



# Community Outreach Network Newsletter

NEWSLETTER Nº 5 | MARCH/APRIL 2014



## MESSAGE FROM THE EXECUTIVE DIRECTOR

We're nearing the end of our first open enrollment, and I want to thank all of you for helping us make history. More than 828,600 have enrolled in Covered California, and, by the time you read this, that number will be much higher.

Many of those who have enrolled are people who haven't had health insurance in years. Some have never been covered. Now they can stop living in fear and get the treatment they need and deserve.

### We wouldn't be here without:

- Gov. Jerry Brown and California legislators, who decided to use the Patient Protection and Affordable Care Act's provision and expand Medi-Cal.
- The public workers who are part of Covered California, the California Department of Health Care Services, the regulators at the California Department of Managed Health Care and California Department of Insurance, and other parts of the state.
- The leadership and staff of California's counties who are on the front lines of coverage expansion.
- The private-sector partners — insurance agents, chambers of commerce, health insurance companies, technology firms, marketing and communications companies, leaders from the entertainment industry and social media, and many others.
- Consumer, union and advocacy organizations many of which have been working for decades on policies to promote universal coverage and have now turned their attention to implementing the Affordable Care Act.
- The community-based organizations and philanthropic groups that have donated time and money to spread the word.
- The doctors, nurses, community clinics, medical groups and hospitals that have led not only on the enrollment and education front, but also on our focus on the next step — ensuring that all those who enroll get needed care.

Remember, open enrollment runs until March 31, so there is still time to spread the word. Tell your relatives, neighbors and coworkers about Covered California. They can reach us at [www.CoveredCA.com](http://www.CoveredCA.com) or (800) 300-1506.

Together, we are making history.

Sincerely,

Peter V. Lee



## Sprint to the Finish Line

As of the first two weeks of February, a total of 828,638 California residents had enrolled in health coverage through Covered California. As of Jan. 31, another 877,000 had been deemed likely eligible for coverage under the expanded Medi-Cal program. Overall, California residents accounted for 22 percent of the total 3.3 million exchange enrollees nationwide. This is a significant milestone for us at Covered California and all of our key stakeholders and partners.

Our enrollment through March 31 was projected to include between 487,000 and 696,000 subsidy-eligible enrollees, and we are on track to exceed that projection. However, we are not slowing down just yet. We want to cross the finish line strong with even higher enrollment numbers in March, particularly by reaching out to Latinos and young adults between ages 19 and 29.

We are intensifying our marketing and outreach campaigns to more effectively market to these target populations. Examples of efforts we have made in the first two months of 2014 include:

- Releasing a Spanish application and paper calculator.
- Increasing the number of bilingual Certified Enrollment Counselors and Certified Insurance Agents.
- Increasing Spanish-language marketing efforts.
- Increasing young-adult marketing efforts.
- Launching the "Tell a Friend — Get Covered" campaign.
- Increasing grassroots marketing and outreach activities in partnership with libraries, churches and cities.
- Conducting direct-mail outreach focused on Latinos in Los Angeles.
- Building on student outreach at city colleges and at state universities.

We anticipate a surge in enrollment in March and urge you to join us in spreading the word about access to affordable health care before the clock runs out on March 31.

## Key Dates

Last day to enroll during Open Enrollment is March 31, 2014. For coverage to begin on April 1, consumers must enroll by March 15 and pay the premium to the insurance company by March 26, 2014

Enrollment Deadline	Payment Received by	Coverage Begins
March 15, 2014	March 26, 2014	April 1, 2014
March 31, 2014	April 25, 2014	May 1, 2014



## Why Join the Community Outreach Network?

The Community Outreach Network is a group of volunteer organizations that work in close partnership with Covered California to support statewide outreach and education efforts to raise public awareness about affordable health coverage and help Californians access it. Our partners are dedicated to serving California's most diverse populations so that everyone has fair and equal access to quality health care. Through the Community Outreach Network, partner organizations have access to valuable tools, resources and information that they can use to educate their constituents or customers about the health care options available through Covered California.

### Benefits of Joining the Community Outreach Network

All partners of the Community Outreach Network will receive the following support and services directly from Covered California:

- **Regular news and updates via emails and webinars from Covered California staff.**
- **Access to collateral materials.**
- **Direct support from the Community Outreach Network staff at Covered California.**
- **Bimonthly e-newsletters that feature the executive director's message and updates on statewide campaigns.**
- **Event coordination, support and promotion.**
- **Ongoing training via webinars and recordings.**

We are proud of the accomplishments we have achieved with our enrollment numbers.

We couldn't have done this without the dedication and hard work of many of our network partners who work hand in hand with our local constituents and stakeholders across the state. However, our work is not done. We want to reach out to more community-based organizations to join us, particularly those in the Los Angeles, Central Valley and Inland Empire regions. Help us spread the word to faith-based organizations, retail and trade associations, community health centers, schools and colleges, local leaders, governmental agencies, libraries and other organizations in your community.

To join the Community Outreach Network, simply fill out the interest form on the Community Outreach Network home page <https://www.coveredca.com/hbex/community-outreach-network/>. For a partnership to begin, an interested organization must enter into a memorandum-of-understanding agreement with Covered California that outlines our guiding principles and available resources for partners.

We look forward to your participation and referrals!

## Ordering Outreach Materials Just Got Easier!

Talking to consumers about the Affordable Care Act? You need the right tools. Covered California has many culturally and linguistically appropriate outreach and educational tools, such as trifold brochures, tip cards and Covered California Service Center cards to help you share your message effectively. Since February 2014, we have implemented a paperless process providing all Community Outreach Network partners the ability to order collateral online via the KP Corp. website at [360.kpcorp.com/coveredca/Login.aspx](http://360.kpcorp.com/coveredca/Login.aspx). This gives Community Outreach Network partners the convenience of online ordering.



This service is offered to all of our network partners at no cost, as long as orders are placed within the allowable budget approved by

Covered California. Should you need extra or large quantities of materials outside the budgeted amount, you may purchase extra materials directly from your account with a credit card. You may place your orders at any time throughout your partnership with Covered California. For more information about collateral materials, please contact us at [CommunityOutreachNetwork@covered.ca.gov](mailto:CommunityOutreachNetwork@covered.ca.gov).



We thank all of our Community Outreach Network partners for continuing to educate their communities about Covered California!

## Special Enrollment Period and Who Qualifies

Special enrollment is a time outside the open-enrollment period during which consumers with certain qualifying events are eligible to sign up for health insurance. Qualifying events include:

- **Loss of minimum essential coverage through the consumer's existing health plan.**
- **Change of family composition due to marriage, birth, adoption or placement for adoption.**
- **Change of U.S. residency or immigration status.**
- **Loss of coverage as a result of a change or loss of employment.**
- **Change in the cost of existing coverage through an employer-sponsored plan so that the consumer's premium is no longer affordable which means their premium exceeds 9.5 percent of the consumer's salary.**

There may be other circumstances or situations not mentioned above that qualify consumers to enroll outside of the open-enrollment period. For assistance, please contact the Covered California Service Center at **(800) 300-1506**.

## 'Welcome to Answers' Educational Ad Campaign

Building on the success of our introductory ad campaign last fall, we launched the new "Welcome to Answers" advertising effort in January. Developed in English and Spanish, the campaign runs statewide through the end of open enrollment.

"Welcome to Answers" features Covered California experts, including Certified Educators and staff. Making use of TV, radio, direct mail and online banners, as well as a series of videos that will live primarily online, this campaign moves beyond the introductory messaging and provides straightforward facts about Covered California and the steps Californians need to take to get affordable health coverage. The information is delivered in an interactive and engaging way and significantly expands the reach of our educational content.

"Welcome to Answers" helps address some key questions asked by consumers, such as:

- **What is Covered California?**
- **How does Covered California make insurance affordable?**
- **What kinds of plans are available?**
- **How did the Affordable Care Act change health insurance?**
- **How do I enroll?**
- **How can Covered California help people under 30?**
- **How does my immigration status affect my eligibility?**

Click here to see campaign samples on YouTube:  
[www.youtube.com/user/CoveredCA/videos?sort=dd&sh](http://www.youtube.com/user/CoveredCA/videos?sort=dd&sh)



## Healthy Young Californians

By Josh Bloom, Young Invincibles

In an effort to engage and educate 18- to 34-year-olds about the Affordable Care Act, Young Invincibles launched our national "Healthy Young America" campaign last fall. In California, our outreach is focused in five communities throughout Los Angeles and four communities in the Bay Area. To broaden the impact of our advocacy and education work, we've hired a group of young adults, our "team leads," who are passionate about engaging their peers around the Affordable Care Act.

"I was able to ease my fear and my nervousness about being sick. I found a doctor through my insurance, and I'm excited that I'm able to stay on my parents plan until I'm 26. It's cool because that's one less thing I have to worry about." - Michael Oyewole, Team Lead (South LA).

Team leads are currently organizing events on community college campuses where they're able to engage large groups of uninsured young adults. Throughout the final months of open enrollment, team leads and Young Invincibles staff will be providing workshops on Affordable Care Act policy and outreach; tabling; and dispersing informational tools, such as our "Healthy Young California" mobile app, that provide young adults information about their new coverage and enrollment options. "Being a part of the process of enrolling my peers in health care — which is such a crucial component of one's well-being — is extremely rewarding. I'm so grateful and happy doing this work," said Cris, the team lead for East Los Angeles. In the spirit of National Youth Enrollment Day on Feb. 15, we participated in the weeklong enrollment events "Cover LACCD Week" from Feb. 24 to Feb. 28, 2014, co-organized by the Los Angeles Community College District and Covered California.



For partnering opportunities and more information, please contact Joshua Bloom, California organizing director, at [joshua.bloom@younginvincibles.org](mailto:joshua.bloom@younginvincibles.org). Find the "Healthy Young California" app on the iTunes store and in the Google Play market.

TELL A FRIEND

GET COVERED

#GetCovered



## Spread the Word and Tell a Friend — Get Covered!

“Tell a Friend — Get Covered,” a national campaign launched on Dec. 12, is designed to share the importance of enrolling before March 31 via word-of-mouth marketing, particularly through social media. Powered by Covered California, the campaign focused on leveraging the social communities of celebrities, athletes, influencers and others by spreading the message of affordable health care and ease of enrollment. To promote the campaign and get connections started, we produced a six-hour YouTube live-stream event, hosted at the YouTube studios in Culver City in January.

In the weeks before the live stream on Jan. 16, several promotional videos were released by popular personalities. Along with other state-based health exchanges, we promoted these videos and other unique content on our social channels, as well as on the campaign's site: [www.tellafriendgetcovered.com](http://www.tellafriendgetcovered.com). Celebrities with connections to the healthy-living industry participated in the Jan. 16 event through interviews, on-camera activities and live tweets. Richard Simmons told a touching story about the benefits of health coverage, and chef Mary Sue Milliken provided viewers with tips for healthier cooking. Various other YouTube personalities, including President Barack Obama impersonator Alphacat and musician Ryan Beatty, entertained viewers throughout the show. Most notably, between segments, a live social media update featured our own Santiago Lucero, who answered questions about the Affordable Care Act from viewers during the broadcast.



Marketing plans after this event include using the recorded video segments across Covered California's social media channels, **Instagram**, **Twitter**, **Facebook**, and **Google+**.

You can participate by spreading the message through your social channels and using the hashtag **#GetCovered**, or by sending an email blast to your distribution lists, and sharing the importance of health care and enrolling by March 31.

## Who Are Covered California's Community Partners?

We encourage partnership and collaborations among Covered California partners. If you are looking for partners in your community, please refer to the lists below.

### Certified Educators (Outreach and Education Grantees)

[https://www.coveredca.com/hbex/educators/PDFs/Certified-Educators\\_Lead-and-Subcontractors-Contact-Info-w-Reach.pdf](https://www.coveredca.com/hbex/educators/PDFs/Certified-Educators_Lead-and-Subcontractors-Contact-Info-w-Reach.pdf)

### Community Outreach Network Partners

<https://www.coveredca.com/hbex/community-outreach-network/PDFs/CON-Partners-Contact-List.pdf>

## Outreach, Education and Enrollment Events Near You

To find an event near you, click on the button “Events Near You” on the CoveredCA.com or at [www.coveredca.com/events/](http://www.coveredca.com/events/).

## Covered California Enrollment Numbers and Trends

<http://news.coveredca.com/2014/02/strong-enrollment-numbers-released-by.html>

## Newsletter comments or feedback?

Please email Irene Ng, Community Outreach Network specialist, at [Irene.ng@covered.ca.gov](mailto:Irene.ng@covered.ca.gov).

## ABOUT COVERED CALIFORNIA

Covered California is the state's marketplace for the federal Patient Protection and Affordable Care Act. Covered California was charged with creating a new health insurance marketplace in which individuals and small businesses can get access to affordable health insurance plans. With coverage starting in 2014, Covered California will help individuals determine whether they are eligible for premium assistance that will be available on a sliding-scale basis to reduce insurance costs or whether they are eligible for low-cost or no-cost Medi-Cal. Consumers can then compare health insurance plans and choose the plan that works best for their health needs and budget. Small businesses will be able to purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits.

Covered California is an independent part of the state government whose job is to make the new market work for California's consumers. It is overseen by a five-member board appointed by the Governor and the Legislature. For more information on Covered California, please visit [CoveredCA.com](http://CoveredCA.com).

### CONTACT US:

[CoveredCA.com](http://CoveredCA.com)

[info@hbex.ca.gov](mailto:info@hbex.ca.gov)

(800) 300-1506



**COVERED CALIFORNIA**