



**New Mexico Association of Counties**

613 Old Santa Fe Trail  
Santa Fe, New Mexico 87501  
(505) 983-2101 (505) 983-4396 Fax

**Grant Acknowledgement Form**

Please complete and return this document along with the attached W-9 to the New Mexico Association of Counties (NMAC) to confirm that your organization will comply with the terms and conditions of the New Mexico Health Insurance Exchange grant funding. Forms can be emailed to Katelyn Quiroz at [kquiroz@nmcounties.org](mailto:kquiroz@nmcounties.org)

**Terms & Conditions**

Grant recipients will receive half of the awarded amount upon completion of their first event/initiative. Final payment will be made upon completion of the deliverables for the grant. Grant recipients must provide NMAC with an invoice and receipts justifying associated costs. Recipients must submit monthly summary reports and documentation identifying the number of attendees i.e. sign-in sheets, number of materials distributed, photographs of events, and other relevant supporting materials **by the 5<sup>th</sup> of each month.**

Organization: Santa Fe County Community Services Department

Total Amount Awarded: \$3,000 EIN Number: 85-60000-73

Grant Performance Period: Starting: July 2014 Ending: December 31, 2014

Checks should be made payable to: Santa Fe County Community Services Department

Address for Reimbursement of Funds: 2052 Galisteo

City: Santa Fe State: NM Zip: 87505

Contact: Patricia Boies Phone: (505) 995-9538  
Email: pboies@santafecountynm.gov

Responsible Grant Administration Official: Patricia Boies

Title: Health Services Division Director, Santa Fe County Community Services Department

Address: 2052 Galisteo, Santa Fe NM 87505 Phone: (505) 995-9538 Fax: (505) 992-9854

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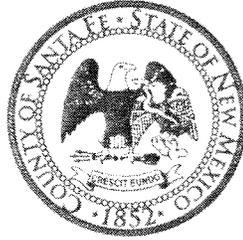
For additional information or questions, please contact Katelyn Quiroz at (505) 216-3006 or [kquiroz@nmcounties.org](mailto:kquiroz@nmcounties.org)

Approved as to form  
Santa Fe County Attorney  
By: [Signature]  
Date: 10/10/14

**Daniel “Danny” Mayfield**  
*Commissioner, District 1*

**Miguel M. Chavez**  
*Commissioner, District 2*

**Robert A. Anaya**  
*Commissioner, District 3*



**Kathy Holian**  
*Commissioner, District 4*

**Liz Stefanics**  
*Commissioner, District 5*

**Katherine Miller**  
*County Manager*

**Santa Fe County Community Services Department  
Health Care Enrollment Outreach in Santa Fe County**

**Proposal Submitted to the New Mexico Association of Counties**

**Overview of Ongoing Insurance Enrollment Activities and New Proposal**

Increasing enrollment of residents in health insurance has the highest priority in Santa Fe County's health action plan. That plan, prepared by the County's Community Services Department and the Health Policy and Planning Commission, was approved by the Santa Fe County Board of County Commissioners as "*Santa Fe County Health Action Plan: FY 2015-2017.*"

The Community Services Department has been active in developing and distributing materials encouraging people to enroll in health insurance, including specifically through the NMHIX. Materials are posted on the County website and distributed in many locations, including senior and community centers, satellite offices, and on the Santa Fe County Mobile Health Van, which regularly visits rural communities. The Community Services Department has worked with Robin Hunn and Project Access in reaching out in many forums, including to schools. That work will continue and expanding with Charlotte Roybal and the New Mexico Primary Care Association and our many partners.

The Community Services Department also contracted with La Familia Medical Center to assist with health insurance outreach and enrollment in rural parts of the County and hard-to-reach populations, including young adults.

The funds that the Community Services Department received from the first NMAC grant were used for radio public service announcements (PSAs) timed during the enrollment period in early 2014. Hutton Broadcasting prepared PSAs to reach a wide variety of community members who might not otherwise learn about NMHIX or might not know how to follow through with enrollment. Stations were chosen to reach different demographics in the County. Two PSAs in English were prepared, and one in Spanish. A total of 292 radio spots ran beginning in March on the following stations: ESPN (Sports station); Outlaw (Country station); KLBU/Juan (Spanish station). Note that the \$3,000 funding received from the grant was sufficient to air about half the total 292 radio spots, and

Hutton Broadcasting generously matched those numbers, to double the total amount of spots that aired.

For this new proposal to support the open enrollment period which begins November 15, 2014, the Community Services Department would like to focus on the Spanish-speaking population and contract for radio PSAs in Spanish. The Santa Fe County *Community Health Profile* found that over 50 percent of Santa Fe County's population is Hispanic, and that almost 27 percent of people uninsured in Santa Fe County are Hispanic.

After interviewing Spanish speakers and listeners, the Community Services Department has chosen KLBU/Juan 102.9, the Hutton Broadcasting Spanish station, and Radio KRZY Jose 105.9. The proposal is for 30-second radio PSAs to run between November 1 and December 15, 2014, as detailed in the budget narrative.

### **How the County Works with Community Partners**

The Santa Fe County Community Services Department (CSD) provides many services related to health care. Through the County's Health Care Assistance Program, the CSD allocates funding to community based providers for primary care, alcohol and drug rehabilitation, and other related health care services. The CSD also provides health care funding for community projects, including funding medication assisted treatment services for pregnant women who use opiates, and health care reform activities. The CSD provides free services on its mobile health van, described below. The CSD provides support and leadership to numerous councils and workgroups that also involve community partners, health care providers, and CHRISTUS St. Vincent Regional Medical Center, including the Health Policy and Planning Commission, Santa Fe Opiate Safe, Law Enforcement Assisted Diversion (LEAD), CHRISTUS Community Benefit Committee, the Food Policy Council, and Project REACH at La Familia.

The CSD has forged strong relationships with the community and health care providers. As testament to this, the County's *Community Health Profile 2013* was prepared jointly with CHRISTUS St. Vincent. The County's *Health Action Plan FY 2015-2017* was the product of widespread discussions and meetings with many organizations, and increasing enrollment of County residents in health insurance is the highest priority of that health action plan.

### **Impact and Geographic Area**

All CSD services encompass the geographic area of Santa Fe County and include the City of Santa Fe as well as many rural areas. The programs serve a widespread and diverse population, from the northern communities including Pojoaque, Chimayo, and into part of Espanola, to Edgewood in the southwest part of the County, and many areas in between including Eldorado, Galisteo, and La Cienega. In FY114 the CSD's health care assistance program provided funding for over 7,000 people. The Senior Services program provided over 14,000 home-delivered meals and close to 15,000 congregate meals to seniors in our County.

In addition, the Mobile Health Van, which travels throughout the County providing free health services such as blood pressure screening, cholesterol screening and blood glucose checks, recorded almost 2,500 visits by County residents in FY 2014. The van is also being used to disseminate information on enrolling in health insurance.

### **Budget Narrative and Breakdown**

For this grant proposal to support the open enrollment period which begins November 15, 2014, the proposed focus is on the Spanish-speaking population, specifically public service announcements in Spanish on selected Spanish radio stations. Our *Community Health Profile* found that over 50 percent of Santa Fe County's population is Hispanic, and that almost 27 percent of people uninsured in Santa Fe County are Hispanic.

After asking Spanish speakers and radio listeners about their radio station preferences, the CSD has chosen KLBU/Juan, the Hutton Broadcasting Spanish station, and Radio KRZY Jose 105.9. The time frame for the Spanish radio PSAs to air will be six weeks, from November 1 to December 15, preparing for and during the open enrollment period.

The radio PSAs will be produced by Hutton Broadcasting and by Radio KRZY Jose. They will be 30-second spots. They will encourage people to enroll in health insurance and direct listeners to the NMHIX call center and the NMHIX Spanish website, [www.seguroquesinm.com](http://www.seguroquesinm.com). The PSAs will run six days a week, Monday through Saturday.

- Hutton Broadcasting will run 120 spots on KLBU/Juan 102.9 between 5:00 am and midnight, Monday through Saturday. They estimate that these spots will reach about 36,000 Spanish speaking listeners in and near Santa Fe. Cost: \$1,000.
- Radio KRZY Jose 105.9 will run 114 spots, between 6:00 am and 7:00 pm Monday through Friday, and between 10:00 am and 7:00 pm on Saturday. They estimate that these spots will reach over 400,000 Spanish speaking listeners, because their reach goes up to Colorado and down to Bernalillo and also east and west 100 miles of Albuquerque. Cost: \$2,000.

These radio spots will reach a broad demographic not only within the geographic area of Santa Fe County outlined above but also beyond, so residents in other counties will benefit as well.