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| LOCAL COMMISSIONERS MEMORANDUM |  
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Transmittal No: 91 LCM-114

Date: June 12, 1991

Division: Medical Assistance

TO: Local District Commissioners

SUBJECT: "Growing up Healthy" Outreach Campaign

ATTACHMENTS: List of Contact Persons (Available on-line)

As part of the Governor's commitment to the Decade of the Child, Medicaid has been expanded to include pregnant women and infants under the age of one with family incomes up to 185% of the Federal poverty level and children under the age of six with family incomes up to 133% of the Federal poverty level.

Beginning in July a statewide media and outreach campaign with the theme GROWING UP HEALTHY will target low-income pregnant women and families with young children. Radio and TV ads, posters and brochures will all be used in the campaign. A press kit describing the campaign in more detail will be sent to local districts. Persons interested in getting more information about applying for Medicaid will be directed to call the tollfree "Healthy Baby Hotline". The Social Services application and instruction booklet will be sent to those callers who request it, and callers will be provided with the location and phone number of their local Social Service district. Attached is a list with the name of the contact person and the phone number that will be given for your district. If you wish to change the name of the contact person or the phone number, please contact Susan Brownell of my staff at the above address or call 1-800-342-4100 ext. 3-5567.

Please make appropriate staff aware of this in case they get calls and requests for assistance resulting from this outreach campaign.

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Jo-Ann A. Costantino  
Deputy Commissioner  
Division of Medical Assistance

Albany	Tom Martin	518-447-7404
Allegany	Genevieve Weber	716-268-9356
Broome	Maureen McManus	607-778-2609
Cattaragus	Jerry Helfer	716-375-4010
Cayuga	Phyllis Catarrano	315-253-1268
Chautaugua	James Totoro	716-753-4691
Chemung	Trudy Barns	607-737-5311
Clinton	Lorraine Dominy	518-565-3357
Columbia Co.	Patricia Holmes	518-828-9411
Cortland Co.	Winnie Lotridge	607-753-9681
Delaware	Joan Dudine	607-746-2325
Dutchess	Rena Lake	914-431-5000
Erie	Susana Gonzales-Lowman	716-858-8601
Essex	Loretta Mussau	518-873-6301
Franklin	Joan Johnson	518-483-6767
Fulton Co.	Mary Vacek	518-762-0625
Genesee	David Doluatka	716-344-2580
Greene	Ella Gallagher	518-943-3200
Hamilton	Jane Bergess	518-648-6131
Herkimer Co.	Phylliss Spinner	315-782-9030
Jefferson	Sandy McConnell	315-782-9030
Lewis Co.	Roberta Zehr	315-376-5400
Livingston	James Brand	716-658-2801
Madison	Kristi Raineri	315-366-2211
Monroe	Linda Russell	716-274-6000
Montgomery	William Gilston	518-853-4646

Nassau	Joyce Newman	516-535-4820
New York City	HRA Infoline	212-718-230-1111
Niagara	Karen Ayers	716-439-6333
Onieda	Nancy Lavallo	315-798-5700
Onondaga	Diane Sararik	315-425-2985
Ontario	Mary Beck	716-396-4104
Orange	Hattie Peterson	914-294-4305
Orleans	Leutha Taber	716-589-7004
Oswego	Donna Jones	315-963-7271
Otsego	Amy Hala	607-547-4294
Putnan	Barbara Danzi	914-225-7040
Rensselaer	Ellen Veisha	518-283-2000
Rockland	Roseanna Petruzelli	914-354-0200
St. Lawrence	Susan Avery	315-379-2111
Saratoga	Peg Wood	518-382-3400
Schenectady	Lauri Herring	518-382-3400
Schoharie	Jean Radliff	518-295-8134
Schuyler	Patricia Meehan	607-535-4965
Seneca	Tina Cooley	315-539-5609
Steuben	Janet Burrih	607-776-7611
Suffolk	Martin Van Zantem	516-348-2281
Sullivan	Mary Berger	914-292-0100
Tioga	Patrick Ayers	607-687-5000
Tompkins	Becky Bush	607-274-5288
Ulster	Megan Welch	914-331-9300
Warren	Winnie Martin	518-761-6299
Washington	Diane Jarvis	518-642-2800

Wayne	Dottie Quinn	315-946-4881
Westchester	Steven Riordan	914-285-5453
Wyoming	Cynthia Flint	716-786-8900
Yates	Jo-Anne Rosales	315-536-4451