#SpreadTheHealth
A toolkit for Open Enrollment advocates

Get Covered Philly

Open Enrollment for health insurance is happening from November 1st to December 15th, 2017, but there are obstacles that may prevent individuals and families from getting the most out of this year's enrollment period, including:

- **The enrollment window is much shorter than last year.** New and returning applicants for health insurance have until December 15th to purchase a plan. Last year, enrollees were able to apply for 90 days, compared to 45 this year.

- **The Healthcare.gov website will be down for planned maintenance every Sunday except December 10th.** Individuals and caregivers are more likely to visit the website on weekends, and will not be able to view or purchase plans on Healthcare.gov from 12am to 12pm EST on most Sundays during Open Enrollment.

- **Funding to promote the Open Enrollment period has been reduced by 90% compared to last year's promotional campaign.** Reduced funding translates into reduced awareness of the enrollment period, which could lead to individuals missing the opportunity to enroll for health insurance for 2018.

We can't let this happen.

Get Covered Philly is a grassroots campaign to help eligible Philadelphians register for health insurance before December 15th and encourage others to do the same in spite of efforts to reduce visibility for Open Enrollment.

You can help promote Open Enrollment through:
- **Sharing Get Covered Philly's messaging on social media**
- **Displaying information about Open Enrollment in high-traffic areas in your neighborhood**
- **Contacting your elected officials by phone, email, letter, or social media to tell them to #ProtectTheACA**

Guidelines for Driving Engagement

Whether you've campaigned for a cause you care about before or this is your first foray into promoting an important issue, here are some helpful hints to guide your journey:

Know your audience. When it comes to talking about Open Enrollment or using the suggested messaging in this toolkit, make sure the message is appropriate for the audience you want to reach. Share it in a way that adds value and convinces the person reading or listening that this information is urgent.

Keep your messages positive and nonpartisan. Focus on the benefits of promoting Open Enrollment, avoid using scare tactics, and refrain from mentioning the current administration. Many of Get Covered Philly's promotional partners are nonprofit organizations, which are barred from engaging in lobbying activities or endorsing political candidates.

- **Example of positive messaging**: Did you know that 8 out of 10 people qualify for health insurance plans that cost $75 or less through the Health Insurance Marketplace? You may be one of them!

Be an active listener. Buying health insurance can be overwhelming and stressful. Listening to a person's concerns and addressing them in a way that indicates you care about their concerns and want to help will go a long way.

Admit when you don't know the answer, and know where to find it. No one has all the answers, and it's okay to say so. If someone asks you a question about Open Enrollment or health insurance on social media or in-person that you're not sure about, thank them for asking and tell them you will look into their question and follow up with them when you know for sure. This response allows you to build trust with the person asking the question, and it provides a new learning opportunity for you, so that when that question comes up again, you know the answer and how to help!

Social Media Posts

Use posts that are short and easy to understand, point to a resource that can provide more information, and whenever possible, use an emoji or GIF to increase visibility! Don't forget to use the hashtags #GetCoveredPhilly and #SpreadTheHealth. **Download graphics for posts here.**

Now is the time to get covered for 2018! Visit GetCoveredPhilly.com to learn about health insurance coverage in Philadelphia! #GetCoveredPhilly #SpreadTheHealth

#OpenEnrollment for 2018 insurance from HealthCare.gov is NOV 1 - DEC 15 only. Find a Health Insurance Navigator near you now at GetCoveredPhilly.com #GetCoveredPhilly #SpreadTheHealth

#OpenEnrollment for health insurance ends December 15th. Don't wait - shop early and find an affordable plan now. Visit GetCoveredPhilly.com to learn more! #GetCoveredPhilly #SpreadTheHealth

The Healthcare.gov site will be down most Sunday mornings 'til noon. If you need help signing up, visit GetCoveredPhilly.com! #GetCoveredPhilly #SpreadTheHealth

THE DEADLINE IS COMING! Shop for health insurance coverage by December 15th. Learn more at GetCoveredPhilly.com! #GetCoveredPhilly #SpreadTheHealth

Examples of postings for mission-driven organizations and specific demographics:

Health insurance helps survivors of violent relationships with long-term treatment so they can heal after abuse. Help us spread the word that #OpenEnrollment is happening now so survivors & their families can enroll before December 15th. Visit GetCoveredPhilly.com for details. #GetCoveredPhilly #SpreadTheHealth

Health insurance helps artists focus on their art, not unexpected emergencies. Help us spread the word that #OpenEnrollment is happening now so artists can enroll before December 15th. Visit GetCoveredPhilly.com to learn more. #GetCoveredPhilly #SpreadTheHealth

Healthcare.gov helped me find affordable health insurance after I lost my job. Help me spread the word that #OpenEnrollment is happening now so job seekers can enroll before December 15th. Visit GetCoveredPhilly.com to learn more. #GetCoveredPhilly #SpreadTheHealth

Eblast Message

Partner with a nonprofit organization, community group, school district, house of worship, or business to send an email message out to their email subscribers about Open Enrollment. If you're not sure what to write, use this template and send some of Get Covered Philly's social media graphics as well:

Dear NAME OF CONTACT,

Health insurance helps NAME OF COMMUNITY/CAUSE by providing TANGIBLE BENEFIT. Open Enrollment for health insurance is happening now, but there are obstacles that may prevent NAME OF COMMUNITY/CAUSE from getting the most out of this year's enrollment, including:

- **The enrollment window is much shorter than last year.** New and returning applicants for health insurance have until December 15th to purchase a plan. Last year, enrollees were able to apply for 90 days, compared to 45 this year.
- **The Healthcare.gov website will be down for planned maintenance every Sunday except December 10th.** Individuals and caregivers are more likely to visit the website on weekends, and will not be able to view or purchase plans on Healthcare.gov from 12am to 12pm EST on most Sundays during Open Enrollment.
- **Funding to promote the Open Enrollment period has been reduced by 90% compared to last year's promotional campaign.** Reduced funding translates into reduced awareness of the enrollment period, which could lead to NAME OF COMMUNITY missing the opportunity to enroll for health insurance for 2018.

You can help spread the word about the current Open Enrollment period so NAME OF COMMUNITY/CAUSE know and can enroll for affordable healthcare before December 15th. Use the graphics and suggested social media messaging below from **Get Covered Philly** to promote Open Enrollment on social media. Visit **GetCoveredPhilly.com** for more messaging ideas and resources.

<Don't forget to include some of our social media posts and a link to graphics at the end of the email!>

Messaging for elected officials

Phone/email text

Hi, my name is _____, and I am calling/writing from zip code _____.

I am writing/calling to let <Representative/Senator> know that I support the Affordable Care Act and they should too. Please protect the ACA. That means voting "No" on any legislation that would completely defund or reduce funding for the law.

Show your support for the ACA by promoting the Open Enrollment period for healthcare, which is shorter and is being promoted significantly less this year, on your website and social media accounts. Please let your constituents and social media followers know that the deadline to enroll is December 15th.

<For representatives/officials in Philadelphia> You can help your constituents in Philadelphia by referring them to Get Covered Philly, a campaign to connect citizens with Health Insurance Marketplace Navigators. Philadelphians seeking health insurance can visit GetCoveredPhilly.com to learn about enrollment fairs and find a Navigator near them.

<Insert optional comment here.>

Thank you, and have a good day.

Social media posts

Hey, @nameofrep! Spread the word about #OpenEnrollment! Deadline is December 15th. #GetCoveredPhilly #SpreadTheHealth

@nameofrep! It's time to #ProtectTheACA. The deadline for Health Insurance #OpenEnrollment is December 15th. #GetCoveredPhilly #SpreadTheHealth

Memes for sharing with elected officials