

HCH and the Affordable Care Act:

The Affordable Care Act (ACA) represents a tremendous opportunity to improve the health and well-being of HCH consumers, particularly in states that have chosen to expand Medicaid. The HCH community should make the most of this opportunity by highlighting the improvements in care, educating the community, and continuing to enroll as many people as possible. **Remember: Medicaid enrollment is open all year round!**

Things to think about:

- What are the goals of your event?
- Who from your project will help plan?
- When? HCH Day or another symbolic day works best.
- Where? Your lobby? A shelter? At a partner's project?

Engage many partners:

- Federal, state, and local officials should be invited. Who has been a champion for the ACA and low-income people? Who has been working hard at implementation? This is a great opportunity to build relationships and educate officials about health and homelessness.
- Invite other health care and homeless service providers and other coalition partners to participate.
- Engage the enrollment assisters in your community, State Marketplace and/or Medicaid leadership, managed care organizations, as well as other stakeholders.

Many different types of events are appropriate:

- **Press Conference**
- **Health Fair**
- **Open House**
- **Enrollment Drive**
- **Community Party**

Educate the public:

- Invite the media and make sure your message gets out.
- Advertise with consumers, in local papers, on the radio, and with social media.
- Provide information on the connection between poor health and homelessness and how the ACA will help address this link.

Educate staff and consumers:

- Develop an educational presentation. The Council can help.
- Provide written materials. Use those developed by the Council as a template.
- Provide opportunities for consumers to enroll and staff to learn about new enrollment portals and processes.
- Involve staff and consumers in the event.

Contact:

- The Council is a resource. Contact Dan Rabbitt at drabbitt@nhchc.org for support.

