



SB22-081 Funding Proposal

SB81 – Background & Overview

SB22-081 **directs** Connect for Health Colorado's Board to design a Marketing, Outreach & Education Campaign.

It **provides** Connect for Health Colorado \$4 million per year, starting in 2022 and ending in 2028, to fund the campaign.

Connect for Health Colorado must **create** and implement a public awareness and education campaign to educate consumers in Colorado regarding the options for obtaining health care coverage.

Connect for Health Colorado must **design** a campaign that meets the legislative intent with an identified process for **tracking and reporting**.

SB22-081 – New \$1 Million

Fiscal Year 1, Round 2 Funding Proposals	Intended Outcomes	Funding Amount
Additional Outreach Capacity (memberships, sponsorships, events)	Focus on Western Slope and Northeastern Colorado and Medicaid Unwind events	\$35,000
Increase Marketing Funding	Increase our video work and characters based on the excellent performance of the character/personas this past OE	\$115,000
Assister-Led Education & Marketing	Opportunities for both Assistance Sites and CACs to receive funding for either short-term, deliverable-based funding or ongoing community support for outreach, events, and enrollments with a focus on preventing gaps in coverage during Medicaid Unwind	\$425,000
Additional Medicaid Unwind Coordination with HCPF	Continue or expand call pilot, continuation of PSA campaign, potential additional mailed communication	\$150,000
Retainer	Retain some funding for future unanticipated marketing and outreach needs or funding decreases	\$275,000

Anticipated Spend by Fiscal Year

	FY23	FY24	Total
Outreach		\$ 35,000.00	\$ 35,000.00
Marketing	\$ 75,000.00	\$ 40,000.00	\$ 115,000.00
Assistance Network		\$ 425,000.00	\$ 425,000.00
Medicaid Unwind	\$ 100,000.00	\$ 50,000.00	\$ 150,000.00
Retainer		\$ 275,000.00	\$ 275,000.00
Total	\$ 175,000.00	\$ 785,000.00	\$1,000,000.00