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NEWS RELEASE

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Governor's Weekly Radio Message Encourages New Jersey KidCare Enrollment

Gov. Christie Whitman provides a weekly radio message to radio stations throughout the state. Each week, the message focuses on a different concern or event of interest to New Jerseyans.

This week Gov. Whitman discusses providing New Jersey's children with the medical care they need through the New Jersey KidCare program. This program will enable over 100,000 low-income children in our state to get the medicine, see the doctors and receive the attention they need to grow up healthy. Several weeks ago, the state began a massive outreach involving several state agencies and New Jersey hospitals to enroll even more children in New Jersey KidCare. Information on the program will be distributed with vehicle license and registration forms, with paychecks for state employees, in mailings to new parents, and at savings and loans and credit unions.

Attached is the text of the message.

The radio message can be accessed by calling the Governor's actuality line at 609-292-3249. It will be available today, beginning at noon, and will run through the weekend.

Governor's Weekly Radio Message August 28, 1998 New Jersey KidCare

New Jersey's kids deserve our best: a solid education, a safe neighborhood, a clean environment, and good medical care.

Today, I'd like to talk about the New Jersey KidCare program, which ensures that tens of thousands of uninsured children across our state get the medicine, see the doctors, and receive the attention they need to grow up as healthy as possible.

New Jersey KidCare shows that we care about all our kids especially those who can't afford health insurance. It enables us to meet the needs of more than 100,000 low-income children in New Jersey. A family of four may qualify if they earn under \$32,900 a year. Families in the program contribute, depending on how much income they earn.

New Jersey KidCare is the right thing to do and the smart thing to do. If we treat our kids promptly and properly, minor sicknesses won't become costly and tragic illnesses.

Just a few weeks ago, we announced a massive outreach effort, involving several state agencies and New Jersey hospitals, to enroll even more children in New Jersey KidCare. Soon, you will be hearing radio announcements and seeing ads in newspapers promoting this important program for kids.

We'll be including information on New Jersey KidCare with Division of Motor Vehicle license and registration renewal forms.

The Department of Treasury will include New Jersey KidCare information with paychecks to some 73,000 state employees, and the Division of Health and Senior Services will include KidCare information as part of a mailing they do each week to some 1,500 new parents.

The Department of Banking will ask all of the 140 state-chartered savings and loans and credit unions to display New Jersey KidCare materials at their various locations. And the Division of Taxation will begin outreach this month to residents who meet the New Jersey KidCare income guidelines.

We will also make recruitment for New Jersey KidCare part of the job for those state employees who have contacts with families who may be eligible for the program.

Im also very pleased that the New Jersey Hospital Alliance, which represents 17 hospitals primarily in urban areas around the state, will be encouraging its members to enroll even more children in New Jersey KidCare. The New Jersey Hospital Association has also pledged to help in this effort.

Why is it so important that we enroll children in this program?

Because healthy children are able to make the most of school and all the other opportunities for learning that our state offers.

Because a healthy child means mom or dad has to miss fewer days of work taking care of illnesses that could have been avoided.

Because when families pay taxes they want to be sure that money is being invested in smart, preventive ways that save money down the line.

And most of all because children deserve to enjoy the best of health. And thats what makes New Jersey special: we care enough to give our children the best.