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FOR IMMEDIATE RELEASE

February 26, 2013

HEALTH INSURANCE PROGRAM NOW COVERS MORE KIDS AND TEENS

Apple Health for Kids offers Native American families a quality, free or low-cost insurance option

More kids and teens in Washington State qualify for health insurance through Apple Health for Kids than ever before. Apple Health for Kids, a free or low-cost health insurance program for kids and teens in Washington State, seeks to provide an affordable health insurance option to families across the state. Today marks the launch of a statewide campaign to enroll uninsured kids and teens in the Apple Health for Kids program.

With Apple Health for Kids, kids and teens under the age of 19 receive quality medical, dental, vision and prescription coverage. In addition to having access to a network of doctors, hospitals and clinics, families will have no copays or deductibles. New federal guidelines mean most families that make up to 300% of the federal poverty level qualify. Premiums range from free to \$30 per child, depending upon a family's household income. No family will pay more than two premiums. For example, a family of four that makes \$5,700 per month likely qualifies for \$30 per child, per month health insurance premiums.

About one third of the 83,000 uninsured children in Washington live in Pierce, King, Yakima, and Clark counties. While the Apple Health for Kids campaign will include statewide outreach, specifically reaching target audiences in those four counties will be a priority. Special attention will be given to American Indian/Alaska Native, Asian/Pacific Islander, and Hispanic/Latino populations that currently have lower levels of enrollment. Several partners are assisting with outreach efforts, including Community-Minded Enterprises, Catholic Charities of the Diocese of Yakima, Kauffman and Associates, Inc. and Desautel Hege Communications.

"More families than ever are looking for ways to save money, but still provide quality health care to their children, and Apple Health for Kids is the perfect solution," said Jo Ann Kauffman, MPH, President and CEO of Kauffman and Associates, Inc. "Families, including those who use Indian Health Services, can easily enroll to have access to things like x-rays, immunizations, well-child checks and maternity care."

The campaign is using an innovative, research-based model to promote easy enrollment and offer one-to-one support for people going through the enrollment process. A new website, myapplehealth.org, has been developed which simplifies the application and links enrollees with representatives who can help them fill out the forms and answer questions they may have. Phone interpreting is available in 240 languages.

Now through June, Apple Health for Kids will be promoted at special enrollment events as well as existing community events like Hoopfest. Employers and childcare providers will also receive information and materials to educate employees and parents about the program. It is important that all families in Washington State know about this quality, free or low-cost health insurance option, so advertising is part of the outreach plan as well.

Families with kids and teens should visit myapplehealth.org or call 1-855-900-3066 to learn more and see if they qualify.

About Apple Health for Kids

Apple Health for Kids (AHFK) was created in 2007 as part of the Cover All Kids law signed by Governor Gregoire in order to expand existing health care programs for children by making it affordable to all families. Since its creation, the program has made innovative changes to application and renewal processes to offer families a single, streamlined enrollment process and comprehensive benefits to all eligible applicants. AHFK has also undergone changes to expand eligibility to more of Washington State's 83,000 uninsured children, now covering families making up to 300% of the federal poverty limit, regardless of immigration status.

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