

SENATE, No. 1185

STATE OF NEW JERSEY
219th LEGISLATURE

INTRODUCED FEBRUARY 3, 2020

Sponsored by:

Senator NILSA CRUZ-PEREZ

District 5 (Camden and Gloucester)

SYNOPSIS

Requires DHS to create English and Spanish-language Internet websites to promote enrollment in affordable health care plans.

CURRENT VERSION OF TEXT

As introduced.



1 AN ACT concerning the NJ FamilyCare outreach and enrollment
2 initiative and amending P.L.2008, c.38.

3
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6
7 1. Section 26 of P.L.2008, c.38 (C.30:4J-18) is amended to
8 read as follows:

9 26. a. The Commissioner of Human Services shall establish an
10 enhanced NJ FamilyCare outreach and enrollment initiative to
11 increase public awareness about the availability of, and benefits to
12 enrolling in, Medicaid, NJ FamilyCare, and the NJ FamilyCare
13 Advantage buy-in programs.

14 b. The initiative shall include culturally sensitive, Statewide
15 and local media public awareness campaigns addressing the
16 availability of health care coverage for parents and children under
17 the Medicaid and NJ FamilyCare programs and health care
18 coverage for children under the NJ FamilyCare Advantage buy-in
19 program. These campaigns shall include, but not be limited to:

20 (1) A dedicated Medicaid and NJ FamilyCare Internet website
21 that includes a directory of health care centers and other agencies
22 that receive funding from the U.S. Department of Health and
23 Human Services to act as "health navigators" and assist New Jersey
24 residents in enrolling in affordable health care plans, as well as
25 other community centers that inform State residents about insurance
26 options and assist with enrollment in health plans through the
27 competitive health insurance marketplace, and the languages spoken
28 in each center;

29 (2) A dedicated Medicaid and NJ FamilyCare Internet website
30 that provides the same content as the website created pursuant to
31 paragraph (1) of this subsection, provided entirely in the Spanish
32 language, and with a Spanish-language domain name to ensure easy
33 Internet access by Spanish-speaking State residents; and

34 (3) a multimedia public awareness campaign, presented in the
35 English and Spanish languages, publicizing the Internet websites
36 created pursuant to paragraphs (1) and (2) of this subsection.

37 c. The initiative shall also include the provision of training and
38 support services, upon request, to community groups, legislative
39 district offices, and community-based health care providers to
40 enable these parties to assist in enrolling parents and children in the
41 applicable programs.

42 (cf: P.L.2008, c.38, s.26)

43
44 2. This act shall take effect on the first day of the seventh
45 month next following enactment.

EXPLANATION – Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

STATEMENT

This bill would expand the information and resources provided by the Commissioner of Human Services, through the enhanced NJ FamilyCare outreach and enrollment initiative to increase public awareness about the availability of, and benefits to enrolling in, Medicaid and NJ FamilyCare.

Under the bill, the commissioner would be required to create a dedicated Medicaid and NJ FamilyCare Internet website that includes a directory of health care centers and other agencies that receive funding from the U.S. Department of Health and Human Services to act as "health navigators" and assist New Jersey residents in enrolling in affordable health care plans, as well as other community centers that inform State residents about insurance options and assist with enrollment in health plans through the competitive health insurance marketplace. The directory would identify the languages spoken in each listed center.

The commissioner would additionally be required to create a parallel Medicaid and NJ FamilyCare Internet website with the same content provided entirely in the Spanish language, and with a Spanish-language domain name to ensure easy Internet access by Spanish-speaking State residents.

The bill would also require the commissioner to create a multimedia public awareness campaign, presented in English and Spanish, publicizing the Internet websites created pursuant to this bill.

This bill aims to increase awareness and access to the Medicaid and NJ FamilyCare programs for underserved populations in this State, especially those for whom Spanish is a primary language.

The bill would take effect on the first day of the seventh month next following enactment, to provide ample time for the Department of Human Services to create the two Internet websites and the public awareness campaign.