



The "Write On" column is intended as a forum for students to respond to articles in *Imprint* as well as issues in nursing today. Please send your letters to: *Imprint* Editor, c/o NSNA, 45 Main Street, Suite 606, Brooklyn, N.Y. 11201, or e-mail to nsna@nsna.org, att. WRITE ON.

Letters to the Editor

Covering Kids and Families Campaign Reaches Millions

On behalf of the Robert Wood Johnson Foundation and *Covering Kids & Families*, I would like to express my sincere gratitude to you and your colleagues for joining us as a national partner organization for the fifth annual *Covering Kids & Families* Back-to-School Campaign. By participating in this important effort, NSNA has helped reach parents of the 8.5 million uninsured children to inform them that their sons and daughters are likely eligible for low-cost or free health care coverage through Medicaid and the State Children's Health Insurance Program (SCHIP). Leadership by organizations such as yours is critical to the effort to help families in need of health care coverage.

Many of the nation's leading print, television and radio news organizations covered this year's campaign, resulting in coverage that reached a potential cumulative audience of 82 million. Stories ran in all of the top 20 media markets. Print stories in English and Spanish appeared in the newspapers nationwide. Numerous television

**covering kids™
& families**

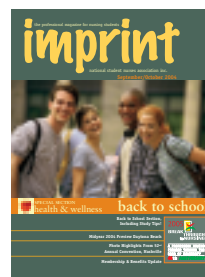
news stories have been broadcast on major network affiliates across the country. Top radio networks also have aired the campaign's message. Through these news stories, and through the communications sent by our national partner organizations, we have reached millions of parents with uninsured children who could benefit from Medicaid and SCHIP. During August and September, *Covering Kids & Families* coalitions conducted more than 2,300 media, outreach and enrollment activities in all 50 states and the District of Columbia to get the word out to parents that their uninsured children may be eligible for low-cost or free health care coverage.

We are most grateful that NSNA has helped bring much-needed attention to opportunities for low-cost and free health care coverage through Medicaid and SCHIP. We thank you for your participation and look forward to collaborating with you in the future to ensure that every eligible child is enrolled in existing health care coverage programs.

For more information about the campaign, contact alison.gould@gmmb.com, or visit www.coveringkidsandfamilies.org

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IMPRINT REDESIGN GETS HIGH MARKS



I am so excited about the new format and content in *Imprint* this year! I am pleased to see that the editor, Ms. DiYanni, has not only lived up to her promise to improve *Imprint*, but to make it a magazine worthy of reading. When my September issue arrived, it took me several days to get through the entire magazine. In the past, I have been able to thumb through it in an hour. However, the articles were informative, timely, and useful in my practice as a student

nurse. The advertising appeals to younger media-savvy students. It's hip, it's happenin', it's hot! I congratulate you and the editing staff on a job very well done! The November issue was even better than the first and I can hardly wait until January. Keep up the great work!

Becky Pierce
Texarkana College
Texarkana, TX



I am a student at TWU in Houston. I subscribed to *Imprint* through TNSA last spring. I would like to compliment you on the November/December 2004 issue. The articles were interesting, had depth and were very well written - and the poetry was truly touching and very human. ☺

Donna Nance
Houston, TX