



Domains of Outreach and Enrollment

- Let people know about coverage options
 - Airwaves
 - Ground game
 - Canvassing, CBO/constituency outreach (e.g. health fairs, back-to-school, churches, etc.)

- Hand hold through enrollment
 - Continuum of assistance and navigator support
 - Ongoing support/info training to outreach network
 - Helpline

- Policy Advocacy
 - Drive state and federal policy that maximizes enrollment
 - Real time feedback loop

- Lift up success stories
 - Story banking
 - Earned media

- Connect to Medicaid expansion campaigns

- Civic participation
 - Integrate voter registration
 - Connect to civic organizations and advocacy networks

Outreach and Enrollment – Key Program Elements

Planning (National, State and Local)

- Establish goals and identify strategies to meet them
- Create overall plan for effective targeting and coordination

Operations

Communications (National, State and Local)

- Mass-media advertising campaigns
- Messages developed through focus groups and other research

Build the Infrastructure (National, State and Local)

- Build education, outreach and enrollment systems
- Build data management capacity
- Create strategic partnerships and collaborations (cross-agency and public-private)
- Facilitate multi sector networks of NFPs/CBOs and volunteers
- Provide TA to outreach and enrollment partners
- Develop outreach materials
- Facilitate problem-solving and best practices

On the Ground (State and Local)

- Create multi sector networks of NFPs/CBOs and volunteers
- Coordinate outreach and enrollment work
- Engage provider, health plan and other stakeholders
- State and community based public education tailored to the local community
- Provide high touch assistance tailored to diverse populations
- 1 on 1 assistance by trusted messengers for hard to reach communities

Feedback and Troubleshooting (National, State and Local)

- Monitor and report on activities and impact
- Identify system issues and communicate to state and federal agencies
- Develop legal and policy capacity to address issues

Identify contacts who can be engaged as part of Medicaid expansion campaigns.

Facilitate civic engagement by low and moderate income households.

Identify success stories to build positive public perception and counteract attacks on the ACA

Other associated needs and initiatives to be determined