



# National Alliance for Hispanic Health

1501 Sixteenth Street, N.W. • Washington, D.C. 20036-1401 • (202) 387-5000 • [www.hispanichealth.org](http://www.hispanichealth.org)

December 21, 2015

Re: **My New Year's Resolution**  
*Sign up for health insurance by January 31<sup>st</sup>*  
**TV and Radio PSAs in English and Spanish – :30**

Dear Public Service Director:

By January 31, 2016 most Americans must have health insurance or face new tax penalties. But making a decision on health insurance is not easy and millions are looking for help they can trust. **Our bilingual certified application counselors are ready to help!**

This PSA (English and Spanish) encourages viewers/listeners to call our toll-free Su Familia Helpline (1-866-783-2645) to receive Affordable Care Act, Children's Health Insurance (CHIP), or Medicaid enrollment assistance tailored to their individual circumstances and needs.

The National Alliance for Hispanic Health's certified application counselor services are FREE and supported by the U.S. Department of Health and Human Services' Office of Minority Health and the Healthy Americas Foundation.

**This is a timely and important service.** To avoid new tax penalties, your viewers and listeners have an important decision to make by January 31<sup>st</sup> in either enrolling in a health plan or assessing whether their current plan is the best to meet their needs in the coming year.

Thank you for your help in disseminating this important information. If you have any questions, or need additional information, please contact Edgar Gil Rico at (202) 797-4331 or [emg@healthyamericas.org](mailto:emg@healthyamericas.org).

Sincerely,

Jane L. Delgado, Ph.D., M.S.  
President and CEO