

HEALTH AND ECONOMIC OPPORTUNITY PROGRAM

PISGAH LEGAL SERVICES



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LEGAL SERVICES



HEOP MISSION

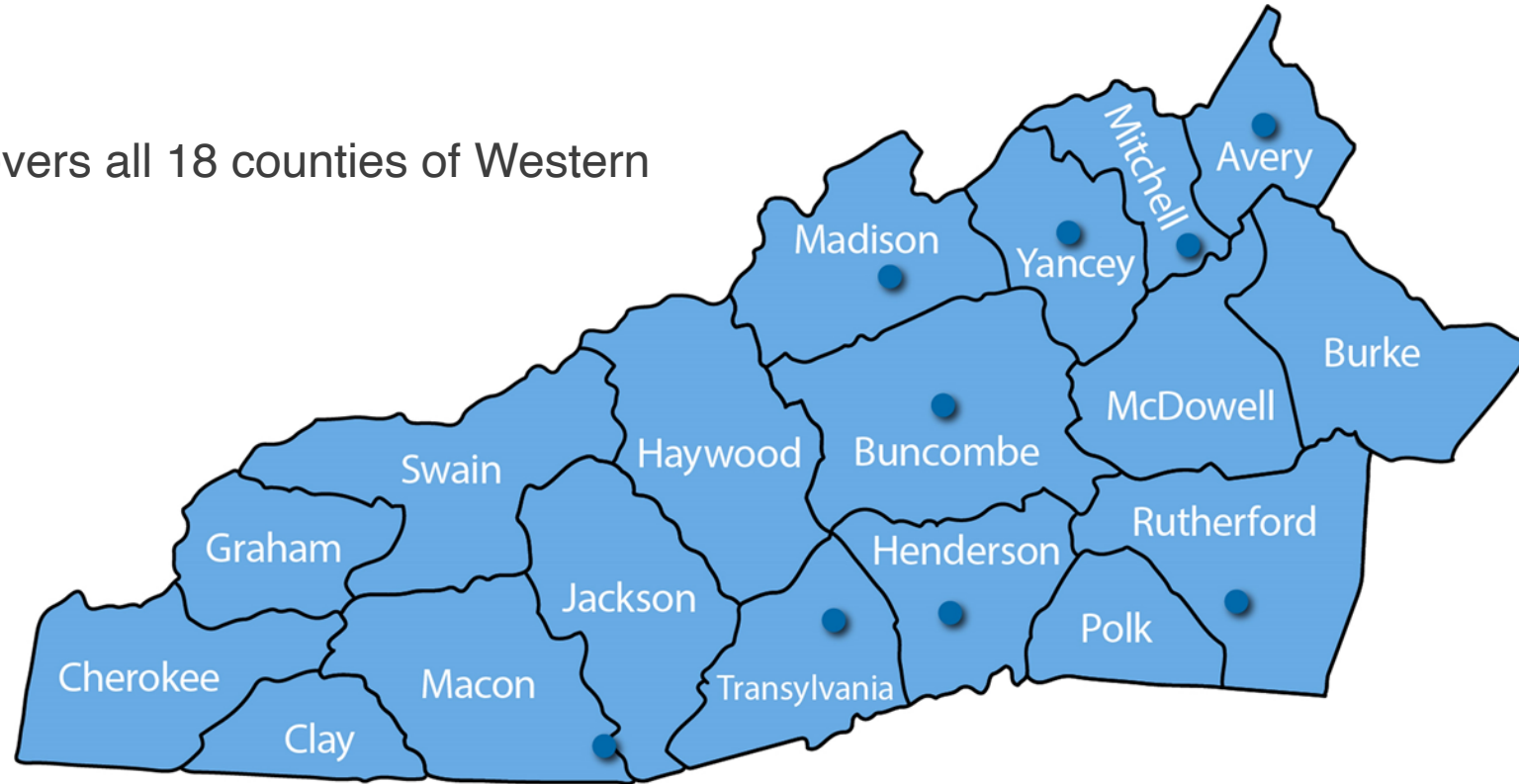
To reduce the **child poverty rate** and the **rate of the uninsured** across all 18 counties of WNC by helping folks access affordable health insurance and tax credits.

We do this by assisting clients in enrolling in the Affordable Care Act and Medicaid, and by running an IRS VITA tax clinic where trained volunteers and staff do tax education, counseling, and prepare tax returns for low-income families.



WHERE WE SERVE

The HEOP program covers all 18 counties of Western North Carolina.



Pisgah Legal has offices in Asheville, Brevard, Burnsville, Hendersonville, Highlands/Cashiers, Marshall, Newland, Rutherfordton, Spruce Pine and Waynesville.

TARGET POPULATIONS



HEALTH

Uninsured individuals and families who make between 100% - 400% of the Federal Poverty Level (FPL)



TAXES

Individuals and families who do not typically file a tax return due to low income, those who have never filed, are afraid to file, or do not realize they can and would benefit from filing

MEDICAID EXPANSION OUTREACH EFFORTS

Since PLS has been doing the ACA navigator work since 2013, we've kept a list of folks who've been in the Medicaid gap so that we could reach out when expansion happened.

Target populations

- **Rural**
- **LGBTQ+**
- **Latinx**
- **BIPOC**

OUTREACH EFFORTS



WORKING WITH COMMUNITY PARTNERS

In counties where PLS didn't already have a presence, we relied heavily on community partners already assisting populations we were trying to reach.

- **Food distributions**
- **Homeless shelters, transitional housing, jails**
- **Childcare centers, school systems**
- **DSS and health departments, community health centers**
- **Domestic violence organizations**

GUS THE JUSTICE BUS

Pisgah Legal Services put the Justice Bus into service last summer to help in our outreach efforts to rural communities.

It has a desk with chairs, a TV, built in Wi-fi and everything else we need to hold an appointment from anywhere in WNC.



RURAL OUTREACH

- Rural communities can be hard to reach for a number of reasons:
- They lack internet connection, cell service, and may be harder to reach by traditional marketing strategies
- Appalachian folks can be wary of outsiders trying to “sell” them something. They can be wary of accepting government aid because of a long-held belief of self-reliance.
- Building trust is crucial to reaching rural communities

RURAL OUTREACH



OUTREACH TO SPANISH SPEAKING COMMUNITIES

- Working with community partners Latinx communities already know and trust
- Strong bilingual team of advocates
- Referrals from our tax services and our immigration team
- Educational sessions about taxes and healthcare so we're a trusted source of information
- Word of mouth is our largest referral system
- Using What's App?
- We show up when we're needed – not always asking, but giving back

WORKING WITH SPANISH SPEAKING COMMUNITIES



Meeting with PLS, 30th Judicial Alliance, Buncombe County, El Centro, Unidx, Hola Carolina, Bounty and Soul.



OUTREACH TO LGBTQ+ COMMUNITIES IN WNC

- Compiling resources for gender-affirming care in WNC
- Creating a safe & comfortable environment for LGBTQ folks to understand their health coverage options and access resources specific to their needs
- Tabling at Pride events
- Working with LGBTQ partner organizations

**FREE HEALTH
INSURANCE ASSISTANCE!**
GET COVERED TODAY.



Support for trans and queer folks!

Nonprofit Pisgah Legal Services works to increase the accessibility of health insurance and gender-affirming care for trans and gender non-conforming folks in Western North Carolina.

We can work with you to:

- Answer questions
- Provide referrals
- See if you might be eligible for affordable health care coverage.

Pisgah Legal is here to help!

Call 828-210-3404 or visit the QR code below for free help looking at your health insurance options on the Healthcare.gov Marketplace or through NC Medicaid. We can also provide referrals to other resources.

 pisgahlegal.org/healthcare

 828-210-3404

Scan code or go to
bit.ly/plstranshealth for
our Trans & Queer Health
Insurance Interest Form.



OUTREACH EFFORTS IN SOUTHERN REGION

Connections for Effective Outreach:

- Schools: school counselors, school nurses, coaches, Backpack Programs, don't forget charter schools 😊
- Tabling at the local health departments, FQHCs and DSS
- Attending local sporting events, ie. upcoming soccer and baseball games
- Justice Bus-going to remote parts of the county ie. hotels, foodbanks
- Connecting with local jails to reach inmates upon release
- Attending your local health council or committee
- Word of Mouth –Encourage consumers to share info about Medicaid with friends and family

QUESTIONS?

