Learn about different engagement strategies that can be used to build outreach, referral and enrollment plans that best fit your organization’s needs\(^1\) and capacity.

\(^1\) These specific resources have been compiled for food banks and partner agencies in mind, but are applicable to all.
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Introduction

Feeding America and Enroll America forged a national partnership that aimed to help connect more families to quality, affordable health insurance coverage. Together, we curated resources and created turnkey strategies that organizations could implement to help inform, refer and enroll individuals and families into life-saving health coverage. Now, with a mission fulfilled, Enroll America sunset in 2017, ensuring the torch gets passed to organizations, such as Feeding America. Here are some of the core pieces of the program that are best suited to live on with partners. For more materials you can visit the Enroll America Document Archive or the Families USA Resource Hub.

The menu of resources and strategies below can be used to build an outreach and enrollment plan that fits the needs and capacity of your partner agencies. You can pick the resources from each strategy that best fit the stage of the process your partner agency is at.

Strategy: **INFORM**
*Share important messages – everywhere you can.*

We know people are busy and receive a myriad of messages throughout the day, so the goal is to cut through the clutter and ensure they get the facts from people they trust. The majority of people get their information about the Affordable Care Act from trusted messengers and local news. That means you can share key messages that include key dates, the fact that financial assistance is available, and tools they can use to find in-person help. Share them on social media, include them in an email or print newsletter, or pen an op-ed with the key facts – it’s all worth it.

**RESOURCES**
- **Get Covered Communicators Guide**
  - Communicate in a way that will help people take action and enroll in quality, affordable health coverage. Use this communication guide based on messaging research, surveys, and experience on the ground.
  - Share information with your social media networks with and help spread the word out about the new, affordable health insurance options.
- **Get Covered Commit Card**
  - Use this card to collect contact information so you/your trusted partners can follow up with people with information about their new health insurance options and how to enroll. English and Spanish cards.
• Kaiser Family Foundation Calculator
  o When consumers know they can get financial help, they are more likely to get covered. By using the Kaiser Family Foundation Calculator, consumers can enter basic info — including ZIP code, household size and income — and see the amount potentially available for financial help.

• Types of Health Coverage in the U.S.
  o When you fill out a Marketplace application, you’ll find out if you qualify for any of these types of coverage:
    ▪ **Marketplace health insurance plan** - You may qualify for financial help (premium tax credits) based on your household size and income. Some people with low incomes may wind up paying very small premiums.
    ▪ **Medicaid** - Medicaid provides coverage to millions of Americans with limited incomes or disabilities. Many states have expanded Medicaid to cover all people below certain income levels. Check your state Medicaid site/office for more information.
    ▪ **Children’s Health Insurance Program (CHIP)** - CHIP provides health coverage for children, and in some states pregnant women, in families with incomes too high for Medicaid but too low to afford private insurance. Check your local office for more information.
    ▪ **Medicare** - Medicare is the federal health insurance program for people who are 65 or older, certain younger people with disabilities, and people with End-Stage Renal Disease (permanent kidney failure requiring dialysis or a transplant, sometimes called ESRD). Medicare is **not part of the Health Insurance Marketplace**, so if you have Medicare coverage now you don’t need to do anything. If you have Medicare, you’re considered covered.
Strategy: REFER

Leverage tools, collaborate with community partners and build referral system.

The enrollment community, particularly in-person assisters, is uniquely positioned to help people navigate through the enrollment process, by simplifying the application and guiding them on their path to gain health coverage. Develop a simple or robust referral system to trusted in-person assisters in your area, local community health clinics, or resources in your community.

RESOURCES

- **Get Covered Connector**
  - The Connector makes it easy for people to find local help in their area and make a free appointment with a trained and certified in-person assister. Organizations can ensure staff or volunteers know how to use the tool during the intake process and outreach events, and they can have the scheduling tool readily available.

- **Get Covered Commit Card**
  - Use this card to collect contact information so you/your trusted partners can follow up with people with information about their new health insurance options and how to enroll. [English](#) and [Spanish](#) cards.

- **Informational Flyer for People without Affordable Coverage Options**
  - Have an informational flyer and enter information for the nearest low-cost community health clinics in your area. Print the document and have it available as a resource for people that do not qualify for affordable health coverage, or have brochures available from health clinics nearby.

- **Resources for Immigrants and Mixed Status Families**
  - National Latina Institute for Reproductive Health
    - [Health Care Resources](#)
  - National Immigration Law Center
    - [Health Care Resources](#)

- **Sample Email Language and Email Program**
  - By incorporating an email program for your community, you will be empowering them with information that has been proven to motivate people to enroll in health coverage. And you’ll be directing them to free digital tools that have been optimized to streamline the enrollment process.
• Google SNAP Program
  o Join the Feeding America Google SNAP program so “digital leads” are directed to the Get Covered Connector.

Strategy: ENROLL

*Help people schedule an appointment with in-person help onsite or online.*

Although the application is available online, people enrolling for the first time who got [in-person help were nearly twice as likely to successfully enroll](#) in health coverage as those who attempted to enroll alone. Partner agencies can collaborate with in-person assisters and organize events for onsite enrollment, or invite in-person assisters to have drop in hours at your location for free in-person help.

Resources

• [Sample Enrollment Tip Sheet Form: Palmetto Project](#)
  o Download this sample enrollment form for assisters to use during in-person appointments. Filling this out will allow people to walk away with important information about their new health insurance plan in one-place.

• [Sample Assister Pledge](#)
  o Download and use this sample pledge for assisters, brokers, and agents in your area to ensure they are presenting people with all the options available to them.

• [Enrollment Event Sign-In/Sign-Out Sheet](#)
  o Use this sample sign in sheet to have people sign-in to in-person enrollment events hosted at your location and track the result of their visit as they sign-out.

• [Follow-up script in English and Spanish](#)
  o Following up with consumers about their enrollment status is highly important. This follow up phone script can be adapted to fit any time in the enrollment season (pre-opening, ahead of a mid-season deadline, the final deadline, etc.). Remember to have a plan to collect the data you get from these phone calls.

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2 This resource is only available to Feeding America network members at this time.

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