



FACT SHEET

Outreach and Education Grant Program ***Reaching People Where They Live, Work, Play and Pray***

March 14, 2013

Organizations that have trusted relationships with uninsured individuals eligible for Covered California™ were recently invited to partner with the state in a grass-roots effort to promote and maximize enrollment in Covered California Health Plans.

The purpose of the Outreach and Education Grant Program is to:

- Promote public awareness and inform consumers and small businesses about their options to obtain affordable health coverage through Covered California.
- Provide consumers and small businesses with information and tools where individuals and employers can enroll on their own.
- Remove barriers to enrollment that keep eligible consumers and small businesses from applying.
- Drive individual consumers to Assisters Program resources that are available to them. (Assisters are certified, trained entities registered with Covered California to provide in-person assistance to consumers and help them apply for Covered California programs.)
- Drive small businesses to resources that are available to them.
- Complement the Assisters Program and the broader marketing strategy, including Covered California's health plan marketing efforts.

The goals and objectives of the Outreach and Education Grant Program are to:

- Ensure participation of organizations with trusted relationships with uninsured Covered California subsidy-eligible populations.
- Establish a linguistically and culturally diverse statewide network of Outreach and Education grantees to target regions and populations, including audiences with limited English proficiency.
- Deliver a cost-effective program that promotes and maximizes enrollment.

- Ensure that the network of grantees perform the following program priorities collectively and independently:
 - Target outreach and education resources to geographic areas, small businesses, employment sectors and organizations with access to the specific target populations with the most opportunity to enroll.
 - Access populations with a variety of health statuses who are eligible for Covered California's affordable health care programs, including the Covered California Small Business Health Options Program (SHOP).
 - Deliver culturally and linguistically appropriate outreach and education messages that respond to the preferences, motivations and challenges of the target market.
 - Employ outreach and education techniques likely to increase awareness of the opportunity to enroll in affordable health insurance.
 - Disseminate clear, accurate and consistent messages to target audiences that eliminate barriers, increase interest and motivate consumers and small businesses to enroll in coverage.
 - Ensure that the network of grantees collaborates with other components of the statewide Marketing, Outreach and Education and Assistants Program, including participating in private, state and public agency partnerships.

In selecting organizations for funding for the period of July 1, 2013 to Dec. 31, 2014, Covered California considered the following:

- Award of grants to a variety of organizations in which the funding allocation collectively reflects and represents the mix and diversity of those eligible for coverage in California.
- Applications based on approaches that align with the grant program's purpose, goals, objectives and guiding principles.
- Evaluation of organizations' track record and financial solvency.
- Approaches that complement other strategies identified in the statewide Marketing, Outreach and Education Program and Assistants Program work plan.
- Approaches that focused on activities to populations who are newly eligible for coverage available through Covered California's program.
- Statewide strategies were highly considered.

Summary of Selected Grantee Organizations

The 48 selected organizations will seek to reach an estimated 9 million consumers and more than 200,000 small businesses through outreach and education activities in all 58 counties in California. The selected organizations will reach consumers in the following 13 languages: Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Laotian, Russian, Spanish, Tagalog and Vietnamese.

In addition, the selected organizations will seek to reach the following targeted populations:

- African American: 32 organizations
- Asian: 20 organizations
 - 19 of the 20 organizations targeting Vietnamese
 - 18 of the 20 organizations targeting Chinese
 - 18 of the 20 organizations targeting Filipinos
 - 16 of the 20 organizations targeting Koreans
 - 11 of the 20 organizations targeting Hmong
 - 9 of the 20 organizations targeting Laotians
 - 8 of the 20 organizations targeting Japanese
 - 8 of the 20 organizations targeting Cambodians
- Caucasian: 24 organizations
- College Students: 16 organizations
- Latino: 37 organizations
- Lesbian, Gay, Bisexual and Transgender: 4 organizations
- Middle-Eastern: 11 organizations
- Rural Communities: 19 organizations
- Faith-based Communities: 12 organizations
- Federally Qualified Health Centers: 2 organizations
- Government Entities: 4 organizations
- Unions: 3 organizations.

Covered California will award the majority of consumer focused grant program funds, \$34 million, and the entire \$3 million in SHOP grant program funds on May 14, 2013. The remaining \$6 million will be used to augment successful outreach and education strategies and additional education efforts.

For a full profile of each grantee organization selection, go to: <http://www.hbex.ca.gov>.

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