

For Immediate Release

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Governor Ronnie Musgrove Is Joined By The Leadership Jackson Class Of 2000 To Promote Awareness Of The Children's Health Insurance Program

Jackson, Miss. – The Leadership Jackson Community Action Team of 2000 has joined with Governor Ronnie Musgrove to continue the effort to inform the people of Mississippi about the benefits of CHIP. Medicaid officials estimate there are 85,000 uninsured children in the State of Mississippi. This program will expand the current outreach program to reach more eligible, middle-class, working families.

Leadership Jackson spokesman, Mike Cronin stated, "After we started working with the CHIP project, we were astonished at the number of eligible families who did not know about CHIP. With this program, there is no reason for children in Mississippi to go without health care. The key to making CHIP work is community involvement and public awareness. The class has made it possible for 12 CHIP billboards to be placed throughout the Metro Jackson Area. The billboards are just a small part of the effort that is needed, and we issue a challenge to others in our community to join forces and follow our lead in spreading the word."

The 12 billboards were set up on October 25, 2000, in areas throughout the City of Jackson. The team identified corporate, non-profit and educational organizations willing to provide funding for the purpose of increasing the scale of the CHIP outreach program through the billboard campaign. The Children's Defense Fund, Jackson State University's School of Allied Health, LAMAR Advertising, Horne CPA Group and Mississippi Arts Alliance made monetary/ in kind contributions towards the billboard campaign.

"Groups like the Leadership Jackson Class, acting as partners with other state agencies, serve as an invaluable asset to the State of Mississippi," said Governor Musgrove. "Their assistance in making families aware of the CHIP program will increase enrollment into the program. I hope more organizations will become involved in helping us improve the quality of life for all Mississippians."

Leadership Jackson is a program of the Metro Jackson Chamber of Commerce. Their program develops strong, active and continuing leaders for the Jackson area. Graduates of the program strengthen the networking system and enhance the prestige of the program as alumni move into high-level leadership positions. They will work to find participants, session leaders and contributors for future Leadership Jackson sessions. This is Leadership Jackson's 14th class, and they had 470 graduates.

Members of the Leadership Jackson Community Action Team of 2000 are:

Robert Alexander, Horne CPA Group
Dawn Buck, The Mississippi Commission for Volunteer Services
Mike Cronin, Brunini Grantham Grower & Hewes, PLLC
Lester Diamond, St. Dominic/ Jackson Memorial Hospital
Robbie Kemp, Entergy, Inc.
Jamie Martin, Butler Snow O'Mara Stevens & Cannada
Cedric Morgan, MS Dept. of Health/ Division of Medicaid
Karen Quay, City of Jackson, Mayor's Office
Ceagus Reed, Department of Veteran Affairs
Charles Smith, Mississippi Arts Alliance
Lillian Taylor, Jackson State University
Armerita Tell, Office of the Governor
Matt Yarborough, University Medical Mall
Martha Yoste, The University Club

The CHIP billboards will raise awareness of the CHIP program throughout the Greater Jackson Area.

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