

A Call to Action: Making Connections to Wellness through Health Literacy & Open Enrollment

Faith and community-based organizations are “place-based” in communities and can help provide access to hard-to-reach consumers. These groups can support the health and well-being of their communities by:

1. **Joining** a local ACA coalition to collaborate with community partners
2. **Referring** community members to in-person assistance
3. **Opening** your doors to health care educators and in-person assistance.
4. **Becoming** a Certified Application Counselor organization (CAC)

Review the information below to see how you and your organization can take action before, during and after open enrollment.

1. Join a Local ACA Coalition

Joining a local ACA coalition is a great way to collaborate with other community partners, navigator organizations, public health offices, HHS regional leadership, and CMS liaisons to improve your community’s access to health care.

To locate an ACA coalition, please contact the HHS Regional offices listed below or go to <http://www.hhs.gov/about/agencies/iea/regional-offices/>

Region-Headquarters	Regional Director	States in the Region
Region 1 - Boston	Paul Jacobsen	CT, ME, MA, NH, RI, VT
Region 2 - New York	Jackie Cornell Bechelli	NJ, NY, PR, VI
Region 3 - Philadelphia	Joanne Grossi	DE, DC, MD, PA, VA, WV
Region 4 - Atlanta	Pamela Roshell	AL, FL, GA, KT, MS, NC, SC, TN
Region 5 - Chicago	Kathleen Falk	IL, IN, MI, MN, OH, WI
Region 6 - Dallas	Marjorie Petty	AR, LA, NM, OK, TX
Region 7 - Kansas City	Stephene Moore	IA, KS, MO, NE
Region 8 - Denver	Kim Gillan	CO, MT, ND, SD, UT, WY
Region 9 - San Francisco	Melissa Stafford Jones	AZ, CA, HI, NV, AS, MP, FM, GU, MH, PW
Region 10 - Seattle	Susan Johnson	AK, ID, OR, WA

2. Referring to In-Person Assistance

Organizations can help by referring community members to in-person assisters in-house, at upcoming events, or the standing office locations of navigator organizations and other groups that offer certified in-person assistance.

- **Establish a relationship with your local Marketplace assisters:** [Find Local Help](#) on Healthcare.gov to connect to people. Use the [Enroll America Connector](#) or call your [local United Way 2.1.1](#).
- **Ask the question.** “Do you and your family have health insurance? [We] have partnered with people who can help meet your health insurance needs.” Most navigators and other certified assisters will provide training to help people feel comfortable understanding why and how to ask the question.

- **Place signage** and [Commit Cards](#) (in English or Spanish) at front desks and common areas or during membership or community events to direct people to in-person assistance.
- **Save room in your newsletter, bulletin or on your webpage** for referral information, schedules, and locations for in-person assistance.

3. Opening your Doors

Make your space available to services that meet the needs of newcomer, immigrant, and non-English speaking members of the community and neighborhoods including health coverage educators and assisters as well as [Volunteer Income Tax Assistance](#) (VITA) programs.

- **Consider community events or services**, such as ESL, mentoring, or job training, that may be enhanced by access to a health insurance educator, enrollment assister, health or financial literacy programs.
- **Make room for “tabling”** at special community events or when an enrollment deadline is fast approaching.
- **Host a VITA program.** Assisters like to co-locate with the [Volunteer Income Tax Assistance](#) (VITA) programs because they provide an ideal opportunity to educate consumers and help them understand their insurance benefits and answer questions— especially those who need help reconciling subsidies or completing IRS Forms 1095-A or B.

4. Becoming a Certified Application Counselor (CAC) Organization

Organizations can take a leadership role in their community on health care access by becoming a [Certified Application Counselor \(CAC\)](#) organization. Becoming a CAC builds the capacity of your organization’s volunteers, staff or health coaches to help community members with timely and critical information and assist people applying for coverage through the Marketplace. Find more information at [Marketplace.CMS.gov](#) and [Enroll America](#). Many organizations have also considered becoming [CMS Champions of Coverage](#)!

Open Enrollment Begins:

November 1, 2016

Deadline for Jan 1 coverage:

December 15, 2016

Open Enrollment Ends:

January 31, 2017

[Download](#) the
HHS Partnership Center’s
**Health Care Law Toolkit for Faith
and Community-based
Organizations**

Faith and Community

Weeks of Action:

November 7-14,

December 19-24, &

January 16-29

HealthCare.gov