



**NEWS ADVISORY:**  
August 7, 2006

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**CLARK COUNTY COMMISSIONER, AREA HEALTH OFFICER, LOCAL LEADERS LAUNCH BACK-TO-SCHOOL CAMPAIGN TO ENROLL UNINSURED CHILDREN IN *NEVADA CHECK UP***

*NEW RESEARCH SHOWS THOUSANDS OF NEVADA CHILDREN ARE ELIGIBLE BUT NOT ENROLLED*

**LAS VEGAS**—On Wednesday, August 9, the Nevada *Covering Kids & Families* coalition will launch an intensive two-month push to enroll eligible, uninsured children in Medicaid and *Nevada Check Up*. Part of the national *Covering Kids & Families* Back-to-School Campaign, the effort will kick off with a news conference highlighting new data on Nevada’s uninsured children. A health and enrollment fair in conjunction with the press conference will run from 9 a.m. to noon to help enroll children in Medicaid and *Nevada Check Up*, as well as provide free health screenings and school supplies. In addition, the mascot for the Las Vegas 51’s will be giving away baseball tickets to children.

The new study, conducted by the State Health Access Data Assistance Center (SHADAC), documents the consequences of being uninsured and the importance of programs such as *Nevada Check Up* in providing a safety net for working families in an era when private, employer-sponsored coverage is on the decline. According to the data, many Nevada children are eligible to receive low-cost or free health care coverage through *Nevada Check Up*, but are not enrolled.

Las Vegas is one of eight targeted cities in the United States where the Robert Wood Johnson Foundation’s *Covering Kids & Families* Initiative is concentrating its efforts. Local organizations leading this effort include the Southern Nevada Health District, Nevada Office of Minority Health, Nevada Health Services, East Valley Family Services and *Nevada Check Up*.

<b>What:</b>	Back-to-School 2006 press conference and health fair
<b>Who:</b>	Organized by the Nevada <i>Covering Kids &amp; Families</i> coalition, guest speakers include: Myrna Williams, Clark County Commissioner; Dr. Donald S. Kwalick, Chief Health Officer, Southern Nevada Health District; Dr. Larry Gamell, Program Manager, Nevada Office of Minority Health; Diana Taylor, R.N., Director of School Nurses, Clark County School District; families enrolled in Medicaid and <i>Nevada Check Up</i> ; and a video address from U.S. Senator Harry Reid
<b>Where:</b>	Cambridge Recreation Center 3930 Cambridge Street Las Vegas, NV 89119
<b>When:</b>	Wednesday, August 9, 2006 Health and Enrollment Fair: 9 a.m. to noon Press Conference: 9 a.m. – 10 a.m.