



## Second Sunday & Faith Weekend of Action Toolkit

Faith and other community-based organizations are hosting Second Sunday and Faith Weekend of Action events across the country. This toolkit provides resources to help plan and host Health Insurance Marketplace outreach and enrollment events during the 2014/2015 open enrollment period. Open enrollment ends on February 15, 2015.

The Health Insurance Marketplace is where individuals and families can shop for and enroll in health insurance coverage. They can learn about their eligibility for Medicaid, the Children's Health Insurance Program (CHIP), or financial assistance available through the Marketplace to help pay for the cost of their health insurance coverage, depending on their household income.

Below you will find the Second Sunday and Faith Weekend of Action Toolkit. It includes the following resources that can be used in planning and hosting an outreach or enrollment event:

- Second Sunday and Faith Weekend of Action Flyer to advertise the event
- Bulletin Insert
- Announcement
- Talking Points
- Press Release
- Media Advisory
- Public Service Announcement
- Four Step Guide to Planning a Health Care Enrollment Event

Please contact the following Centers for Medicare and Medicaid (CMS) faith liaisons for assistance in planning your outreach and enrollment event.

<p>BOSTON - Region 1. Email: <a href="mailto:ROBOSORA@cms.hhs.gov">ROBOSORA@cms.hhs.gov</a> attention: Jennifer Syria for <b>ME, CT, MA, NH, RI and VT.</b></p>	<p>DALLAS - Region 6. Email: <a href="mailto:RODALORA@cms.hhs.gov">RODALORA@cms.hhs.gov</a> attention: Sylvia Garcia For <b>TX, AR, LA, NM, and OK.</b></p>
<p>NEW YORK - Region 2. Email: <a href="mailto:RONYCORA@cms.hhs.gov">RONYCORA@cms.hhs.gov</a> attention: Lakezia Carmichael for <b>NJ, NY and the Virgin Islands.</b> For <b>PR</b> email: Maria Martinez.</p>	<p>KANSAS CITY - Region 7. Email: <a href="mailto:ROKCMORA@cms.hhs.gov">ROKCMORA@cms.hhs.gov</a> attention: Nancy Rios for <b>IA, KS, MO and NE.</b></p>
<p>PHILADELPHIA - Region 3. Email: <a href="mailto:ROPHIORA@cms.hhs.gov">ROPHIORA@cms.hhs.gov</a> attention: Beth Chalick-Kaplan for <b>PA, DE, DC, MD, VA and WV.</b></p>	<p>DENVER - Region 8. Email: <a href="mailto:ROREAORA@cms.hhs.gov">ROREAORA@cms.hhs.gov</a> attention: Gloria Baca for <b>CO, MT, ND, SD, UT and WY.</b></p>
<p>ATLANTA - Region 4. Email: <a href="mailto:ROATLORA@cms.hhs.gov">ROATLORA@cms.hhs.gov</a> attention: Judy Weaver for <b>AL, FL, GA, KY, MS, NC, SC, and TN.</b></p>	<p>SAN FRANCISCO - Region 9. Email: <a href="mailto:ROSFOORA@cms.hhs.gov">ROSFOORA@cms.hhs.gov</a> attention: Darryl Burton for <b>AZ, CA, NV, HI and the western territories.</b></p>
<p>CHICAGO - Region 5. Email: <a href="mailto:ROCHIORA@cms.hhs.gov">ROCHIORA@cms.hhs.gov</a> attention: Dell L. Gist for <b>IL, IN, MI, MN, OH, and WI.</b></p>	<p>SEATTLE - Region 10. Email: <a href="mailto:ROSEA_ORA2@cms.hhs.gov">ROSEA_ORA2@cms.hhs.gov</a> attention: Darryl Means for <b>AK, ID, OR and WA.</b></p>

For general information about the Second Sunday and Faith Weekend of Action initiative and for resources on the Health Insurance Marketplace, contact Lisa Carr at [Lisa.Carr@cms.hhs.gov](mailto:Lisa.Carr@cms.hhs.gov).

To learn about and enroll in the Health Insurance Marketplace, go to [www.HealthCare.gov](http://www.HealthCare.gov) or call 1-800-318-2596 (TTY: 855-889-4325). Assistance is available in over 200 languages.

To obtain other Marketplace outreach and enrollment fact sheets, info-graphics and other tools, go to <https://marketplace.cms.gov>.



# Second Sunday

Open Enrollment  
Ends February 15, 2015

## The Health Insurance Marketplace is Ready for You!

### Are you asking questions like:

- What is the Health Insurance Marketplace?
- How can I afford health insurance?
- What do I need to know when I select a plan?
- How do I use my new health insurance?
- Why do I need health insurance anyway?
- Where can I get more information?

Date:	<input type="text"/>
Time:	<input type="text"/>
Location:	<input type="text"/>

**Are you Covered?** Look for the “Find local help” option to get personal help finding and managing your health coverage at [www.HealthCare.gov](http://www.HealthCare.gov) or call **1-800-318-2596**.



#GetCovered #ACAFaithAction





## Faith Weekend of Action

Open Enrollment  
Ends February 15, 2015

# The Health Insurance Marketplace is Ready for You!

### Are you asking questions like:

- What is the Health Insurance Marketplace?
- How can I afford health insurance?
- What do I need to know when I select a plan?
- How do I use my new health insurance?
- Why do I need health insurance anyway?
- Where can I get more information?

Date:

Time:

Location:

**Are you Covered?** Look for the “Find local help” option to get personal help finding and managing your health coverage at [www.HealthCare.gov](http://www.HealthCare.gov) or call **1-800-318-2596**.



#GetCovered #ACAFaithAction



### **Sample Bulletin Insert:**

#### **Health Insurance Enrollment Fair – Sunday, February 8 from Noon to 3 pm at the Welcome Center**

High quality, affordable health insurance is now available. If you want to learn more about getting insurance, stay after the service on February 8 from noon to 3 pm to learn more and get enrolled. Navigators trained in helping people enroll in health insurance will be present.

If you want to enroll in health insurance, you must bring the following with you:

- Social Security Number (and document number for legal immigrants)
- Employer and income information for every member of your household who needs health insurance (for example, from pay stubs or W2 forms – Wage and Tax Statements)
- Policy information on health insurance if you or someone in your household have it from a job or another source

If you have questions, email a member of our congregation, Mary Smith at **<email address>**

### **Sample Announcement:**

No matter where you live, you may be able to buy insurance from private health plans that cover a comprehensive set of benefits, including doctor visits, hospital stays, preventive care, and prescriptions. I hope by now many of you have heard about the opportunity to get health insurance coverage through the Health Insurance Marketplace. The marketplace is a new way to get health insurance for you and your family, and learn about other programs you may qualify for, including Medicaid and CHIP. **(NAME OF CHURCH)** is working with the **(INSERT NAME)** Regional Office of the Centers for Medicare & Medicaid Services (CMS), this congregation and the surrounding community with getting coverage. We have chosen this Sunday, as Get Covered Day at **[CHURCH NAME]**. On this day, we will have a presentation on the health insurance marketplace along with in person assisters, who can answer your questions about the marketplace. Be sure to invite your family and friends to learn more about the marketplace on Sunday, **(Insert DATE)**, at **(TIME)**. To find the latest, most accurate, information about the Marketplace visit HealthCare.gov.

## Sample Talking Points:

**Faith and community-based organizations often provide the link between those who are most vulnerable and hardest-to-reach and the health services they need.** As the health care law transforms health coverage for individuals and families in communities and congregations throughout the country, it's critical that people receive the correct information so that they can make the best choices for themselves and their loved ones.

- The Health Insurance Marketplace gives **Americans who are uninsured, or who buy their own coverage, a whole new way to shop for coverage.**
- The best source for the latest and most accurate information about the Marketplace is the website, **HealthCare.gov. CuidadoDeSalud.gov** includes Marketplace information in Spanish. **The websites have new resources, videos, and checklists in English and Spanish**—to help individuals, families and small businesses prepare for the Marketplace.
- The site also has information on **how the Health Insurance Marketplace works**, what the benefits are, and the key deadlines and milestones.
- **Consumers can call 1-800-318-2596 to speak with a trained customer service representative 24 hours a day, seven days a week.** The TTY telephone number for people with disabilities is 1-855-889-4325. Representatives are available in English and Spanish, and there is a **language line to assist callers in over 240 additional languages.**
- In congregations and communities across the country, the Affordable Care Act is **transforming health care for all Americans.** The health care law expands coverage, makes health care more affordable, improves access to care and strengthens the Medicare program for seniors and for people with disabilities.
- The health care law expands coverage to millions of Americans **who would otherwise not have health insurance**, ensuring that more individuals and families receive the health care they need.
- Millions of Americans—individuals, families, and small businesses—have already found **health insurance that fits their budgets and meets their needs**, with less hassle, at the Health Insurance Marketplace.
- If you already have health insurance, the Affordable Care Act provides better and more affordable coverage as a result of new rights and protections for consumers. **The health care law includes the following consumer protections:**
  - Consumers **cannot be denied care or charged more because of a pre-existing condition.**
  - **Women generally cannot be charged more** for their health insurance just because they are women.
  - **Insurers can no longer cap the dollar amount they will pay** for essential health benefits in your lifetime.
  - **It is now illegal for an insurance company to drop you from a health care plan just because you get sick or make an unintentional paperwork mistake.**
  - Certain nonprofit organizations and small businesses can now get **tax credits to help pay for insurance coverage** for their employees as a result of the Affordable Care Act.
- **Plans that cover children as dependents must cover young adults under age 26 on their parent's health insurance plan.** Millions of previously uninsured young adults have benefitted from this provision.

- **Many states have expanded their Medicaid programs** to assist those with incomes up to 133 percent of the Federal Poverty Level. In other words, an individual making up to \$16,105 a year and a family of four making \$32,913 a year are eligible for Medicaid in many states.
- The health care law also **strengthens the Medicare program** for seniors and people with disabilities. Many preventive services are now free, including a wellness visit with your doctor, flu shots, and cancer screenings.
- Seniors also benefit from savings of more than **50 percent on covered brand-name medications in the Medicare prescription drug "donut hole."** Even more good news is that the donut hole will be closed in 2020.
- **Strong anti-fraud measures** have resulted in billions being returned to the Medicare Trust Fund helping to secure its solvency for generations to come.
- Thanks to the Marketplace, **consumers are able to go to one place to search for health coverage options; to get accurate information in easy to understand language on different plans;** and to make apples-to-apples comparisons of private insurance plans. They'll be able to get comprehensive information about benefits and quality, side by side with facts about price, before they have to make a choice.
- **All health plans offered on the Marketplace must cover a comprehensive set of benefits,** including physician visits, preventive care, hospital stays, and prescriptions. Plans must also treat everyone fairly; discrimination against pre-existing conditions will be banned. Coverage starts as soon as January 1, 2015.
- **No matter where they live, consumers will only need to fill out a single application** on the Marketplace to choose from the health plans available in their area, to learn if they qualify for programs like Medicaid or the Children's Health Insurance Program, or to find out if they qualify for lower costs on monthly premiums or out-of-pocket costs.
- **New rules and expanded programs mean that more people than ever before, including working families will get financial help for health insurance.**
- We're counting down to coverage, and we want you, our stakeholders and partners, to join our conversation. **Start by visiting <https://marketplace.cms.gov>.** There you'll find information and resources for anyone who wants to help raise awareness and educate others about the Marketplace.
- **We'd like your help in spreading the word that "now's the time to act." We invite you to engage your networks, your stakeholders, your community, and your congregations.** You can help ensure that no one who is eligible is left out, left behind, or left on the sidelines of the Marketplace. The Marketplace open enrollment period closes on February 15, 2015.
- **The health care law is already making a difference in the lives of millions of Americans.** Over 7.3 million people signed up for Marketplace plans, paid their premiums, and accessed quality, affordable coverage during the first open enrollment period.. An addition 9.1 million individuals enrolled in Medicaid and the Children's Health Insurance Program (CHIP). Millions of young adults have gotten covered on their parent's plan because the law says that plans that offer dependent child coverage must allow them to do so until they turn 26.
- In the first year of open enrollment, we have **reduced the number of uninsured adults by 26 percent.**
- You are trusted messengers in this community. We hope you **share this information** with those around you so they can be connected with the care they need.

## Sample Press Release:

### NAME OF FAITH-BASED ORGANIZATION to Host Health Insurance Marketplace Enrollment Event

#### ***"2<sup>nd</sup> Sunday Enrollment Initiative" brings Information & Counselors to their Members, and the Community***

\_\_Name of Faith-Based Organization\_\_ is partnering with Marketplace assisters approved by the Centers for Medicare & Medicaid Services (CMS) to help members, and their community, get coverage through the Health Insurance Marketplace by hosting a Marketplace information and enrollment event on Sunday, \_\_date\_\_\_\_, from \_\_time\_\_ to \_\_time\_\_ at \_\_name of venue, located at \_\_address\_\_\_\_\_.

Representatives of CMS (*NOTE: if attending*), \_\_Name of Navigator org., and other in-person assisters will be present, with computers, to provide information and help people with applications and enrollment. (*NOTE: if the organization is requiring any kind of registration before the event, that information can be included here*)

"We are very grateful to \_\_name of organization representative\_\_ for inviting us to \_\_name of organization\_\_ along with our other partners through the '2<sup>nd</sup> Sunday Initiative,' to provide the information and hands-on help people are looking for and need," said \_\_CMS or Community organization rep\_\_.

The Health Insurance Marketplace is where individuals and families can shop for and enroll in health insurance coverage, and find out about their eligibility for Medicaid, the Children's Health Insurance Program (CHIP), or financial assistance available through the Marketplace to help pay for the cost of their health insurance coverage, depending on their household income. The Marketplace open enrollment ends February 15, 2015.

Those looking to apply for Marketplace coverage for the first time should bring:

- Social Security number for everyone who has one and is applying for coverage through the Marketplace (note: Social Security numbers are not required for anyone who is not applying)
- Immigration documents for anyone who is applying for coverage through the Marketplace and is not a U.S. citizen or national (note: immigration information is not required for anyone who is not applying for coverage)
- Employer and income information for everyone in their family, for example, paystubs, W-2 forms or wage and tax statements
- Policy numbers for any current health insurance
- Information about any job-related health insurance available for their family

People who are already enrolled in Marketplace coverage will be able review changes to their plan's premiums and cost-sharing, benefits and provider networks for 2015; compare their plan to other plans; update income or other personal or household information to ensure they receive the financial assistance for which they qualify, and get help deciding if they want to stay with their current plan, or enroll in a new one.

Those currently enrolled in a Marketplace plan who want to review their options and update their information should bring their 14-digit plan ID (included in a letter sent by their plan), personal identification, and information related to any changes to eligibility information, including household income, or changes in circumstances, such as marital status, or birth of a child.

Information about the Health Insurance Marketplace is available at [www.healthcare.gov](http://www.healthcare.gov), or by calling 1-800-318-2596; TTY users can call 1-855-889-4325.

**Sample Media Advisory:**

**(NAME OF FAITH-BASED ORGANIZATION) to Host Health Insurance Marketplace Information & Enrollment Event**

*Event is part of "2<sup>nd</sup> Sunday Enrollment Initiative"*

(NAME OF FAITH-BASED ORGANIZATION) is working with Marketplace assisters approved by the Centers for Medicare & Medicaid Services (CMS) to help members and the community to get coverage through the Health Insurance Marketplace. There will be Information about the Marketplace, and in-person assisters with computers to help people apply and enroll. People already enrolled in Marketplace coverage will be able to review their current plan's changes for 2015, update their income and other information to ensure they receive the financial assistance for which they qualify, review other plan options, and enroll in a new plan, if they wish.

The event is part of the CMS "2<sup>nd</sup> Sunday Enrollment Initiative" being conducted in partnership with faith-based organizations and communities nationwide.

WHERE: (Name of faith-based organization and address)

DATE:

TIME:

WHO: (Name of organizations conducting enrollment)

ADDITIONAL INFORMATION: Interview opportunities with faith-based organization representative, representatives of CMS (*if attending*) and other partner organizations. Photo and other visual opportunities will also be available.

For Information contact: \_\_\_\_\_

**Sample Public Service Announcement:**

If you don't have health insurance, you can get help finding quality, affordable coverage through the Health Insurance Marketplace at a special information and enrollment event on Sunday (Saturday), \_\_\_Date\_\_\_, from \_\_\_time\_\_\_ to \_\_\_time\_\_\_ at \_\_\_\_\_ venue name\_\_\_\_\_, \_\_\_address\_\_\_\_\_.

Trained counselors will help you with everything you need to know about the Marketplace, including how you may be able to get help paying for your health insurance coverage, starting an application, and enrolling. If you are already covered through the Marketplace, you can get help updating your information, reviewing plan options and choosing your plan for 2015.

This event is open to the public. (*If the faith-based organization wants to include a phone number, include here*).

# Four-Step Guide to Planning a Health Care Enrollment Event

Many faith-based and community organizations want to host events to help individuals and families enroll in health insurance. Open enrollment starts on November 15, 2014 with coverage beginning as early as January 1, 2015. Open enrollment ends on February 15, 2015. Seven out of ten consumers who selected plans with tax credits through the Marketplace during the first open enrollment period in 2014 got covered for \$100 a month or less. Here are some suggested steps to make your enrollment event a success:

## 1. Planning the event

- Contact Navigators and Certified Application Counselors to ask them when they could come to an enrollment event. A list of Navigators and Certified Application Counselors can be found here: <https://localhelp.healthcare.gov>.
- After choosing a date, time, and location for the enrollment event, identify a room with tables and chairs. This will allow the Navigators and Certified Application Counselors to have private conversations with those they are enrolling. The room should also have internet service.
- Advertise your enrollment event within your community, especially to those who may be uninsured, and ask if they are able to attend the event.
- Once you have a good idea of how many people might attend the event, ask for volunteers from your organization to help with set-up, break-down, hospitality and coordination of the enrollment event.

## 2. Advertising the event

- Advertise the enrollment event during your organization's announcement time, in a congregation or community bulletin, in your newsletter, on your website and/or through social media such as Facebook or Twitter.
- Include in the advertisement the information that people should bring to the enrollment event, such as their W-2 form to verify income, social security numbers, immigration cards (if appropriate), and health insurance card if an individual or family member has health insurance. The full list of what to bring can be found in the **Marketplace Application Checklist** at <http://go.usa.gov/K2te>.
- Include information in the advertisement, on how to learn more about enrolling in health insurance, such as attending a webinar or conference call, reading a fact sheet or visiting the website. More information can be found at [www.hhs.gov/partnerships](http://www.hhs.gov/partnerships), at [www.HealthCare.gov](http://www.HealthCare.gov) and at [Marketplace.cms.gov](http://Marketplace.cms.gov).
- Identify other faith-based or community groups that might want to partner with you. Ask them to join your event and/or advertise it in their publications.

### 3. Conducting the event

- Have a sign-in sheet and ask for contact information so that you can follow up when you host your next enrollment event.
- Make sure the enrollment room is set up with tables, chairs and access to the internet. Arrange the space so that Navigators or Certified Application Counselors can have private conversations with people who are getting enrolled.
- If you expect a large turnout, have a room set up with computers, internet and volunteers to help people create an email account (if needed) and create their HealthCare.gov account.
- Designate a waiting area where people can read about the Health Insurance Marketplace. You may want to offer snacks and drinks and print out the following information for those who are waiting:
  - ✓ Get Covered: A One-Page Guide to the Health Insurance Marketplace
  - ✓ Things to Think About When Choosing a Health Plan
  - ✓ The Value of Health Insurance
  - ✓ 10 Essential Health Benefits
  - ✓ Medicare & the Health Insurance Marketplace
  - ✓ Exemptions from the Health Insurance Marketplace Fee
- All these documents are available at <http://go.usa.gov/saQT>.

### 4. Following up on the Event

- Thank Navigators, Certification Application Counselors and volunteers for their help with the event.
- For those who were unable to enroll at the event but still wish to do so, provide contact information for the Navigators or Certified Application Counselors who may be able to assist with individual enrollment.

#### SAMPLE BULLETIN NOTICE

#### Health Insurance Enrollment Fair – Sunday, December 14 from Noon to 3 pm at the Welcome Center

High quality health insurance is now available. If you want to learn more about getting such insurance stay after the service on December 14 from noon to 3 pm to learn more and get enrolled. Navigators trained in helping people enroll in health insurance will be present.

If you want to enroll in health insurance, you must bring the following with you:

- Social Security Number (and document number for legal immigrants)
- Employer and income information for every member of your household who needs health insurance (for example, from pay stubs or W2 forms – Wage and Tax Statements)
- Policy information on health insurance if you or someone in your household have it from a job or another source

If you have questions, email a member of our congregation, Mary Smith at [Sampleemailaddress@Sample.org](mailto:Sampleemailaddress@Sample.org).