



## White House “Healthy Communities Challenge”

On November 6, 2015, the White House launched the “Healthy Communities Challenge” to engage key communities with large numbers or high percentages of uninsured in states across the country where strong federal, state and community collaboration can have a meaningful impact on reaching the uninsured. Through this challenge, the White House is calling on community leadership to build outreach efforts to reach these remaining uninsured and help them gain coverage.

From November 6, 2015 through January 31, 2016, cities are called to action to increase health care coverage in their communities. **Long Beach and Oakland were two cities in California that the White House called upon for this challenge.** The United States Department of Health and Human Services (HHS), along with State-based Marketplaces, will publish tallies of new Marketplace signups in participating communities at the end of this third open enrollment period.

These tallies will be compared to HHS estimates of the number of eligible uninsured people at the start of open enrollment to see which communities made the most progress during the challenge.

The victorious community gets bragging rights, a healthier community, and a visit from President Obama to celebrate their success in helping ensure every American has health coverage.

Covered California collaborates with federal, state, and local community partners to provide strategies and best practices to Certified Enrollment Representatives in the Los Angeles and Alameda Counties to support Long Beach and Oakland.

Our field representatives in Los Angeles and Alameda Counties will be reaching out to the certified enrollment representatives in Los Angeles and Alameda Counties to help them partnered up with local communities to outreach, educate, and enroll consumers.

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### RESOURCES:

- [FACT SHEET: Healthy Communities Challenge for Long Beach](#)
- [FACT SHEET: Healthy Communities Challenge for Oakland](#)
- [Outreach and Sales Field Representative Contacts](#)