Many different types of events are appropriate:
- Press Conference
- Health Fair
- Open House
- Enrollment Drive
- Community Party

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.

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.