

How to Hold a Successful Outreach Event

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Enroll America's Mission

Maximize Coverage For Uninsured Americans

1. Educate and Engage

2. Mobilize to Enroll

3. Work with Partners to Ensure System works

Successful implementation of ACA requires all-out effort by government, not-for-profits, insurers, hospitals, community health centers, health providers, and others.



Agenda

- I. Define Outreach Events
- II. Review Types of Events
- III. Steps to Organize an Outreach Event
- IV. What can you do right now?





DEFINING OUTREACH EVENTS



What is an “Outreach Event”?

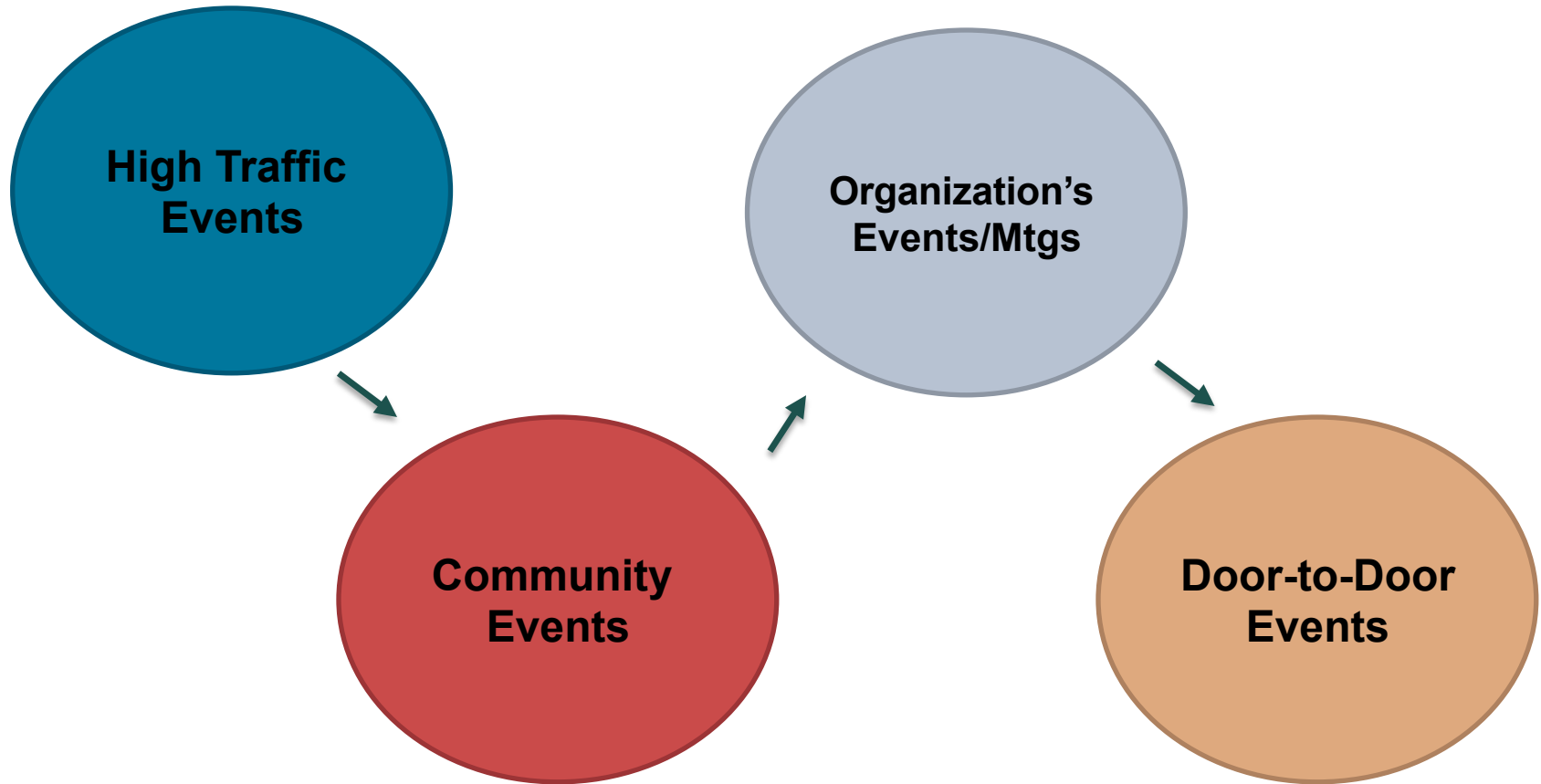
**Places where we can meet
and interact with
consumers.**

***Goal: eventually motivate
consumers to enroll in
health insurance.***





What types of events are there?





Pro Tip

Look at a community calendar for events that are already being planned. Festivals, markets, and concerts all make great tabling opportunities!





Are there types of events that reach specific communities?

Latinos

Community
Centers

Spanish-
speaking
media

African
Americans

Faith-based
events

Constituency
specific media

Young
Americans

Trade schools,
community
colleges, jobs
agencies

Retail

Rural
Populations

Building
Community
Relationships

Empowering
Local Leaders



The Messages We're Sharing

**There is a NEW way to get AFFORDABLE,
QUALITY health coverage.**

Free In-person
assistance is
available

Financial help
is available

Essential
health benefits
are covered

Doesn't matter
if you have a
preexisting
conditions

No fine print



Steps to Hold a Successful Outreach Event

Step 1:

[1-2 Weeks Out]

- Pick location or event type
- Confirm logistical concerns

Step 2:

[1 Week Out]

- Recruit some help! Vols? Partners?
- Call and email potential participants

Step 3:

[4 Days Out]

- Create and Print your materials
- Flyers, eye-catching signs, etc.

Step 4:

[2 Days Out]

- Confirm your participants with a phone call, follow up with an email.

Step 5:

[1 Day Out]

- Confirm anyone you couldn't reach earlier.
- Final materials prep.
- (Optional) Huddle your team!

Step 6:

- Have a successful event!





SUMMER MONTHS: WHAT CAN YOU DO RIGHT NOW?



100 Days till November 15th !

100

Days of opportunity.....



Things to work on now

- **Medicaid Expansion**
- **Special Enrollment**
- **“List Building” or ways to gather consumer information so that fall appointments can start being scheduled for open enrollment**





Tools to help

Calculator

HOW MUCH WILL YOUR HEALTH INSURANCE REALLY COST?



Your new health insurance options might be more affordable than you think. Your state's Health Insurance Marketplace offers a range of quality plans to fit your needs and your budget.

ENTER YOUR HOUSEHOLD INFO TO GET AN ESTIMATE

ZIP code

Estimated 2014 household income

of people in household

Includes you, a spouse, & kids you count as dependents on your taxes.

of people who need insurance

Person 1

Age

Locator

3



Need help with
your application?

Find Local Help

www.getcoveredamerica.org/calculator

www.getcoveredamerica.org/locator



Helpful Resources



Rural Outreach

<http://www.enrollamerica.org/blog/2013/11/relationships-are-key-to-rural-enrollment/>

Engaging Ethnic Media

<http://www.enrollamerica.org/engaging-ethnic-media-to-help-spread-your-message/>