for Community Health Centers and other community-based providers in Michigan since 1980. It is a leader in building a healthy society in which all residents have convenient and affordable access to quality health care. MPCA's mission is to promote, support, and develop comprehensive, accessible, and affordable quality community-based primary care services to everyone in Michigan. For more information, please visit www.mpca.net or call 517.381.8000.

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