

Mississippi Health Benefits Program
Press Conference
Tuesday, May 9, 2000
10:00 a.m.
2nd Floor Rotunda

Talking Points

Stand up straight and use low tones.

- Good Morning.
- During my State of the State Address, I said that Mississippi is not where it should be with providing health insurance for our children.
- Too many families don't know that they are eligible for the Mississippi Health Benefits Program.
- Estimates indicate that 85,000 Mississippi children are eligible and only 6,665 are currently enrolled in the Mississippi Health Benefits Program.
- This program provides Health Insurance to Mississippi's children whose parents are caught in the gap between making too much money to be eligible for Medicaid but not enough to afford health insurance.

- It is the goal of my administration to find ways to enroll every eligible child in Mississippi with the same dispatch and thoroughness we would devote to a very serious public health threat.
- That is why I am proud to be here today as we unveil the new material that will be used to advertise the program.
- The advertising material consists of
 - a new brochure that includes a Mississippi Health Benefits Program application
 - a new poster
 - a new newspaper advertisement
 - a new radio public service announcement
 - and a new television public service announcements
- In the next few weeks the First Lady and I will also be filming a television public service announcement that will be used statewide

- The application is easy to complete, and will be available at:
 - County MDSH offices
 - Local Health Department offices
 - Community Health Centers
 - Rural Health Clinics
 - Head Start Centers
 - Some Hospitals and Private Health Clinics

- For the past several months my office has been working with the Department of Human Services and the Division of Medicaid to redevelop the advertising material and outreach plan of action for the Mississippi Health Benefits Program.

- I want to thank Dr. Bettye Ward Fletcher, Executive Director of the Department of Human Services and Mr. Willis Washington, Interim Executive Director of the Mississippi

Department of Medicaid (who is attending a Medicaid conference today and could not be with us), Gary Anderson Director of the Department of Finance and Administration, Blue Cross/Blue Shield, the many supporters of our efforts, Jeanne Luckett of Communication Arts Company and the staff of each of these organizations, for the hours dedicated to determining the best way to bring health insurance options to the Children of Mississippi.

- I would like to now let you view the television public service announcements. At the conclusion of the video, we will be available to answer any questions you may have about the Mississippi Health Benefits Program.
- We look forward to reaching out to the children and families of Mississippi as we provide them with the health insurance options that will make a positive difference in their lives.
- (start video)
- (at the end of the video say, - we are now available to take any questions you might have.)

