

18 Ways to Advance Access to Health Care

NCJW supports every person’s ability to access the health care they need without risking their economic security or other human needs. The Affordable Care Act (ACA), enacted in 2010, put quality, affordable health coverage within reach of more individuals and families by expanding Medicaid and creating the health insurance marketplace. Also known as an exchange, the marketplace offers a new way to sign up for coverage that fits a person’s needs and budget, with financial help available to many. Removing barriers to critical health services for women; people of color; young people; families struggling to make ends meet; and others, the ACA set a strong foundation for health equity. The law is a **key step forward for reproductive justice**.

The marketplace is open for business from November 15, 2014 until February 15, 2015.	
KEY DATES TO REMEMBER:	
<i>Enroll in a marketplace plan by</i>	<i>To have coverage that starts</i>
December 15, 2014	January 1, 2015
January 15, 2015	February 1, 2015
February 15, 2015	March 1, 2015
Open enrollment in the marketplace closes on February 15, 2015.	

During the open enrollment period, individuals can sign up for coverage that works best for them or renew enrollment in their existing marketplace plan. *Most individuals must sign up by February 15 to avoid a fine of \$325 or 2-percent of their income, whichever is greater.*

Educate your community about their options to **#GetCovered** or **#StayCovered** in the marketplace!

1	Spread the word on Facebook. Looking for ideas of what to post? Visit the HealthCare.gov Facebook page at www.facebook.com/HealthCare.Gov for graphics and images that highlight key facts and dates to remember about enrolling in the health insurance marketplace.
2	Write an article for your organization newsletter or bulletin. Share a story about why you believe in supporting greater access to health care. Be sure to include information about the benefits of getting covered through the marketplace and how to do it.
3	Know a great spot for a poster? Visit https://marketplace.cms.gov/ to find posters or create your own that provides information about how, why, and by when to get covered in the marketplace. Then, hang them in your building or another appropriate public setting.
4	Talk to a young person in your life. Ask if they have insurance, or if they want information to get covered! Share what they can gain through marketplace coverage – and how about 8 in 10 people got discounted coverage in 2014. Visit www.younginvincibles.org for tips.
5	Tweet about it! Spread the word about the 4 ways individuals can access the marketplace to #GetCovered : (1) online at www.healthcare.gov ; (2) by phone at 1 800 318 2596, (3) in person at https://localhelp.healthcare.gov/ , (4) or by mail at http://1.usa.gov/1zUNF3F .
6	Host a Shabbat dinner or house party. Talk about why getting covered is important to you. Remind attendees that open enrollment started November 15, and the deadline is February 15. Urge them to tell a friend. See toolkits at www.enrollamerica.org .

7	Send an email to a local listserve as a friendly reminder that the enrollment deadline is on February 15, about the financial assistance available to many who enroll, and why you care that people on the list have the information they need to access quality, affordable coverage.
8	Publish an ad in your local newspaper about key benefits of coverage in the marketplace, including the availability of financial assistance; the enrollment period; and how to learn more. Visit http://www.hhs.gov/partnerships/aca_act_and_community/index.html for information.
9	Plan a text study that explores Jewish perspectives on health care access, caring for our bodies, and caring for our neighbors. Provide information about the health insurance marketplace, including upcoming deadlines and how to learn more.
10	Reach out to media outlets at local community colleges and universities , including their TV, radio, and student newspapers. Ask if they can announce key information about the health insurance marketplace. Visit https://marketplace.cms.gov/ for sample PSAs.
11	Drop off palm cards about health coverage at your local synagogue, thrift store, child care center, gym, or other local business. Speak to the head of the institution about why educating their patrons about the marketplace is nonpartisan and a key public service. Check out NCJW's palm cards and fact sheet at my.ncjw.org/reproductivejustice or create your own!
12	Outreach to communities in need of coverage. Did you know that lesbian, gay, bisexual and transgender (LGBT) people experience higher rates of being uninsured than straight folks? Help close the gap: http://out2enroll.org/key-lessons-for-lgbt-outreach-enrollment/ .
13	Develop a “Mitzvah Day” for your congregation before February 15. Partner with another organization already involved in outreach to uninsured residents in your community about how coverage works and how to access an affordable, quality plan in the marketplace.
14	Amplify your voice with an op-ed! Especially if you are a member of the clergy or an organizational leader, your voice and story inspires others to learn more about health coverage. Be sure to include a call to action: to get covered by February 15! Visit www.bit.ly/NCJWOP-EDtips for tips to write an op-ed.
15	Partner with local college student clubs to set up an information table on campus at venues such as the student center, cafeteria, or near the bookstore. By working with student clubs, you can spread the word about enrollment to young people.
16	Post a widget or badge on your organization or business website so visitors can explore their health coverage options. Widgets, badges, and instructions are online at http://marketplace.cms.gov/getofficialresources/widgets-and-badges/mp-badges-english.html .
17	Host a viewing party for an educational webinar about the marketplace provided by the US Department of Health and Human Services (HHS). Available in English and Spanish. See the upcoming schedule at http://www.hhs.gov/partnerships/resources/aca_101-invite.html .
18	Deliver a sermon or drash to highlight health care themes, and why people in your congregation should talk to their friends and family about getting covered.

Visit my.ncjw.org/reproductiverights or contact Leanne Gale at leanne@ncjwdc.org for more resources and to share your work.