



VALENCIA COUNTY  
BOARD OF COUNTY COMMISSIONERS

**RESOLUTION No 2014-50**

**A RESOLUTION OF THE BOARD OF COMMISSIONERS OF VALENCIA COUNTY, NEW MEXICO, APPROVING THE SCOPE OF PROJECT AND AUTHORITY TO SUBMIT A GRANT APPLICATION TO THE NEW MEXICO ASSOCIATION OF COUNTIES (NMAC) & NEW MEXICO HEALTH INSURANCE EXCHANGE (NMHIX) FOR COMMUNITY AWARENESS INITIATIVES**

**WHEREAS**, the Board of County Commissioners met in a regularly scheduled meeting on Wednesday, October 15, 2014 at 5:00 p.m. in the Valencia County Administration Building, 444 Luna Avenue, Los Lunas, New Mexico 87031; and,

**WHEREAS**, pursuant to NMSA 1978 Section 4-38-1 (1884) the powers of a county as a body politic and corporate shall be exercised by a board of county commissioners; and,

**WHEREAS**, NMSA 1978, Section 3-18-1 (1972) provides that municipalities, and also counties pursuant to NMSA 1978, Section 4-37-1 (1995), have the powers necessary and proper to provide for the safety, preserve the health, promote the prosperity and improve the morals, order, comfort and convenience of any county or its inhabitants; and

**WHEREAS**, the Valencia County Board of Commissioners being a member in good standing with the New Mexico Association of Counties (NMAC); joins with the NMAC and the New Mexico Health Insurance Exchange (NMHIX) continuing efforts to support the 2014 open enrollment period for the Affordable Care Act (ACA) and New Mexico Medicaid expansion and agrees to participate in projects that will help educate community members on these important initiatives and connect them with resources for enrollment.

**WHEREAS**, the Valencia County Board of County Commissioners has reviewed and determined the proposed Project, which is attached hereto as exhibit "A" and made a part of this resolution, addresses the stated priorities of the Board and needs of Valencia County.

**NOW THEREFORE BE IT RESOLVED BY THE BOARD OF DIRECTORS OF VALENCIA COUNTY, NEW MEXICO, THAT:**

Valencia County Board of Commissioners does hereby approve the proposed Project for a grant application to the New Mexico Association of Counties and authorizes its submission.

APPROVED, ADOPTED, AND PASSED on this 15<sup>th</sup> day of October, 2014.



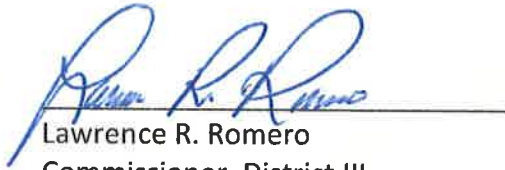
Charles D. Eaton  
Chairman, District IV



Alicia Aguilar  
Vice-Chair, District II



Mary J. Andersen  
Commissioner, District I

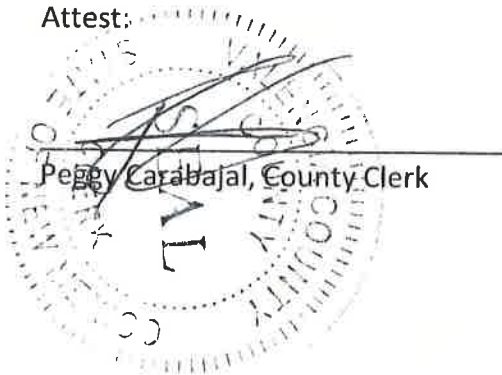


Lawrence R. Romero  
Commissioner, District III



Jhonathan Aragon  
Commissioner, District V

Attest:



Peggy Carabajal, County Clerk

## NMAC-NMHIX Grant Application Narrative

1. Provide a description of the proposed public awareness initiatives that will be implemented with the grant funding. Each initiative should include proposed dates, times, location, partners for the events, methods of marketing for the events and estimated number of attendees.

### Initiative #1:

The initial project will revolve around a theme of “clean up and sign up”. Partnering with Valencia County Planning and Zoning; Public Works; Code Enforcement and Indigent departments – we intend to host a community clean up event for trash as well as old, discarded tires (tire amnesty). We are targeting a specific community that is in desperate need of this event. In addition, we will partner with various county service and health organizations to advertise and be part of event.

Valencia County NMHIX guide partners, First Choice Community Healthcare and Youth Development, Inc (YDI) will be on site to participate, assist and provide determiners. Other organizations – AARP, CWC, UNM-VC, to name a few - will be participating with booths with educational materials advocating and representing NMHIX.

Various giveaways, drawings and refreshments during the event will be offered. **Our Older Americans Program will be preparing and providing food to the event.**

Advertising for the event will be done via newspaper ads; outreach from service organizations and their networks as well as handing out flyers door to door by volunteers and our county code enforcement officers. The code enforcement officers will also be inserting fliers in their code enforcement letters.

The proposed date of the event is Saturday, November 15<sup>th</sup>, 2014 at the El Cerro Mission Community Center and Volunteer Fire Station from 9:00 AM to 2:00 PM. We anticipate 750-1000 attendees.

### Initiative #2:

We will make a presentation at a county commission meeting to provide information and education materials regarding NMHIX and Medicaid expansion. Materials will be available to all attendees at the meeting. Proposed date for presentation to be Wednesday, November 19<sup>th</sup>, 2014 at the Valencia County Chambers @ 5:00 PM. Anticipate 30-50 attendees.

Initiative #3:

We will meet with county departments and county employees to discuss Medicaid expansion and to verify employee and their family's status.

Initiative #4:

We will partner with First Choice Community Healthcare for an enrollment event on December 13<sup>th</sup>, 2014.

2. Estimate the quantity and type of NMHIX materials needed for each event

The amount of brochures required for all events:

650 Spanish Trifold Brochure

650 English Trifold Brochure

3. Provide a narrative of the dissemination strategies for NMHIX-produced materials including indigent health care mailings, website promotion, newsletters, social media and email blasts.

Materials will be disseminated utilizing various methods depending on the event. Specifically;

Event #1 – newspaper advertising (purchase an ad and publish free in the “Noticias”); outreach from multiple service organizations utilizing their networks; door-to-door flyer handouts by volunteers, other community organizers and county code enforcement officers; the county code enforcement officers will also be inserting material into their enforcement letters; county website will be providing links to NMHIX as well as advertise the event; and of course supplementing with email blasts and social media. Numerous community partners will set up booths at the event to distribute materials advocating and representing NMHIX.

Event #2 & #3 – public notice of meeting; fliers distributed to employees

Event #4 – First Choice Community Healthcare will provide & distribute fliers to their patients and client list

4. Provide a detailed budget for the proposal and a budget narrative.

Event #1: \$2200.00 (\$1200 food; \$450 music;

Event #2-#4: \$800.00

Total budget for all events: \$3000.00

5. Provide an overview of how the county works with community partners, health care providers, hospitals and clinics and other health resources (please include specifics on county health initiatives and programs).

The Valencia County Indigent fund, historically, has been the prime resource that the county has utilized in providing vital health care services to its indigent population. However, with the implementation of the Affordable Care Act and Medicaid expansion, as well as recent passage of the Safety Net Care Pool fund that counties are required to fund – the demand on our indigent funds has changed dramatically. We are in a situation that requires us to use available funds better and more efficiently - to leverage our available funds and resources, if you will.

In addition, the Valencia County Community Development staff has taken it upon themselves to develop, maintain and foster vital relationships within our community and community service partners – CWC, YDI, JJB, AARP, UNM-VC to name a few. The coordination and publication of services that each organization provides is crucial in the county meeting its goals of - fostering teamwork, cooperation and partnership among the community's private and public entities and its citizens; healthier community through access and utilization of various health provider and service organizations networks of programs; a county that is safe and affordable through the efficient and effective provision of public and private services.

Finally, we are partnering with those providers and determiners that can provide specific, additional services to our county's population such as NM HSD, First Choice Community Healthcare and YDI. At the same time we are continuing our partnership with UNMH and the various health providers via the indigent fund. We must be able to provide for "today" while still being able to recognize, respond and plan for "tomorrow's" strategic opportunities.

6. Describe the number of individuals the county impacts and the geographic areas that will be reached through the proposal including a listing of communities served.

Census figures indicate a population of the targeted community El Cerro Mission and Monterrey being approximately 8000 residents. We feel that that the proposed project will impact 750-1000 residents.

7. Provide any additional information you would like to submit for consideration.