

New Health Access Kids! Program to be unveiled on Child Health Day



Health Department, Mayor's Office and School Department Unveil New Health Access Kids! Program on Child Health Day 11:00 a.m. Monday, October 6, 2014 at Carney Academy Elementary School, 247 Elm Street, New Bedford.

On Monday, October 6, 2014 the New Bedford Health Department, in partnership with New Bedford Public Schools and the Greater New Bedford Community Health Center, will celebrate Child Health Day and introduce a new health insurance program: Health Access Kids New Bedford at Carney Academy Elementary School at 11:00 a.m. Mayor Mitchell will present a proclamation in recognition of Child Health Day.

Although every child is entitled to health insurance, as many as one-quarter of New Bedford residents are not insured at any given time. Many families may be unaware that they must re-

enroll on an annual basis or their health insurance coverage will lapse. This new program, Health Access Kids New Bedford, will educate families on the importance of health insurance, increase health insurance coverage for students and families, help families to stay enrolled, and improve the ability to track insurance status for all New Bedford students and families.

The October 6 event is just the beginning of the Health Access Kids campaign. Students will receive information about the campaign to bring home to their parents. Concurrently, advertisements will be placed inside several SRTA buses, on the back of buses, and at bus shelters. The Health Department also plans to disseminate information at the Community Health Center and other local venues to inform residents about how to get additional information and enrollment assistance.
