



Enroll Michigan

Enroll Your Child in MICHild and Healthy Kids

FOR IMMEDIATE RELEASE
Nov. 21, 2011

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Campaign Works to Enroll Nearly 1,600 Uninsured Kids in MICHild, Increases Applications 20%

Statewide Campaign Focuses Efforts during Back-to-School Season

LANSING, Mich. — Enroll Michigan's 2011 back-to-school campaign resulted in 1,585 Michigan children and teens gaining access to health insurance through the MICHild and Healthy Kids programs.

A coalition of Michigan hospitals, urban school districts and community health centers ran the Enroll Michigan back-to-school campaign between mid-August and mid-October to enroll eligible children in the state's low-cost and free health insurance programs.

The campaign was responsible for encouraging nearly 9 percent of MICHild enrollments in August (351 children) and more than 20 percent of enrollments in September (716 children) in addition to the 518 children enrolled directly by the Michigan Primary Care Association during the campaign period. While the effort also focused on boosting Healthy Kids enrollment, conclusive data for that program are not yet available.

Between July and August, the number of applications for the MICHild and Healthy Kids programs increased 20 percent overall statewide. That increase was largely sustained throughout September (6,951 Internet and paper applications in July, 8,740 in August, 8,663 in September).

The Enroll Michigan effort was launched statewide in March to raise public awareness of the programs, and featured participants collaborating to distribute tens of thousands of flyers, display posters, develop a dedicated website following and more. The 12-week fall campaign targeted geographic areas with the highest estimated numbers of uninsured children.

The campaign included local enrollment personnel called community navigators in school buildings and hospitals in targeted areas, a simplified enrollment process for children and their families, and eight weeks of TV, radio, transit and billboard advertising.

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“Michigan is already a national leader in enrolling our children in the state’s free and low-cost health insurance programs, so children who have not enrolled yet, but are eligible, are generally considered the hardest to reach,” said MPCA Executive Director Kim Sibilsky. “We are thrilled to announce Enroll Michigan connected nearly 1,600 children with health insurance at a time when the state’s overall Medicaid caseload has been falling. We are grateful to all our partners for helping to make a significant positive difference in the lives of so many Michigan children.”

According to the most recent estimates, about 124,000 Michigan children remain uninsured, 75,000 of whom are eligible for Michigan’s MICHild and Healthy Kids health insurance programs. Experts say they are not enrolled for reasons including language barriers, lack of transportation or means of communication (telephone access) and unawareness of eligibility and/or how to enroll.

Enroll Michigan worked with partners such as local school leaders, the state’s network of 2-1-1 systems, and www.enrollmichigan.com to connect the families of eligible children to MPCA community navigators to complete the simplified online, telephone and in-person enrollment processes.

“Enrolling nearly 1,600 eligible Michigan children in MICHild is a significant accomplishment because healthy children are better prepared to learn and succeed in school, are more productive, and incur lower medical costs as they grow into adults,” said MHA President Spencer Johnson. “Michigan’s community hospitals are proud to partner in these efforts to protect and improve access to health care services and coverage for all citizens.”

The fall campaign was supported by significant donations of advertising time and space by Comcast, various radio stations, CBS Outdoor, Lamar Advertising, and Adams Outdoor Advertising.

The Enroll Michigan coalition includes the Michigan Primary Care Association, the Michigan Health & Hospital Association (MHA), and the Middle Cities Education Association. For more information about Enroll Michigan and to enroll an eligible child, please, visit www.enrollmichigan.com.

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