



The State of New Hampshire Insurance Department

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FOR IMMEDIATE RELEASE

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Multiple New Hampshire State Agencies Call on Advocates to Amplify Awareness for Paid Family Medical Leave Program

CONCORD, NH (January 8, 2024) – The New Hampshire Insurance Department, alongside the Department of Employment Security and the Department of Administrative Services, has issued a call to action for community advocates to play a crucial role in boosting awareness and enrollment for the Granite State Paid Family Medical Leave (PFML) program.

The PFML program, which has shown robust enrollment in its inaugural year, aims to provide essential financial protections during challenging life situations. Despite the success, the agencies acknowledge the need for increased awareness, particularly among individuals and families who may benefit but are unaware of the program's existence or are unsure about the enrollment process.

Advocacy organizations across the state have historically played pivotal roles in shaping and supporting initiatives that address the diverse needs and concerns of Granite Staters. From healthcare and women's issues to education, labor, and family-friendly policies, these organizations collectively represent a broad cross-section of New Hampshire's community and advocacy landscape.

The state agencies have requested that each organization designate a point of contact to collaborate with the PFML team, acting as a liaison to disseminate information, facilitate enrollment, and address inquiries within their constituencies. The letter emphasized the importance of immediate assistance in distributing a digital flyer focused on the 2024 PFML open enrollment period, which ends on January 29, 2024.

Advocacy organizations are encouraged to contact Laura Holmes from the PFML team at Laura.Holmes@das.nh.gov or by calling 603-271-0328 for further information or to express their commitment to assist. Collectively, the New Hampshire Insurance Department, Department of Employment Security, and the Department of Administrative Services look forward to working collaboratively to create ongoing awareness and support for the PFML program beyond the immediate open enrollment period.

The New Hampshire Insurance Department Can Help

The New Hampshire Insurance Department's mission is to promote and protect the public good by ensuring the existence of a safe and competitive insurance marketplace through the development and enforcement of the insurance laws of the State of New Hampshire. Contact us with any questions or concerns you may have regarding your insurance coverage at 1-800- 852-3416 or (603) 271-2261, or by email at consumerservices@ins.nh.gov. For more information, visit <https://www.nh.gov/insurance>.

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