



2014 Open Enrollment Outreach Report

Goal: Increase Marketplace Awareness to Hard-to-Reach Populations

1. Partner engagement and collaboration (non-Assistance Sites):

Connect for Health Colorado outreach staff have, and continue to engage and leverage numerous partnerships with community organizations such as health care providers, schools and school-based organizations, human service agencies, and local non-profit organizations, and many more.

The following list is a sample of organizations that Connect for Health Colorado outreach staff engaged and/or partnered with during OE2:

- Alzheimer's Association, Colorado Chapter
- American Diabetes Association
- City and County of Denver, Human Rights and Community Partnerships
- City and County of Denver, Human Services Communications Team
- City and County of Denver, Latino Commission
- City of Boulder, Public Library
- Club 20
- Colorado Association of School Boards
- Colorado Association of School Based Health Clinics
- Colorado Association of School Executives
- Colorado Community Managed Care Network
- Colorado Department of Labor and Employment
- Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR)
- Colorado School Public Relations Association
- Consulate General of Mexico
- Enroll America
- Mi Casa Resource Center
- Susan G Komen, Colorado Chapter
- The National Network of Libraries of Medicine, MidContinental Region
- Western Colorado Latino Chamber of Commerce
- Western Region Association of Health Underwriters
- Young Invincibles

2. Community collaboration meeting participation:

- a. Central Hub School-based Advisory Group
- b. Central Hub Clinic-based Outreach Subgroup Meeting
- c. Central Hub Faith-based Outreach Subgroup Meeting
- d. Health Insurance Navigators of Adams County
- e. LiveWell Montrose/Olathe
- f. Southwestern mini-HUB Team Meetings
- g. Western Slope HUB Team Meetings

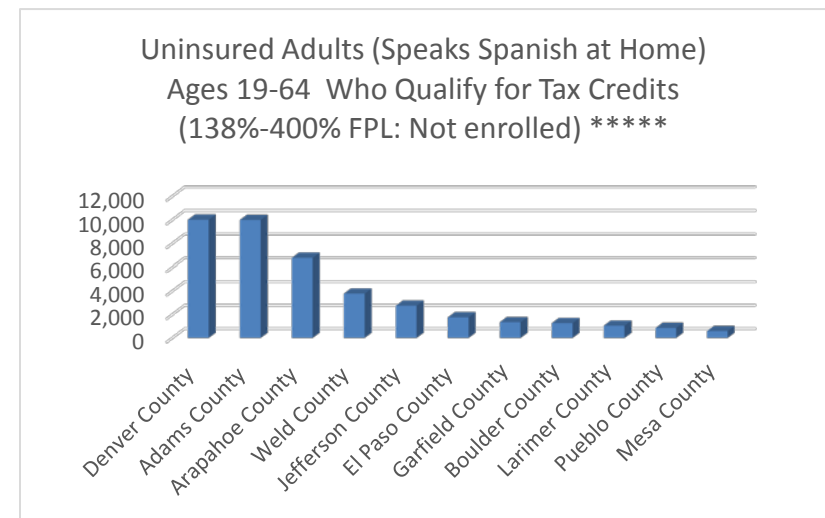
3. Targeted outreach to Spanish-speaking population using data driven approach:

Connect for Health Colorado provided Assistance Sites with data-driven outreach strategies for reaching and enrolling consumers. Using an analysis of the 2012 American Community Survey and C4HCO OE1 enrollment data, C4HCO outreach staff helped Assistance Sites identify geographic locations that were highly populated by Hispanics potentially eligible for tax credits but not enrolled in health insurance.

a. Analysis

- COLORADO POPULATION* = 5,268,367
- HISPANIC POPULATION** = 1,108,428
- HISPANICS AS PERCENT OF STATE POPULATION** = 21%
- HISPANICS WITHOUT HEALTH INSURANCE*** = 27%
- UNINSURED ADULTS AGES 19-64 WHO QUALIFY FOR TAX CREDITS (SPEAKS SPANISH AT HOME)*****
Total Hispanic (138%-400% of FPL) Not enrolled = 47,189

County	Uninsured Adults (Speaks Spanish at Home) Ages 19-64 Who Qualify for Tax Credits (138%-400% Not enrolled) *****
Denver County	10,009
Adams County	9,991
Arapahoe County	6,786
Weld County	3,783
Jefferson County	2,754
El Paso County	1,761
Garfield County	1,345
Boulder County	1,265
Larimer County	1,045
Pueblo County	855
Mesa County	591



* Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2013. Source: U.S. Census Bureau, Population Division, Release Date: May 2014.

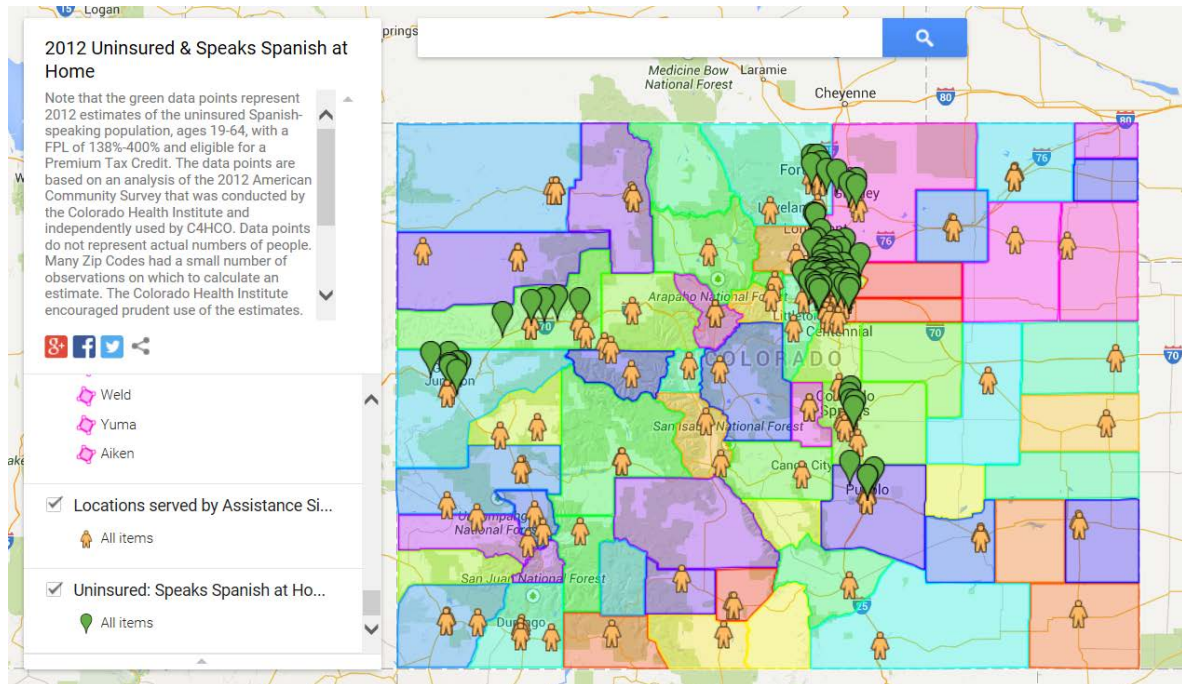
**Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for the United States, States, and Counties: April 1, 2010 to July 1, 2013 (Sex: Both Sexes Year: July 1, 2013 Hispanic Origin: Hispanic). Source: U.S. Census Bureau, Population Division, Release Date: June 2014.

***Demographic Profile of Hispanics in Colorado, 2011. Pew Research Hispanic Trends Project. Release Date: August 2013

***** CHI analysis of the 2012 American Community Survey. Table 1. Characteristics of Uninsured Adults Ages 19-64 Who Qualify for Tax Credits, by ZIP Code, Colorado, 2012. Uninsured Adults Ages 19-64 Who Qualify for Tax Credits (Speaks Spanish at Home), Release Date: June 2014.

2012 Uninsured & Speaks Spanish at Home Map

<https://www.google.com/maps/d/viewer?mid=zgIF5wBLlxj4.khhGrPIX10A>



b. C4HCO strategic Hispanic outreach planning and/or event coordination in partnership with the following Assistance Sites:

- i. Aurora Coverage Assistance Network
- ii. Aurora Community Connections
- iii. Boulder County Housing and Human Services
- iv. Colorado Motor Carriers Association
- v. Denver City and County Human Services
- vi. Denver Health and Hospital Authority
- vii. Kids First Health Care
- viii. North Colorado Health Alliance
- ix. Peak Vista Community Health Centers
- x. Pikes Peak Area Council of Governments
- xi. Salud Family Health Centers
- xii. Servicios de la Raza
- xiii. Small Business Majority

c. Connect for Health Colorado Sponsored-Events (Hispanic Outreach):

- i. Fiesta Patrias /Entrevision Event (9/14/14)
- ii. Entrevision Hispanic Health Fair – Denver (11/23/14)

iii. Entravision Hispanic Health Fair – COS (12/6/14)

d. Earned and Paid Media: Hispanic Outreach

Connect for Health Colorado has received input from local stakeholder groups that reaching Colorado's diverse population requires different messaging and delivery formats in order to be most effective. To expand its reach to diverse populations, C4HCO worked with ethnic media outlets and offered Coloradans tailored messages about the open enrollment period.

Earned media

1. City and County of Denver, Human Rights and Community Partnerships Newsletter: (November – February) ongoing and monthly to local community partners that serve immigrant populations (approx. 150 organizations), the membership of the various Denver Commissions (consists of about 150 volunteers and City/County staff), and also includes some members of the public.
2. Telemundo Denver: (12/15/15) Interview at 16th St. Mall C4HCO store
3. Telemundo Denver: (12/15/15) OE Article
4. Telemundo Denver: (1/29/15) Interview at MSU Tivoli / National Youth Enrollment Day
5. Radio Interview (12/29/14): La Buena Onda 1150 AM, "Prevencion es Salud" Radio Interview with host, Julissa Soto of the American Diabetes Association

ii. Paid media

1. Univision Colorado: (11/6/14) Despierta America
2. Univision Colorado: (1/30/15) Despierta America

4. Targeted outreach to African American population

a. C4HCO strategic African American outreach planning and/or event coordination in partnership with the following Assistance Sites/Brokers:

- i. Aurora Coverage Assistance Network
- ii. Center for African American Health
- iii. Health Markets, Leveto Squalls

b. Outreach Events and/or Presentations:

- i. Colorado Black Educators, CO Springs
- ii. Colorado Black Women for Political Action, Denver
- iii. Denver Chapter of Delta Sigma Theta/Enrollment Event, Denver
- iv. Ethiopian Orthodox Tewahedo Church, Aurora
- v. Ethiopian Independence Celebration/Greek Orthodox Cathedral, Denver
- vi. Far Northeast Denver Community Collaborative/Lowry Family Resources
- vii. Five Points Business District, Denver
- viii. Five Points Lions Club, Denver
- ix. Health Coverage Sunday Events, Denver
- x. Hair Dressers and Barbers Event, Denver
- xi. Jack & Jill, South Suburban Chapter, Denver
- xii. Lions Clubs Joint Regional Meeting (included chapters from Denver, Littleton, Englewood, Ft. Collins & Greeley)

- xiii. Medhanealem Ethiopian Orthodox Tewehado Chruch, Aurora
- xiv. Mission Viejo Library, Aurora
- xv. MLK Marade, Denver
- xvi. NYED: Metro State University, Denver
- xvii. Park Hill Lions Club, Denver
- xviii. Smoky Hill Library, Aurora
- xix. St. Mary Ethiopian Orthodox Church, Aurora
- xx. Strictly Business Networking Event, Denver

c. Earned and Paid Media: AA Outreach

- i. Northeast Denver Childcare Network Conference/Full Page Ad (September 2014)
- ii. Denver Black Pages: Ad E-Blasts (October 2014)
- iii. Denver Black Pages: Factoids in E Newsletter (October 2014)
- iv. Five Points Business District Newsletter, Denver
- v. Guest Article: Development & Placements (Wrote and placed Guest Article emphasizing enrollment deadline for placement in four AA newspapers; Guest writers Maya Wheeler & Rev. Jerry Demmer)

5. Targeted outreach to Native American and Urban/Rural population

a. C4HCO strategic Native American, Urban and Rural planning and/or event coordination in partnership with the following Assistance Sites:

- i. West Mountain Region Health Assistance Network
- ii. Hilltop Community Resources
- iii. IHS – Towaoc Health Clinic (CAC)
- iv. San Juan Basin Health
- v. Volunteers of America
- vi. Valley View Hospital Enrollment Event (CAC)

b. Earned Media: Western Slope

- 1. KREX-TV – Grand Junction (2 appearances)
- 2. KAFM Radio – Grand Junction (4 appearances)
- 3. KVNF Radio – North Fork (2 interviews)
- 4. Montrose Daily Press – (2 interviews)
- 5. Durango Herald – (2 interviews)
- 6. KSJD Radio – Cortez
- 7. Gunnison Country Times – newspaper interview