

**Involving Consumers in Campaigns to Close the Coverage Gap:**

**Script for Enrollment Assisters**

One of the hardest experiences for advocates and enrollers is telling a consumer that they fall into the coverage gap. However, these encounters, while difficult, are an opportunity to both build grassroots support for closing the coverage gap and also to form stronger relationships between enrollment organizations and consumer health advocates.

Forging these connections, while also empowering the consumer to get involved in the campaign to close the coverage gap, can create lasting impact as advocates make the case for why their state should close the coverage gap. With that in mind, we wanted to provide some sample language for how to describe the issue and make the “hand-off” from enroller to the appropriate advocacy organization.

**Audience:** Consumers who discover during open enrollment they fall into the gap

**Who will use these messages:** Navigators, Assisters, Direct-service organizations

**Explain the Issue:**

The Affordable Care Act was designed to provide a path to health insurance to all Americans. For people with lower incomes, that path should be getting covered by Medicaid. The ACA gives extra funding to states so they can provide Medicaid coverage to people with your income level, but our state’s policymakers have turned down the money. This is creating a “coverage gap” in our state.

Although we can’t sign you up for marketplace [or commonly used name of state’s exchange] coverage today, there are some low-cost options for you to get health care/health services in the meantime [INSERT state-specific resources].

**Once you have finished providing enrollment assistance and advice on finding free care:**

I also wanted to let you know that there are organizations in our state that want to hear your story. They are working hard to end this coverage gap so that you and thousands of others can become eligible for Medicaid [or a more commonly used name for state’s Medicaid program.] Unlike me and my organization, these consumer organizations are able to advocate for this issue in communities and at the statehouse.

[CONSUMER ADVOCACY ORG NAME] is collecting stories to help make the case stronger that [STATE] policymakers should take the extra funding that is available and use it to provide health insurance for all the people caught in the gap, as you are, simply because of your income level.

If you want to share your story or get more involved in asking our policymakers to accept the available funds to provide coverage to people in your income group, you can contact [NAME] and [ORGANIZATION NAME].

We know that there are enrollers that will have varying levels of comfort with asking consumers to share their stories with advocates. For more tips on how to do this in a seamless, respectful way, see ***Connecting Enrollment Assisters, Consumers and Coverage Gap Campaigns***.