



Investments to Increase Access to Health Care Through Education, Outreach and Enrollment in the Health Insurance Marketplace

In 2013, Allegany Franciscan Ministries awarded **20 grants** totaling **\$517,000** to statewide and local organizations to promote enrollment in the Health Insurance Marketplace, recognizing that having health care coverage is a key factor in ensuring access to health care.

At the statewide level, our grant partners are working with health networks and community organizations to share enrollment data and stories, promote events, and advocate for Medicaid expansion. Locally, our grants support navigator and certified application counselor training, development of culturally and linguistically competent printed materials, health fairs and outreach activities. In the Tampa Bay area, we supported the creation of an initiative that coordinates regional enrollment efforts and development of a strategic plan for Affordable Care Act (ACA) outreach efforts in Tampa Bay, a project that could serve as a model for other communities. The following pages provide a brief summary of grants awarded that directly addressed outreach or enrollment in health insurance coverage.

Florida Community Health Action Information Network (Florida CHAIN), St. Petersburg, FL Florida ACA Implementation Capacity Building and Medicaid Expansion \$150,000

Florida CHAIN is a statewide consumer health advocacy organization dedicated to improving the health of all Floridians by promoting access to affordable, quality health care. The funded program will capitalize on the enrollment window for ACA by engaging large numbers of people - in congregations, neighborhoods, and through Alliance organizations and personal networks, all across Florida - to educate people about enrollment; connect people to navigators; and most importantly, to build a strong base of leaders from local communities who are informed and trained to organize collectively to work with public officials, legislators, and other stakeholders around gaps in coverage or barriers to implementation, including the State's failure to expand Medicaid this year. Specifically, grant funds were directed to allow Florida CHAIN to bring their Policy Director on to a full time position and hire a Community Educator to conduct presentations across the state and to grassroots leaders, as well as enhance and maintain a web presence.

Here are a few highlights of accomplishments since the grant was awarded. FL CHAIN has:

- Managed Healthcare for Florida Now website, posted 18 articles about Medicaid expansion, added original video and story of FL residents impacted by coverage gap, share enrollment event information
- Social media coverage: created infographics, Thunderclap campaign, electronic alerts
- Increased visibility and coverage in media, WUSF radio consumer interview,
- Provided consumers for Daily Show interview related to Medicaid expansion, <http://thedailyshow.cc.com/videos/s1h1cg/al-madrigal---rejecting-medicaid-expansion>
- Provided 15 community presentations

PICO United Florida, Orlando, Florida Florida ACA Implementation Capacity Building and Medicaid Expansion \$150,000

PICO is a non-partisan, multi-county network of federations of congregations. Their 90 congregations represent more than 60,000 families and unite low to moderate income communities in Florida to work for systemic change. The funded program will capitalize on the enrollment window for ACA by engaging large numbers of people—in congregations, neighborhoods, and through Alliance organizations and personal networks, all

across Florida—to educate people about enrollment; connect people to navigators; and most importantly, to build a strong base of leaders from local communities who are informed and trained to organize collectively to work with public officials, legislators, and other stakeholders around gaps in coverage or barriers to implementation, including the State’s failure to expand Medicaid this year. Specifically, grant funds were designed to support the expense for a State Health Equity Lead Organizer at PICO United Florida as well as four regional Health Equity Organizing Fellows. PICO is undergoing some leadership and structural changes but the work is continuing and the board and staff leadership is in close contact with the Allegany Franciscan Ministries team.

Here is a summary of activities since this grant was awarded. PICO has:

- Hosted enrollment events (Orlando & Ft. Pierce)
- Clergy outreach – 19 congregations involved in Medicaid expansion efforts, involved in Moral Mondays and Souls To Enroll initiatives
- 18 enrollment stories collected
- Medicaid expansion testimonials at Orange County Legislative Delegation & Town Hall meeting
- Press events
- Partner w/Enroll America, Florida Health Alliance, local navigators, Florida CHAIN

The Family Healthcare Foundation, Tampa, FL

Strategic Planning for the Affordable Care Act in Tampa Bay, \$25,000

The Family Healthcare Foundation, The Tampa Bay Healthcare Collaborative, the Hispanic Services Council and United Way Suncoast joined in Fall 2013 to lead a community planning exercise to coordinate efforts and develop a strategic plan to target Affordable Care Act outreach efforts in Hillsborough, Pinellas, Polk and Pasco Counties. The initiative called Covering Tampa Bay brought together more than 75 participants representing some 40+ agencies. It is estimated that more than 370,000 newly eligible people could gain health care coverage through the newly created Marketplace, but without accurate information and assistance, many at-risk communities may miss the opportunity.

The Family Healthcare Foundation, Tampa, FL

Covering Tampa Bay \$60,000

The Covering Tampa Bay initiative’s planning work strengthened community capacity, coordinated efforts and developed a strategic plan to target outreach work in Tampa Bay that will prove effective in enrolling in Florida’s Exchange. This grant funding supports the implementation of the strategic plan developed to increase access to information and enrollment and to identify gaps. If the Covering Tampa Bay model proves successful, it may offer a structure that can be replicated. Ultimately, creating capacity around the community’s ability to assist families and individuals in enrolling in public health options will help create a culture of coverage and lead to a healthier Tampa Bay.

Switchboard of Miami, Miami, FL

Health Insurance Marketplace Access Project, \$5,000

Switchboard provides information and referral services to families in distress. The program will train staff and volunteer counselors on the Medicaid and Health Insurance Marketplace programs and coordinate enrollment in appropriate programs.

St. John Missionary Baptist Church, Boynton Beach, FL

Outreach Health Navigation & Education, \$10,000

St. John Missionary Baptist Church in Boynton Beach offers social services to the community. The program will educate and enroll people into the Health Insurance Marketplace.

Tampa Bay Healthcare Collaborative, Dunedin, FL

Outreach, Education & Enrollment Resources, \$7,000

The Tampa Bay Healthcare Collaborative is a membership based organization comprised of healthcare nonprofits. This program will disseminate information on the Affordable Care Act and build on Collaborative Initiatives already in progress.

Branches, Miami, FL

ACA Implementation, \$5,000

Branches provides educational support for children and financial literacy classes for families. The program will conduct outreach, education, self-enrollment and direct enrollment assistance to qualified clients in the Health Insurance Marketplace.

Genesis Community Health, Boynton Beach, FL

Health Care Outreach and Enrollment, \$10,000

The Genesis Community Health free clinic will use this grant to educate and enroll clients in Palm Beach County in the Health Insurance Marketplace.

Epilepsy Foundation of Florida, Miami, FL

Marketplace Navigation, \$5,000

The Epilepsy Foundation provides educational, medical and social services for people living with epilepsy. The program will train staff and volunteers to be health navigators for the Affordable Care Act implementation.

Health Council of South Florida, Miami, FL

Health Insurance Marketplace, \$5,000

The Health Council will develop culturally and linguistically competent printed material to assist residents of Miami-Dade County in understanding the Affordable Care Act.

Florida Press Educ. Services, Tallahassee, FL

A Parent's Guide to the ACA, \$10,000

Florida Press Educational Services provides educational materials to Florida Schools. The program will provide print material to Title 1 schools on the Affordable Care Act.

Healthy Kids of St Lucie County, Fort Pierce, FL

Promoting Access to Care in St Lucie County, \$10,000

Healthy Kids of St. Lucie County works to promote health insurance coverage. The program will provide culturally competent education and enrollment in the Health Insurance Marketplace.

St. Stephen's Episcopal Church, Miami, FL

Health Insurance Marketplace Enrollment, \$5,000

The Prosperity Center is a Volunteer Income Tax Assistance (VITA) site which helps low-income people prepare and file tax returns free of charge. The program would train volunteers as certified application counselors and enroll clients in the Health Insurance Marketplace.

AIDS Service Association of Pinellas, St. Petersburg, FL

Access 2 Care, \$10,000

This organization provides continuum of care services to people living with AIDS. The program will assist clients in enrolling in the Health Insurance Marketplace.

Coptic Orthodox Charities, Oldsmar, FL

Access Affordable Healthcare Act, \$10,000

Coptic Orthodox Charities provides refugee resettlement and social services. The program will assist clients in registering for the Health Insurance Marketplace.

Glades Initiative, Belle Glade, FL

Health Care Access for Uninsured/ REACH Health Fair, \$10,000

The Glades Initiative provides social services to residents of the Glades in western Palm Beach County. The program will work with community partners to provide a free health fair and registration for the Health Insurance Marketplace.

Helping Hands Assistance Program, Greenacres, FL
Health Insurance Navigation Assistance (HINA), \$10,000

Helping Hands Assistance Program provides social services for those in need. The program will provide clients in Palm Beach County with navigation and enrollment in the Health Insurance Marketplace.

Westside Baptist, Fort Pierce, FL
Health Care Market Place Initiative, \$10,000

Westside Baptist offers social services in St. Lucie County. The program will provide training for ACA counselors. They will provide outreach services to those without healthcare.

Brandon Outreach Clinic, Brandon, FL
ACA Outreach, \$10,000

Brandon Outreach Clinic provides preventative and primary care to those without insurance. The program will provide information and training on the ACA.