



*Editor's note: Campaign assets available in English, Spanish, Chinese, Korean, Russian, Haitian-Creole, Polish, Urdu, and Bangla upon request. Contact [SRai@MOIA.NYC.GOV](mailto:SRai@MOIA.NYC.GOV) / (212) 676 – 3013 for requests. Visit [NYC.GOV/DACA](http://NYC.GOV/DACA) for multilingual resources on DACA and its benefits.*

**“WITH DACA IT’S POSSIBLE” – New Multilingual Campaign Introduces Immigrant New Yorkers to DACA Benefits, Including Access to Health Care**

*Mayor’s Office of Immigrant Affairs (MOIA) campaign, supported by the New York State Health Foundation, aims to reach more than 300,000 New Yorkers to increase awareness of Medicaid eligibility for Deferred Action for Childhood Arrivals (DACA) recipients*

NEW YORK— May 5, 2016 — The Mayor’s Office of Immigrant Affairs (MOIA) with the support of the New York State Health Foundation (NYSHealth) today marked the start of a campaign to reach uninsured immigrant New Yorkers eligible for DACA at the CUNY Graduate School of Journalism’s Center for Community and Ethnic Media. The campaign aims to reach more than 300,000 immigrants through targeted advertising, public education materials, and centralized resources in English, Spanish, Chinese, Korean, Russian, Haitian-Creole, Polish, Urdu, and Bangla.

"DACA recipients are often unaware that they are eligible for Medicaid and other benefits, leaving countless immigrant New Yorkers uninsured. MOIA's campaign efforts will ensure that DACA recipients are aware that these benefits are accessible and obtainable. This will not only help decrease the number of uninsured immigrant New Yorkers, but it also will encourage others to come out the shadows and apply for DACA and its numerous benefits," said **Mayor de Blasio**.

“This campaign is the largest effort across the country to highlight DACA recipients’ potential Medicaid eligibility and other benefits” said **Bitta Mostofi, Assistant Commissioner at the Mayor’s Office of Immigrant Affairs**. “Today the de Blasio administration furthers its commitment to ensuring that immigrant communities are aware of the benefits they can access through DACA.”

“Health care reform has helped many New Yorkers gain coverage but some groups still lag far behind, especially immigrants,” said **David Sandman, President and CEO of the New York State Health Foundation**. “This campaign will serve as the missing link to help DACA-eligible individuals gain access to health care coverage and peace of mind.”

According to the City’s estimates, about 85,000 New Yorkers are eligible for Deferred Action for Childhood Arrivals (DACA) program. However, less than half of eligible New Yorkers have applied for these benefits. Through an NYSHealth grant to the Mayor’s Fund to Advance New York City, MOIA’s two-month campaign will include transit ads, ads in ethnic and community newspapers, social media, and info-cards displays in local businesses, in order to reach immigrant New Yorkers in the communities in which they live and in the languages that they speak. The campaign’s visuals reflect the diversity of DACA-eligible individuals across communities, in order to better connect to individuals who are parents, workers, and/or college students. To see a preview of the multilingual ad campaign, visit [nyc.gov/DACA](http://nyc.gov/DACA).

“DACA recipients often don’t know that they are eligible for medical and other benefits. To succeed, the DACA Health Care Access advertising campaign needs ethnic and community media outlets for targeted

local advertising, said **Council Member Carlos Menchaca, Chair of the Committee on Immigration.**” The campaign created by MOIA and NYStateHealth means hard-to-reach constituents will be connected to essential City services.”

"Our city is leading the way in ensuring that DACA recipients have access to the healthcare they need to live happy and healthy lives," said **NYC Council Member Daniel Dromm** (D-Jackson Heights, Elmhurst). "As a Council Member representing one of the largest and most diverse immigrant communities in New York, I am proud to work alongside the Mayor's Office of Immigrant Affairs to promote this important campaign."

“Flushing has some of the highest number of uninsured, undocumented immigrants in the city. In a recent study conducted by the Mayor's Task Force on Immigrant Health Care Access, they found that over 30 percent of Flushing residents are uninsured immigrants,” said **Council Member Peter Koo**. “While I have held several community meetings with non-profit organizations and hospitals in the past to promote health plans for this community as an interim solution, today's announcement of a healthcare campaign to reach DACA youth and young adults is a significant step forward that will work to help those in need. I applaud the efforts of the Mayor's Office of Immigrant Affairs, the New York State Health Foundation, and I encourage those in need to support and participate in the DACA Health Care Access campaign.”

“All New Yorkers, regardless of immigration status, should have access to needed health care,” said **Assembly Health Committee Chair Richard N. Gottfried**. “Delaying or going without necessary treatment increases health risks and drives patients to worsening conditions and more expensive care. I applaud the Mayor's Office of Immigrant Affairs and the New York State Health Foundation for this important initiative to ensure health care access to all New Yorkers.”

“The Deferred Action for Childhood Arrivals (DACA) program is a responsible and proactive measure implemented by President Obama. However, its true impact is limited by how well known the program and benefits are among new arrivals. This health care access campaign is done with much of the same forethought as DACA. Mayor de Blasio, and the New York State Health Foundation, can impact roughly half of New York City's DACA-eligible population through this campaign; that's more than 38,000 arrivals who are largely unaware they may have access to health coverage for the first time in their lives, not including the root benefits of the program,” said **State Senator Martin Malavé Dilan**.

"I am very pleased that our City is launching the DACA Healthcare Access campaign in an effort to ensure our immigrant communities are better informed about the options at their disposal when it comes to identifying and securing quality and affordable health care,” said **State Senator Gustavo Rivera**. “I commend the valuable efforts of Mayor de Blasio, Commissioner Agarwal and the New York State Health Foundation for extending this service to our immigrant communities.”

This campaign will help connect DACA recipients to health insurance coverage and will help inform immigrants who have not yet applied for DACA about the benefits of doing so. In 2013 approximately 63.9 percent or 345,000, of the City's undocumented individuals were uninsured. The uninsured rate for undocumented immigrants is more than three times that of other noncitizens in New York City (20%) and more than six times greater than the uninsured rate for the rest of the City (10%). This campaign will help promote DACA and Medicaid enrollment among DACA recipients, contributing to the City's efforts to improve health care access for all immigrants, regardless of their status.

“In our community, we see a lot of uninsured individuals delay medical care simply because they worry about the cost” said **Betty K. Cheng, LCSW, Chief Operating Officer, Charles B. Wang Community Health Center**. “We believe DACA will help minimize the health disparities among the younger New Yorkers as good access to health care always starts with comprehensive medical insurance coverage.”

“It is NMIC's firm position that access to health care is a basic human right. We applaud the efforts of the City of New York and the Mayor's Office of Immigrant Affairs to help ensure that DACA recipients are able to continue their positive contributions to society by affording them access to health care,” said **Rodrigo Sanchez-Camus, Esq., Acting Co-Director of Legal Services, Northern Manhattan Improvement Corporation.**

Since President Obama announced the Deferred Action for Childhood Arrivals (DACA) program in 2012, MOIA has worked with other government agencies, legal services providers, and community-based organizations to inform New Yorkers and help eligible immigrants apply for the DACA program. DACA provides temporary protection from deportation, access to work authorization, and a Social Security number for young immigrants who came to the United States as children, are in school or an educational program, or have graduated from high school, and meet other eligibility rules. Although federal policy does not offer Medicaid for income-eligible DACA recipients, a few jurisdictions—New York, California, Massachusetts, and the District of Columbia—use their own funds to provide public health insurance for income-eligible DACA recipients and others who qualify for temporary immigration status.

MOIA’s creative ad agency partner for the DACA Health Care Access campaign is DCF Advertising.

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