

## NJ Family Care

Sponsor: Health Research and Educational Trust of New Jersey, New Jersey Hospital Association

Location: Princeton, New Jersey

**Partners:** New Jersey Department of Human Services and more than 40 state and communitybased organizations

NJ FamilyCare, formerly known as “NJ KidCare,” has enrolled more than 95,000 children and 180,000 adults in the state-sponsored health care coverage program for low-income adults and families. Working with a statewide coalition of more than 60 organizations, which include hospitals, clinics, health systems and federally qualified health centers, NJ FamilyCare advocates reach out to eligible families to help enroll them in this statewide health care coverage program.

The Health Research and Educational Trust of New Jersey and NJ FamilyCare provide hospital executives with information on the program and encourage them to send all front line workers who come in direct contact with uninsured children to training for NJ FamilyCare outreach activities. During the first information session, held in December 2002, more than 100 health care executives attended to learn about NJ FamilyCare and its benefits to their communities. One coalition member, St. Mary’s Hospital in Passaic, works with the Passaic County Board of Social Services and provides application assistance training for hospital employees. St. Mary’s provides enrollment materials translated into Spanish, has hired bilingual clerks and health educators, and hosts numerous community outreach activities. These include training community volunteers as health promoters, establishing a bilingual hotline/voicemail for NJ FamilyCare assistance, and promoting the program with posters and fliers near hospital elevators and in waiting rooms. In addition, St. Mary’s collaborated with the superintendent of schools to get NJ FamilyCare on the agenda at school open houses and PTA meetings. In March 2002, St. Mary’s Hospital received a Best Practices Award from the New Jersey Department of Health and Human Resources for its success in registering families in NJ FamilyCare.

**For more information on NJ FamilyCare, please contact:**

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