

TRAINING ON NC Medicaid Expansion



TRAINER:



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About the NC Justice Center

The NCJC is a progressive research and advocacy organization with a mission to eliminate poverty in North Carolina.

The [Health Advocacy Project](#) works to ensure all North Carolinians, including individuals and families with low incomes, racial and ethnic minorities, and rural communities, have meaningful access to the high-quality, affordable, equitable, and comprehensive health care they need to experience better health outcomes and thrive.



How do I talk about Medicaid expansion with my community?

Outreach



Different Messages and Different Channels work for Different Audiences



General Principles

- Tailor messages to target specific audiences or communities
- Remember! People prefer receiving info in various ways including word of mouth, print, mass media, television, digital ads, trusted messengers.
- Use plain language and literacy---avoid jargon, avoid acronyms, etc.



First Questions for Outreach

Do you have health insurance?

Did you know that the rules changed and more people qualify for Medicaid, even if you were denied before?

“Rules have Changed”: Message tested with focus groups by Betty & Smith Comms Firm

Key Messages

Medicaid is FREE! The highest co-pay anyone ever has to pay is \$4.

- Research shows that 16% of families believe that they cannot afford Medicaid or CHIP.¹
- Nearly 75% of uninsured people cite cost as the reason for being uninsured. Emphasize that Medicaid is free of premiums or deductibles and that the highest co-pay is only \$4.

ASPE. (2021). Reaching the Remaining Uninsured: An Evidence Review on Outreach and Enrollment.
<https://aspe.hhs.gov/reports/reaching-remaining-uninsured-outreach-enrollment>

Key Messages

**Free and unbiased help is available to sign up for Medicaid!
You can make an appointment to talk to a health insurance navigator over the phone, in-person, or online to fill out your application!**

- Many people struggle to understand the complicated health literacy that is required to navigate our country's even more complex health insurance system. A 2021 survey found that more than 50% of all respondents were confused by health insurance.

Bend News. (2021). More than Half of Americans Confused by Health Insurance, Including HSAs.

<https://www.bendhsa.com/newsroom/more-than-half-of-americans-confused-by-health-insurance-including-hsas>

Key Messages

Medicaid is always open! You can sign up for Medicaid anytime of the year.

- Sustain outreach efforts outside of Open Enrollment, which runs from November 1 to January 15.
- With the Federal Marketplace as an option for applying for Medicaid, people may be confused when they go to the Federal Marketplace *outside* of the Open Enrollment period. If you're engaging in outreach and education efforts outside of Open Enrollment, emphasize that Medicaid is always open!

Key Messages

Sign up for Medicaid so that you can be there for your family.

- This messaging resonates especially for parents and immigrant families. Parents especially know that their families rely on them and feel that they cannot afford to get sick and be exposed to expensive medical bills.

Perry Udem et al. (2020) Insights from Focus Groups with Uninsured Individuals. Enrolling in Medicaid.

Communicating on Medicaid Expansion

Explain why health insurance is important as it motivates people to enroll.

Get **peace of mind** with health insurance!
People are more likely to get care during a medical emergency, be protected from expensive medical bills, and get regular check-ups.

Peace of mind: Message Tested with Betty & Smith Comms Firm



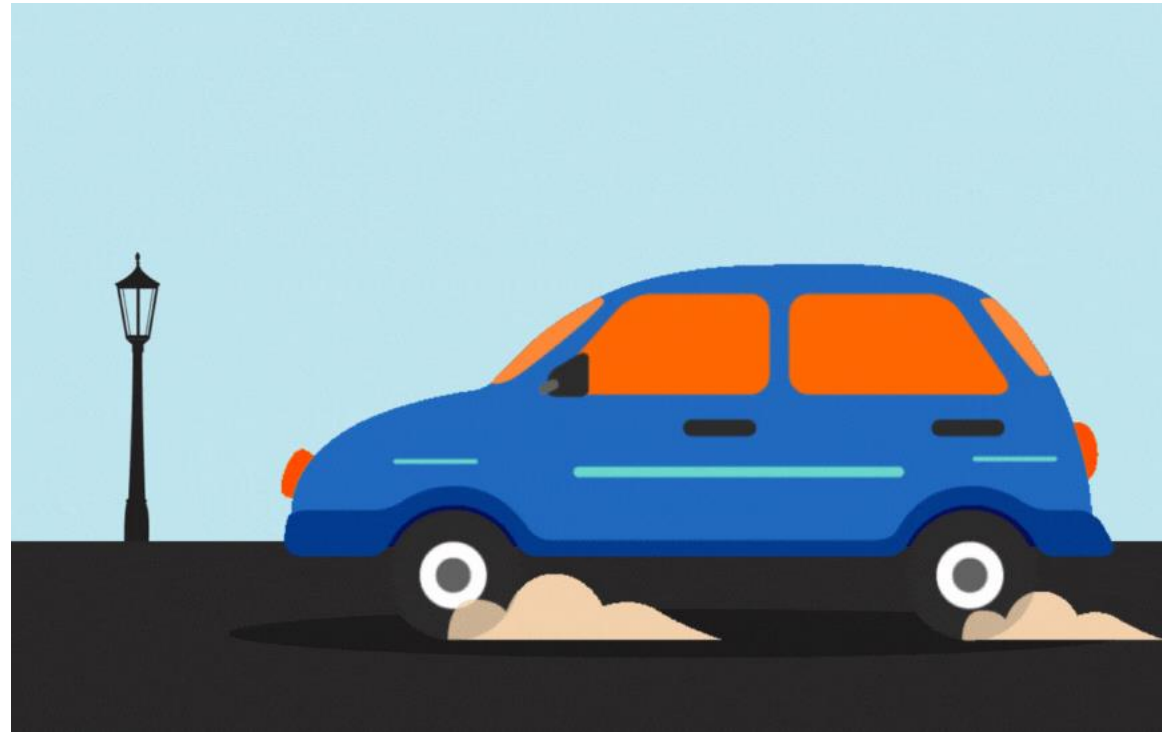
Communicating on the value of Medicaid Expansion

Emphasize the value of Medicaid coverage and especially emphasize access to dental care, which is a high priority for people with low incomes



Communicating on Medicaid Expansion

Share that Medicaid offers free rides to the doctor for folks who lack transportation.



Communicating on Medicaid Expansion

Highlight and promote personal stories of neighbors or other community members who have gotten coverage and how it has benefited them



Q&A



Stay Engaged

- Storytelling
- Stay connected with us by signing up for updates!
https://secure.everyaction.com/eUdvVXL1Sk6v_OGwJxUEcA2

