

News Release

Nevada Covering KIDS & Families

[A PROJECT OF HEALTHINSIGHT]

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Do You Know Kids Without Health Coverage?

Cover the Uninsured Week annual campaign targets Nevada's uninsured kids

(Reno, Nevada) Nevada Covering Kids & Families, along with various coalition members and community partners, is launching its annual *Cover the Uninsured Week* campaign, April 23-29, to encourage parents to place health care coverage for their uninsured children at the top of their “to do lists.”

Nancy Whitman, Director of Nevada Covering Kids & Families, said their organization has a simple message for parents: *“Providing children with health coverage is a smart idea that gives parents a sense of security and peace of mind for you and your children.”*

Many working parents are not aware that their children may qualify for coverage. In Nevada, a family of four can earn up to \$41,300 a year and still qualify for Nevada Check Up. Eligibility is based on family size and household income.

Kids with health care coverage are better prepared to learn

- MOST children in America's classrooms who are uninsured are eligible for low cost or free children's health insurance.
- Parents of uninsured children are 7 times more likely to be forced to delay or not get medical care for their kids than parents whose children have health insurance.
- Uninsured children are less likely to receive proper medical care for sore throats, earaches, and asthma—common childhood illnesses that are often the cause of school absences.

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Efforts during *Cover the Uninsured Week* are aimed at increasing the number of children enrolled in the Nevada Check Up and Nevada Medicaid programs. Numerous activities and events will promote health issues, give application assistance, and provide fun activities for children. Events planned for *Cover the Uninsured Week* include:

- **News Conference and Health Fair:** April 20, 12:30 pm, J.T. McWilliams Elementary School, 1315 Hiawatha Road, Las Vegas.
- **News Conference:** April 27, 12:00 pm to 1:00 pm, at the Legislative Building in Carson City. Speakers include Assemblywoman Sheila Leslie; and Marcia O'Malley, Co-Chair of Nevada Covering Kids and Families Governing Council and the Director of Family Ties of Nevada.
- **Multi-cultural Fair:** April 21, 10:00 am to 4:00 pm, at Truckee Meadows Community College, Dandini Campus, Student Services Center.
- **Application Assistance:** April 25, 10:00 am to 12:00 pm, at the Central Reno Family Resource Center, located at 1755 S. Wells Avenue.

Nevada Check Up offers comprehensive coverage, much like private health insurance programs. The only costs for Nevada Check Up are quarterly premiums, which range from \$15-70, depending on annual income and family size. Nevada Medicaid offers comprehensive health care services to qualified children at no cost to parents.

To find out more information about *Cover the Uninsured Week* and scheduled activities, or about Nevada Covering Kids & Families, please call 775-323-2206 or go to website www.nvckf.org. For more information about Nevada Check Up, go to <http://nevadacheckup.state.nv.us>.

Since 1999, Nevada Covering Kids & Families has strengthened Nevada's communities and organizations in increasing public awareness and application submission for Nevada Check-Up and Nevada Medicaid. Nevada Covering Kids & Families and partners statewide successfully made contributions to the current enrollment today of 29,442 in Nevada Check-Up and 91,748 in Nevada Medicaid.