Outreach and Education Grant Program

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California Health Benefit Exchange Board Meeting
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What is CA’s Uninsured Population

By Geography:

California’s geography presents a unique challenge. Our ability to reach the uninsured in urban and rural settings spanning over 163k square miles will be critical to the success of this program.
What is CA’s Uninsured Population

By Ethnicity:

- Latino: 1,190,000 (46%)
- White: 870,000 (33%)
- Asian: 370,000 (14%)
- African American: 100,000 (4%)
- Other: 70,000 (3%)
Covered California is seeking to enroll as many Californians as possible. Covered California is working to meet and exceed its goals, while at the same time planning for lower enrollment by developing budgets that can be adjusted and constantly adjusting its marketing, outreach and operations as needed based on new information and experience.
Target Populations

The primary target population of Covered California’s marketing and outreach efforts are the 5.3 million California residents projected to be uninsured or eligible for tax credit subsidies in 2014:

- 2.6 million who qualify for subsidies and are eligible for Covered California qualified health plans; and

- 2.7 million who do not qualify for subsidies, but now benefit from guaranteed coverage and can enroll inside or outside of Covered California.
Outreach and Education Grant Program

• The Grant Program will have distinctive, independent activities, which leverage and align with the Statewide Marketing and Assisters Program strategies that are implemented.

• Board Action taken on June 19, 2012 to implement the Grant Program.
Grant Program Main Goal and Objectives

Goal: Educate eligible Californians about Covered California and collect leads for Assisters and the Service Center who will perform application assistance.

1. Ensure participation of organizations with trusted relationships with the uninsured markets that represent the cultural and linguistic diversity of the state.

2. Deliver a cost-effective program that promotes and maximizes enrollment.

3. Disseminate clear, accurate and consistent messages to target audiences that eliminate barriers, increase interest and motivate consumers and small businesses to enroll into coverage.
Eligible Entities

<table>
<thead>
<tr>
<th>List of Eligible Organization Types</th>
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<tbody>
<tr>
<td>Community or Consumer-focused non-profit organization; Consumer Advocacy, community-based organization, or faith-based organization</td>
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<tr>
<td>Trade, industry or professional association, labor union, employment sector, Chamber of Commerce targeting specialty populations</td>
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<td>Commercial fishing industry organization, ranching or farming organization</td>
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<tr>
<td>Health Care Provider: such as hospital, provider, clinic or county health department</td>
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<tr>
<td>Community College, University, School, or School Districts</td>
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<tr>
<td>Native American tribe, tribal organization, or urban Native American organization</td>
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<td>City Government Agency or Other County Agency</td>
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*For-Profit Entities are encouraged to apply as a subcontractor to a collaborative.*
# Outreach and Education Plan Phases

<table>
<thead>
<tr>
<th>Outreach and Marketing Phase</th>
<th>Start</th>
<th>End</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Outreach and Education</td>
<td>May 1, 2013</td>
<td>June 30, 2013</td>
<td>Raise awareness about the new consumer-friendly health insurance marketplace.</td>
</tr>
<tr>
<td>Get Ready, Get Set</td>
<td>July 1, 2013</td>
<td>September 30, 2013</td>
<td>Inform eligible Californians or small businesses that opportunities for coverage are “coming” in 2014.</td>
</tr>
<tr>
<td>Enroll!</td>
<td>October 1, 2013</td>
<td>March 31, 2014</td>
<td>Guide consumers or small businesses to their enrollment options and to shop and compare qualified health plans. Deliver the message that the time to enroll has come and it is easy to apply.</td>
</tr>
<tr>
<td>Reinforcement and Special Enrollment</td>
<td>April 1, 2014</td>
<td>July 31, 2014</td>
<td>Promote enrollment of those who did not enroll during year one during the Open Enrollment period. Promote the Special Enrollment period when consumers experience a change of circumstances (e.g., marriage, birth, adoption, loss in health care coverage).</td>
</tr>
<tr>
<td>Get Ready, Get Set</td>
<td>July 1, 2014</td>
<td>September 30, 2014</td>
<td>Inform eligible Californians or small businesses of the opportunities to enroll in coverage during the upcoming Open Enrollment Period.</td>
</tr>
<tr>
<td>Enroll!</td>
<td>October 1, 2013</td>
<td>December 31, 2014</td>
<td>Guide consumers or small businesses to their enrollment options and to shop and compare qualified health plans. Deliver the message that the time to enroll has come and it is easy to apply.</td>
</tr>
</tbody>
</table>
Grant Funding

$43 million 2013 - 2014:

- $40 million targeting individual consumers who qualify for Covered California enrollment.
- $3 million targeting small businesses eligible to provide coverage to employees through the Small Business Health Options Program (SHOP).
## $40 mil. Funding Pools

<table>
<thead>
<tr>
<th>Funding Pool</th>
<th>Purpose</th>
<th>Target Populations</th>
<th>Estimated Allocation</th>
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</table>
| **Single County Funding Pool** | For Applicants proposing to conduct outreach to target market(s) located in one county only. | - One population only  
  - Two or more populations  
  - All uninsured individuals in one County  
  - Small businesses in one County |                      |
| **Multi-County Funding Pool** | For Applicants proposing to conduct outreach to target market(s) located in two or more counties | - One population only  
  - Two or more populations  
  - All uninsured individuals in two or more Counties  
  - Small businesses in two or more Counties | $25 million          |
| **Targeted or Statewide Funding Pool** | For Applicants proposing to conduct statewide efforts or campaigns to target populations not defined by geography. | - One population only  
  - Two or more populations  
  - Statewide campaigns to target populations  
  - Small businesses of one or more types or statewide | $15 million          |
• Awards based on QHP uninsured population.
• Maximum award is $1 million; minimum award is $250,000.
• Less populated counties or smaller target populations (those with less than 5,000 estimated enrollment) are highly encouraged to participate in multi-county initiatives and coalitions.
Stakeholder Engagement Process

The Exchange presented primary key concepts to solicit feedback on the Outreach and Education Grant Program at Stakeholder Webinars.

• Webinar #1 - September 27, 2012
  - 37 letters or comment forms were received
• Webinar #2 – December 13, 2012
  - 13 letters or comment forms were received

Overall, comments indicated support for the design with some feedback regarding revisions to key concepts.
# Stakeholder Organizations Submitting Comments

1. 2-1-1 California
2. AltaMed
3. Asian Pacific American Legal Center
4. California Association of Food Banks
5. California Association of Health Underwriters
6. California Coverage and Health Initiatives
7. California Family Health Councils
8. California Labor Federation
9. California LGBT Health and Human Services Network
10. California Pan-Ethnic Health Network
11. California Primary Care Association
12. California Rural Indian Health Board
13. California Rural Legal Assistance Foundation
14. California School Health Centers Association
15. California State Rural Health Association
16. California/Nevada Community Action Partnership
17. Californians for Patient Care
18. Catholic Charities of California
19. Catholic Charities of the diocese of Stockton
20. Clinica Sierra Vista
21. Community Clinic Association
22. Community Health Councils
23. Congress of California Seniors
24. Corral Consulting
25. Health Access California
26. Health and Life Insurance Agent
27. Inland Empire Children’s Health Initiative Coalition
28. North Valley Medical Association
29. Radio Bilingue
30. San Diegans for Healthcare Coverage
31. San Fernando Valley Community Mental Health Centers
32. San Francisco Community Clinic Consortium
33. San Mateo County Health Systems
34. SEIU California
35. Small Business Coalition
36. Small Business Majority
37. Southeast Asia Resource Action Center
38. The Children’s Partnership
39. The Greenlining Institute
40. United Ways of California
41. Western Center on Law and Poverty
Key Stakeholder Feedback

Themes:

- Overall webinar was well received, informative and valued by stakeholders.
- Request to allow organizations to be included in multiple grant applications as subcontractors.
- Increased grant award size of $1 million was uniformly received as positive.
- Expressed the need for smaller minimum grant award ($50,000 vs. $250,000).
- Concern that award criteria are too heavily weighted toward applicants in high density urban areas.
- Suggestion to allow organizations to follow up on their own leads and/or to select specific local Assisters to receive their leads.
## Outreach and Education Grant Program Timeline

<table>
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<tr>
<th>Date</th>
<th>Activity</th>
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<tr>
<td>January 22, 2013</td>
<td>Release of Outreach and Education Grant Program Application</td>
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<tr>
<td>TBD</td>
<td>Grant Application Conference</td>
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<td>March 4, 2013</td>
<td>Grant Application Responses Due</td>
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<td>April 26, 2013</td>
<td>Notice of Intent to Award</td>
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<td>May – August 2013</td>
<td>Grantee Training</td>
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<tr>
<td>May 24, 2013</td>
<td>Cycle 2 Grant Application Release</td>
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<tr>
<td>TBD</td>
<td>Cycle 2 Grant Application Conference</td>
</tr>
<tr>
<td>June 24, 2013</td>
<td>Cycle 2 Grant Application Responses Due</td>
</tr>
<tr>
<td>July 15, 2013</td>
<td>Cycle 2 Notice of Intent to Award</td>
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Community Involvement at Every Level is Our Goal

Organizations not selected for the Outreach and Education Grant Program can participate in Covered California’s Campaign as Enrollment Assisters and partners in the Community Outreach Network.
Medicaid & CHIP Outreach Grant

Award Information

Total Funding
A total of $32 million in federal funding will be available in grants for activities to increase enrollment and retention of eligible children in Medicaid and CHIP over a 24-month period.

Award Amount
Grants will range in size from $250,000 to $1 million.

Number of Awards
Approximately 40 grants.

Due Date and Anticipated Award Date
Grants are due February 21, 2013 and awards for the Cycle III grants will be announced on June 1, 2013.

Eligible Entities
1. A State with an approved child health plan;
2. A local government;
3. An Indian tribe or tribal consortium, a tribal organization, an urban Indian organization, or an Indian Health Service provider;
4. A Federal health safety net organization;
5. A national, state, local, or community-based public or nonprofit private organization, including organizations that use community health workers or community-based doula programs;
6. A faith-based organization or consortia; and
7. An elementary or secondary school.

Areas of Focus
1. Engaging schools in outreach, enrollment and retention activities;
2. Bridging health coverage disparities by reaching out to subgroups of children that exhibit lower than average health coverage rates;
3. Designing and executing targeted enrollment strategies to streamline health coverage enrollment for individuals participating in other public benefit programs, such as SNAP, WIC or other programs;
4. Establishing and developing application assistance resources to provide high quality, reliable Medicaid/CHIP enrollment and renewal services in local communities; and
5. Conducting training programs to equip communities to help families understand the new application and enrollment system and to deliver effective assistance to families with children eligible for Medicaid and CHIP.

Link: http://www.medicaid.gov/
Subject: Connecting Kids to Coverage Outreach and Education Grant Opportunity.
For More Information

Visit our website at

http://www.hbex.ca.gov