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NEW MEXICO BUSINESS WEEKLY

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Amgen underwrites health care broadcast activities

NMBW Staff

[Public Broadcasting Service](#) station [KRWG-TV](#) in Las Cruces was awarded a \$7,500 grant by the [Amgen Foundation](#) to sponsor local activities in conjunction with the upcoming series "Remaking American Medicine: Health Care for the 21st Century," which will air in 2006.

KRWG landed one of 22 grants funded by Amgen, which is the lead corporate sponsor for the series and the campaign. The station will work with the [New Mexico Medical Review Association](#) (NMMRA) on the education effort, which will focus on diabetes.

The four-part PBS series will tell the stories of individuals and institutions struggling to address problems in the American health care system. It will feature profiles of providers and patients who are working together to change the way health care is delivered.

KRWG is partnering with NMMRA, La Clinica de Familia's Promotora Program and the Cooperative Extension Service at [New Mexico State University's](#) College of Agriculture and Home Economics to plan two live, call-in programs and to develop materials in both English and Spanish.

The station plans to produce bilingual magnetic cards containing bullet points listing diabetes symptoms, as well as care and lifestyle tips, for distribution to the public as part of the activities that will coincide next year with the series of broadcasts.

NMMRA is funded by the Centers for Medicare and Medicaid Services, under the U.S. Department of Health and Human Services, to create ways to tie the national PBS series to efforts in New Mexico that address that state's health challenges. It is part of a statewide coalition working on quality improvement efforts while helping to promote the series, producing local programming and developing a resource guide of quality improvement efforts.

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