



PRESS RELEASE

DONNA DEEGAN, MAYOR

FOR IMMEDIATE RELEASE

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CITY OF JACKSONVILLE LAUNCHES 2024 *GET COVERED JAX!* CAMPAIGN

JACKSONVILLE, Florida, November 4, 2024 — The City of Jacksonville launched its 2024 [Get Covered Jax!](#) campaign, which is designed to help Jacksonville residents without health insurance get covered.

Mayor Deegan and healthcare leaders in City Hall created *Get Covered Jax!* last fall because they wanted to make the process of enrolling in a private healthcare plan as simple – and as painless – as possible.

The campaign was a tremendous success in its first year. The number of uninsured citizens in Duval County was reduced by 34 percent.

“One of the top priorities of my administration is building a healthier city and making sure every resident has access to quality health care,” said **Jacksonville Mayor Donna Deegan**. “And thanks to *Get Covered Jax*, thousands of Jacksonville families now have coverage that provides peace of mind, preventive care, and protection from life-altering medical debt. I hope that this year’s campaign encourages even more individuals to enroll in a plan.”

Approximately 86,274 adults between the ages of 19-65 – roughly 14.2 percent of that population – are currently uninsured in Duval County. And, from November 1, 2024, to January 15, 2025, eligible individuals can enroll in a private healthcare plan through the Florida Health Insurance Marketplace.

The campaign seeks to educate citizens about the benefits of having health insurance, eligibility, coverage options available, and best practices for navigating the Marketplace. It also provides resources to help consumers through the process.

“It is important for people to be aware that there are affordable or even no cost options for all eligible individuals, regardless of their income level,” said **Dr. Sunil Joshi, Chief Health Officer for the City of Jacksonville**. “Folks can no longer be denied coverage simply due to pre-existing conditions. Insured individuals have more access to primary preventive care compared to those who are uninsured. With *Get Covered Jax*, we are making the enrollment process less confusing while promoting the benefits of Market Place health insurance.”

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The administration is working with faith-based leaders, community healthcare providers, and local media outlets to promote the campaign and reach as many individuals as possible.

To that end, the City will host a phone bank in partnership with WJXT-TV from 12-7pm on November 12 to answer any questions citizens might have about the enrollment process.

To learn more or download media and community assets, visit: getcoveredjax.com or jacksonville.gov/getcoveredjax.

About the City of Jacksonville

The City of Jacksonville is the largest city by land mass in the contiguous United States, serving nearly one million residents. City of Jacksonville leadership includes Mayor Donna Deegan and a 19-member City Council led by President Randy White. To learn more, visit jacksonville.gov.

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