MEDIA ADVISORY

DONNA DEEGAN, MAYOR

CITY OF JACKSONVILLE LAUNCHES *GET COVERED JAX!* CAMPAIGN

JACKSONVILLE, Florida, November 2, 2023 — Earlier today*,* **Mayor Donna Deegan, City Councilman Michael Boylan (District 6), Dr. Sunil Joshi,** Chief Health Officer for the City of Jacksonville, and **Lynn Sherman,** Executive Director of Health Programs for the City of Jacksonville**,** launched Get Covered Jax!, a public education campaign to help Jacksonville residents without health insurance get covered.

Approximately 120,000 individuals – or roughly 12 percent of the adult population under the age of 65 – are currently uninsured in Duval County. And, from November 1 to January 15, eligible individuals can enroll in a private healthcare plan through the Florida Health Insurance Marketplace.

So, in the interest of building a healthier Jacksonville for everybody, Mayor Deegan and healthcare leaders in City Hall want to help make the process of enrolling in a private healthcare plan as simple – and as painless – as possible.

"I strongly believe that a healthy population is foundational to the health of our city both physically and financially," said Mayor Deegan. "Solving problems and finding solutions are the path forward to keep doing better on behalf of all our citizens. One of the best ways to lead them towards healthier lives is ensuring that they have health insurance. It's with that goal in mind that we are launching Get Covered Jax."

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

"There are several key points we want to get out there," said Dr. Joshi. "For starters, we want to make sure people are aware that there are affordable or even no cost options for all eligible individuals, regardless of their income level. We also want to remind people that they can no longer be denied coverage due to pre-existing conditions, and that insured individuals have better access to primary care physicians for preventive care and treatment than those who are uninsured."

In order to help this information reach as many individuals as possible, the administration is working with several faith-based leaders, community healthcare providers and media outlets.

To learn more or download media and community assets, visit: getcoveredjax.com or www.coj.net/getcoveredjax.

About the City of Jacksonville
The City of Jacksonville is the largest city by land mass in the contiguous United States, serving approximately 900,000 residents. Located in Duval County, City of Jacksonville leadership includes the mayor and a 19-member City Council. To learn more about the City of Jacksonville, visit COJ.net.

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