



Save the Date!
National Faith Weekend of Action
October 25th – 27th

Get Covered America will holding national “Health Care from the Pulpit” outreach events to further engage the faith community in the education and outreach efforts around the Affordable Care Act. Places of worship will be conducting consumer outreach activities such as tabling, forums and info sessions in their local communities. To spread the word about the new health care options made available by the opening of the Healthcare Marketplaces on October 1st, 2013.

If your place of worship would like to participate, please contact constituency@enrollamerica.org for more further details.

www.getcoveredamerica.org

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Health Care from the Pulpit

Health Care from the Pulpit

“Health Care from the Pulpit” is a national program Get Covered America (GCA) is launching to ensure the faith community continues to be engaged in the education and outreach efforts around the Affordable Care Act open enrollment period. The goal of these events is to inspire people of faith to take action in their communities in support of new health coverage options made available by the Affordable Care Act.

Program Overview

Below is an outlined of the process of hosting “Health Care from the Pulpit” events. Please feel free to design the program that best suits your organizational needs.

- **Participate in “Health Care from the Pulpit” Event.** Faith leaders speak on the impact of being uninsured and the value of enrolling in health coverage, while local organizers table and recruit volunteers.
- **Sign on for the “Heal-the-Neighborhood” Program.** The place of worship health/outreach ministry or a team of volunteers agree to get trained by Get Covered America to conduct outreach in the local community.
- **Host/Participate in “Health Coverage Enrollment Summit”.** This is can be Health Coverage Forum, made up of panelists from the faith community, health advocacy, community based organizations that provide an opportunity to educate and engage communities regarding the marketplaces. Navigators and certified application counselors can be invited to provide on-site enrollment assistance.

Participate in a “Health Care from the Pulpit” Event

A faith leader delivers a Sunday sermon/message around the moral imperative of insured and the community impact of be uninsured or underinsured.

- Get Covered America can have volunteers staffing a table after service to talk about health coverage and have uninsured complete contact cards for follow up. Contact cards are used to collect information from consumers if they would like more information about health coverage. It also has information the consumer can keep to read more about open enrollment.
- Promote the event via social media, email lists, news bulletins/announcements.

Plan a “Heal-the-neighborhood” Program

Following the Health Care from the Pulpit Event, the ministry can identify a group of volunteers (such as the Health or Outreach Ministry) be trained to participate in the “**Heal-the-Neighborhood**” program where they

can be trained to actively do consumer outreach at local schools, grocery stores, community centers and events/fairs within the community to reach the uninsured.

- Volunteers can work with Get Covered America staffers to undergo a consumer outreach training and to set up an outreach plan.
- Volunteers identify a team leader who can schedule and organize volunteers to conduct outreach and stay in contact with the GCA staffer for materials and assistance.
- Team leader should identify key k-12 schools, health centers, community centers, service organizations, civic organizations, grocery stores, barber shops and hair salons and other places surrounding the church that may serve as meeting points for community residents.
- Volunteers should reach out to these businesses, schools and organizations to identify the best way to share outreach literature and identify opportunities to hold community forums and info sessions.

“Health Coverage Enrollment Summits”

Building on the momentum that you’ve built during the “Health Care in the Pulpit” event and “Heal the Neighborhood Program”, you can choose to host health coverage summits to engage a broader swath of the community. Summits are an effective way to convene a panel of high-level community leaders, providers, faith leaders while also engaging and enrolling the uninsured. You can coordinate with local navigators or certified application counselors to be on site to conduct enrollment activities.

- Reach out to potential partners from various communities to assess interest in convening an event.
- Develop an agenda and panel of speakers - should be a diverse group of navigators, providers, advocates, faith leaders, and community leaders. (See below for agenda sample).
- Secure a location. Be sure that there is adequate space to set up massive tables with laptops so that consumers can be enrolled.
- If media will be invited, develop a media plan, so that this is broadly publicized and identify media spokespersons.
- Prepare fliers/e-announcements so that partners can broadly advertise this event among their network and the communities.
- Ensure you’ll have enough navigators, adequate technology to ensure smooth enrollment.

Sample Health Summit Agenda (90 minutes)

- **Opening Prayer** by faith leader
- Moderator introduces the panel

- **Panel discussion:** Moderator asks a set group of questions to the panel for them to answer for the audience, open up the floor for additional questions. (Your planning group should decide if they want to build in a mechanism for people to submit questions ahead of time or you can have an open Q and A session.)
- **Call to Action:** Moderator asks everyone in attendance to take the time to visit the enrollment hall where there will be navigators available to walk them through the enrollment process. Those that are already insured can visit the Get Covered America table to sign up to volunteer.
- **Enrollment:** Navigators begin enrolling people. (This can also be underway during the panel discussion.)

Tips:

- This event ideally should take place in a very large worship center, convention center or exhibition hall that can hold 200 – 500 people comfortably and has a sizable hallway that can handle the flow of traffic as people enroll.
- Location must have great technology (AV, Wi FI, Laptop plugs, etc.) in order to ensure adequate access to the internet to conduct the enrollment piece successfully.
- Work closely with Navigators to ensure the timing and logistics are compatible with a smooth enrollment process.

Any questions? Contact Get Covered America at constituency@enrollamerica.org
www.getcoveredamerica.org

ABOUT US

Who We Are



Get Covered America is a national grassroots campaign focused on engaging consumers and raising public awareness about the new health insurance options made available under the Affordable Care Act (ACA). We're an independent, nonpartisan project of the non-profit Enroll America, powered by passionate staff and volunteers with one motivating goal: to give consumers the facts they need so they can choose a health insurance plan that fits their needs and budgets.

Why We Do What We Do

There are nearly 40 million Americans living without health insurance. Over half of the uninsured have been without coverage for three years or more, and most of the uninsured – nearly 80 percent – are working families. Under the new health care law, they'll have new, affordable options. But they can't sign up if they don't know about these new opportunities. That's where Get Covered America comes in.

What We Are All About

Whether it's online or in person, the Get Covered America team wants to have a conversation with people. By connecting American consumers to the right resources – whether it's someone who can answer their questions, someone to help them with their application, or just some basic information – our goal is to help people feel confident choosing the health insurance plan that's right for them.

- **GetCoveredAmerica.org** is where consumers can sign up for updates, get the facts, find events in their state, and help get the word out to friends and family about new health insurance options. In the upcoming months, we'll be sharing stories from Americans all over the country about what getting access to affordable health insurance means to them.
- **Get Covered America's field teams and partners** are mobilizing in communities throughout the country, working to connect people with the facts they need – including where to go to get unbiased, no-nonsense help with filling out an application, learning what plans are available and how much they cost, or qualifying for financial help to pay for health insurance. While this is a 50-state campaign, partnering with organizations nationwide, there is full-time field staff in states where many of the nation's uninsured are concentrated: Arizona, Florida, Georgia, Illinois, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, and Texas. Our goal is to reach as many Americans as possible and connect them with the information they need so they can get themselves or their families covered.

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