

Arkansas Insurance Department

Mike Beebe
Governor



Jay Bradford
Commissioner

NEWS RELEASE

FOR IMMEDIATE RELEASE

For more information contact:

Alice Jones
Public Information Manager
(501) 371-2835
alice.jones@arkansas.gov

Insurance Department's SHIP Division Assists in Production of Video Using American Sign Language for Medicare Website

LITTLE ROCK, ARKANSAS (January 26, 2012) — A 27-minute video which includes information about who can get Medicare, how to enroll, Medicare benefits, and programs to help with costs for people with limited incomes is now available in American Sign Language (ASL), <http://www.insurance.arkansas.gov/Seniors/divpage.htm>, on the Arkansas Insurance Department's website. The video is designed to be helpful to a variety of audiences beyond those who use ASL.

The video came about after members of the Deaf Workgroup of the Make Medicare Work Coalition, a partnership of AgeOptions, the Progress Center for Independent Living and Health & Disability Advocates, observed that people they serve were often unaware of important Medicare information because it was not provided in a format they could use. They worked with the Centers for Medicare and Medicaid Services (CMS) to produce the video which presents information on the basics of Medicare in ASL and with large-type captions and voiceover narration.

(More)

NEWS RELEASE: SHIP Assists in ASL Video

January 26, 2012

Page 2

The video is designed to reach people with difficulty seeing or readings, as well as those who just prefer to get information through a video format. Videos are a great tool as ASL is a visual language that includes expression in hands, face and body to get a message across.

The video was produced by the Centers for Medicare and Medicaid Services in collaboration with the Make Medicare Work Coalition. Funding was provided by the Michael Reese Health Trust, the Retirement Research Foundation and the Illinois Senior Health Insurance Program, with additional support from Arkansas Senior Health Insurance Information Program. Julie Ann Chavez, a counselor with Arkansas-based JulieAnn and Associates, appears in the video. Chavez serves as a volunteer SHIP counselor where she is available to help disabled persons with their Medicare needs.

###