

Mississippi Health Benefits/School Partnership  
Tuesday, July 25, 2000  
State Capitol – 2<sup>nd</sup> Floor Rotunda  
10:00 am

**Talking Points**

- Good morning. Thank you for joining me today as we announce another new outreach initiative to promote the Children's Health Insurance Program through Mississippi Health Benefits.
- As we continue our commitment to both education and children's health, I asked the Division of Medicaid to partner with our public schools to increase the number of children of working families receiving health insurance through Mississippi Health Benefits.
- This is a partnership that gives the greatest benefit to Mississippi's children.
- This initiative will reward all public schools K through 12 for enrolling needy children of working families.
- The Division of Medicaid will pay each public school \$20.00 for every eligible child successfully enrolled in Mississippi Health Benefits.

- The Division of Medicaid along with the Department of Human Services and the State Department of Education will be working with teachers during the first several weeks of school to ensure that all eligible children have adequate health insurance.
- The school superintendents here today represent schools that will likely receive the greatest benefit from this initiative.
- (Turn and look at those gathered behind you.) I would like to thank you all for being here today.
- As a result of our efforts, and those of our advocates, more than 13,725 children have been enrolled in the Children's Health Insurance Program.
- That more than doubles our total since January 1, 2000.
- This process starts in our public schools at the beginning of this school year.

- After two months we will assess our progress and determine where we may have missed our target market, which may then involve the use of private entities to reach those children and families.
- This partnership between the Division of Medicaid, the Department of Human Services, the Department of Finance Administration, the State Department of Education and the superintendents and teachers across our state, is just one more outreach effort that we are developing to ensure that Mississippi children and Mississippi families have the health insurance coverage they so desperately need.
- We will continue to develop new initiatives and create better opportunities that will improve the quality of life for Mississippi's children and families.



## **Q and A**

Q - Where is the money coming from? And how much is available for this initiative?

The Division of Medicaid has funds available for enrollment and marketing.

We have funds to adequately enroll every eligible child in Mississippi.

Q - How many do you expect to enroll?

Every eligible child.