




Open Enrollment Multilingual Outreach and Education Campaign

Board of Directors Meeting, November 10, 2016

Community outreach



**MASSACHUSETTS
HEALTH
CONNECTOR**
¡Lo conectamos a su salud!

¿No tiene seguro de salud?

¡No lo deje para última hora!

El período de inscripción termina el **31 de enero** y es el momento para obtener cobertura o considerar un nuevo plan para el próximo año.

- Planes de salud gratis o a bajo costo
- Cobertura de alta calidad

Visite los siguientes centros con asistencia en español:

Health Connector Walk-in Center 133 Portland St., Boston	Cambridge Economic Opportunity Council 11 Inman St., Cambridge 617-868-2900
Boston Public Health Commission 1010 Massachusetts Ave., Boston 617-534-5050	Joint Committee for Children's Health Care 484 Broadway, Everett 617-394-2414

Visite www.MAhealthconnector.org
o llame al 1-877-623-6765 para más información.

Nombre: _____

Ciudad: _____

Correo electrónico: _____

Número de teléfono: _____

¿Tiene seguro de salud? Sí No

¿Quiere cambiar su plan? Sí No

Necesito asistencia en Español Inglés

- This year's Open Enrollment work includes a wide-spread, community-based, direct outreach effort
- Organizers with language capacity will be active at more than 100 locations and events across Massachusetts, providing information to residents in need of assistance
- We are also reaching out to dozens of community leaders, expanding relationships and connecting with the people who have direct contact with our priority communities
- At public events, organizers will distribute "pledge cards" featuring information about local walk-in centers and Navigators
- The cards feature a detachable portion to get contact information from uninsured residents for navigators to follow up on with appointments


Ethnic media messaging

- This summer, Archipelago Strategies Group conducted four focus groups in Spanish to identify barriers to enrollment and test messages
- ASG then developed culturally-appropriate messaging, targeting Latinos and other ethnic minority groups.
- Starting around November 15, ethnic media messaging will run in eight languages:
 - Spanish
 - Haitian Creole
 - English
 - Vietnamese
 - Portuguese
 - Khmer
 - Chinese
 - Polish



Graças ao Health Connector,
centenas de pessoas encontram planos de saúde baratos ou de graça.

SEGURADA



MASSACHUSETTS
HEALTH
CONNECTOR
Nós os conectamos à sua saúde

O período de inscrição **termina no dia 31 de janeiro**, e agora é aquela época do ano em que você precisa se inscrever em um plano de saúde ou mudar para um melhor do que já tem.



Cobertura de primeira qualidade

Todos os planos do Health Connector cobrem benefícios importantes, como:

- Visitas médicas
- Serviços de Emergência
- Medicamentos com Receita
- Serviço Pré-Natais e ao recém nascido
- Serviços de Reabilitação
- Serviços de Prevenção e Bem Estar
- Exames laboratoriais
- Serviços a saúde mental e abuso de substâncias

Precisa de ajuda?
Visite um dos centros abaixo para consultas em português:

Boston Public Health Commission 1010 Massachusetts Ave., Boston (617) 534-5395	Joint Committee for Children's Health Care 484 Broadway, Everett (617) 394-2414
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Visite www.MAhealthconnector.org ou ligue para 1-877-623-6765 | TTY 1-877-623-7773  

Ethnic media messaging

- Messages will run in 55 ethnic media outlets, compared to 31 outlets last year
- The ethnic media program includes:
 - 1,881 30-second TV messages
 - 5,131 30-second radio messages
 - 121 full-or half-page print messages
- The paid messaging is bolstered by a strong, earned ethnic media campaign that has already generated more than 20 stories detailing Open Enrollment



The screenshot shows a news article on the website EL MUNDO BOSTON.COM. The article title is "Health Connector anuncia centros de inscripción en Boston y Lawrence". The date is October 17, 2016, and it is filed under "Locales". The main image shows a smiling man in a blue shirt sitting at a desk with a computer monitor displaying the Massachusetts Health Connector logo. Another person is partially visible on the right, looking at the screen. Below the image, the text reads: "Boston – El Massachusetts Health Connector publicó hoy una lista de navegadores y centros de inscripciones en el área de Boston y Lawrence para ayudar a las personas sin seguro médico a conseguir un plan gratis o a bajo costo. A partir del 1 de noviembre, habrán personas en los centros de inscripciones que hablan español para ayudar a las personas sin seguro médico llenar una aplicación y seleccionar un plan de cobertura para el 2017."