



New Mexico State Project

Covering Kids in New Mexico

GRANT AMOUNT: \$1,000,000

START DATE: January 1, 1999

INTERVENTION: Providers

TARGET POPULATIONS: Native American
Immigrant
Adolescents
Latino/Hispanic
Rural/Frontier

Grant Overview

This project seeks to: develop a comprehensive statewide education and awareness campaign; coordinate statewide databases to identify and enroll eligible children; implement pilot strategies for Medicaid enrollment of U.S. citizen children of undocumented parents and Native Americans; and develop strategies to use existing state funds to maximize future utilization of federal funding for continuation of this initiative.

LEAD ORGANIZATION: New Mexico Advocates for Children and Families
P.O. Box 26666
Albuquerque, NM 87107

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STATE PILOT PROJECTS: [Dona Ana County](#)

[Native American Pilot](#)

[Torrance/Valencia Counties Pilot](#)



New Mexico Pilot Project

Dona Ana County

INTERVENTION: Door-to-door
Faith
Child Care
Schools
Providers
Businesses

TARGET POPULATIONS: Adolescents
Latino/Hispanic
Rural/Frontier
Immigrant

Pilot Overview

This project will utilize promotoras, or lay health workers, to meet with families in their homes to provide outreach activities and assist families with applications. It also will conduct outreach through the existing providers of home-based child care. A community-based media campaign will target church newspapers, priests and local radio stations. All activities will be integrated with existing resources.

LEAD ORGANIZATION: Dona Ana Chapter of the New Mexico Advocates for
Children and Families
2407 West Pichacho, Suite A111
Las Cruces, NM 88005

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New Mexico Pilot Project

Native American Pilot

INTERVENTION: Door-to-door
Schools
Providers

TARGET POPULATIONS: Native American
Rural/Frontier

Pilot Overview

This project will target the northeastern Navajo Nation, Ramah Reservation and five pueblos in Sandoval County. The local coalition will develop a package of culturally acceptable, multilingual training and education materials for the Navajo population. The materials will be used for one-on-one home visits and be distributed at Navajo Chapter meetings. Media penetration also will be sought with local radio and television stations serving Navajo communities. Community-based workshops also will be held at venues serving the pueblos to address Medicaid benefits, eligibility criteria, managed care and enrollment assistance.

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New Mexico Pilot Project

Torrance/Valencia Counties Pilot

INTERVENTION: Providers
Door-to-door
Businesses

TARGET POPULATIONS: Adolescents

Pilot Overview

This project will serve two rural counties in central New Mexico that surround the urban hub of Albuquerque. The project will be operated in conjunction with the maternal and child health programs in each county as well as with the school systems and local health care providers. The project will pilot test innovative financing strategies for ongoing sustainability of activities. Outreach activities will be linked with other children's programs operated in the two counties such as perinatal and pediatric case management and youth recreation programs.

LEAD ORGANIZATION: Valencia County Coalition for Families, Children and Communities
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