Creating Outreach and Education Events

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Objectives of Session

- To define and describe the importance of assister outreach
- To allow assisters to discuss and share strategies for creating effective outreach events
Outreach and Education Overview

- Providing outreach and education for consumers is a crucial role of assisters.
- Outreach and education are important because they:
  - Help consumers understand their options and gain access to affordable, quality health coverage
  - Serve as opportunities for assisters to connect with consumers and their community
To develop your organization’s outreach strategy, you should:

- Identify the community you want to reach and resources available to plan your efforts.
- Recognize that effective outreach strategies vary across all organizations.
- Build on your current work and form/foster collaborations.
Effective Outreach Strategies

When identifying your community, ask yourself these questions:

- What are the community’s needs?
- What enrollment challenges does the community face?
- What are the community’s trusted sources of information and support?
- What resources are already available?
4 Steps for Creating Outreach Events

1. Prepare
2. Advertise
3. Host
4. Follow-up
Establishing Trust

An important part of effective outreach and education is establishing trust within your community.

- Begin by going to where consumers in your community can be found.
- Demonstrate your organization’s willingness to reach out, engage in community life, and build connections with the individuals you serve.
- Cultivate your relationship with consumers to extend beyond the enrollment process.
Identifying Stakeholders

Many people have a stake in the health of their communities and are working to increase consumer access to health coverage and services. Stakeholders can include:

- State governmental partners;
- Community-based organizations;
- Faith-based groups, and;
- Healthcare service providers.
Building a Diverse Coalition

Benefits of coalition-building:

- Connecting with more consumers
- Learning from organizations engaged in similar work
- Creating new strategies and best practices for outreach and education
- Enhancing your credibility in the community
- Increasing consumer awareness of your mission and activities
- Coordinating outreach and enrollment efforts that have greater reach within the community
Collaboration Opportunities

Have you worked with any of these organizations in your community?

- Your local realtor association
- Volunteer Income Tax Assistance (VITA) sites
- Your local hospital
- Recreation centers
- Local community college
- Your small business association
- Other local organizations?
Types of Outreach Events

- High-traffic events
- Organizational meetings
- Social media campaigns
- Community events
- Door-to-door
The most effective outreach and education is carefully planned throughout the year. Develop and align your outreach and education strategy with holidays, seasonal activities, and national health promotion activities.

Find more ideas at the National Health Observances at a Glance Listing.
Tailor your community outreach efforts by choosing the appropriate tools and resources to convey your message.

Different materials work best to convey different types of messages.

It is important to consider all materials and methods when sharing your message and customizing your outreach.
Learn the Basics & Find Out More

Are the consumers you work with new to the Marketplace or even new to the concept of health coverage?

- Review the basics with your clients. Share resources like The Value of Health Insurance brochure and The Health Insurance Marketplace brochure both of which are available in multiple languages.
- Find additional resources like these on the New to the Marketplace page.
Are the consumers you’re helping already enrolled in Marketplace coverage?

- Help consumers learn how to use their coverage, maintain and renew their coverage, and even change their coverage if they experience certain life changes.
- Review the basics with consumers by sharing resources like, why coverage is important.

Need more materials to help you educate consumers on Marketplace and other health coverage?

- Order free materials that you can use to help educate consumers from the CMS Product Ordering Website.
Review **Tips for Assisters on Working with Outside Organizations**, this guidance includes:

- Guidelines and best practices to help assisters understand how to structure these relationships with outside organizations
- Information about what kinds of referrals may be required
- Suggested resources for referring consumers
- Requirements and prohibitions for working with outside organizations
- Tips for identifying organizations for partnership or collaboration
What is the most challenging issue you face when creating a outreach and education event?
1. **Develop** your organization’s outreach strategy by building on your current work and partnerships with the community you serve.

2. **Participate** in community life and develop relationships with community members – social and personal connections are key to connecting with consumers and establishing trust.

3. **Customize** your message and outreach activities to your community.

4. **Reach** consumers through multiple mediums such as CMS provided drop-in articles, fact sheets, and other publications.
5. **Partner** with local media and businesses that already have an audience in your community to advertise services.

6. **Collaborate** with other assisters to improve your collective efforts by using their knowledge and sharing your own.

7. **Remember** to include an education component in your outreach and enrollment events. Consumers’ comfort levels increase with knowledge and with greater understanding of the value of health coverage and how it works.

8. **Educate** consumers about the financial assistance that may be available to them through the Marketplace. Consumers care about cost and perceived unaffordability is a barrier to enrollment.
Feedback Session

We want to hear from you!
Question 1

What is a best practice tip that you have found to be effective when creating outreach and education events?
Question 2

What is the most valuable thing you learned during this presentation?