

POPULATION-SPECIFIC OUTREACH & ENROLLMENT PROMISING PRACTICES

Key Practice for All Populations: Partner with organizations and community liaisons who are trusted by and who serve the communities you are interested in reaching.



Children and Families

- Connect with school staff for client referrals.
- Work with school-based health centers for client referrals.
- Table at school resource fairs.

SCHOOL STAFF

- Counselors
- Nurses
- Liaisons

DRAW PEOPLE TO YOUR TABLE

- Bring activities for children including life-size board games, a spinning wheel with health coverage questions, and a large, colorful sign where people can stick their head through and take a fun photo
- Have goodie bags for parents with your organization's flyer and other items



Justice-involved

- Work with the county sheriff to establish processes for people to apply for health coverage up to about 40 days before release from incarceration.
- Work with the county sheriff to reach people and their families involved in alternative sentencing or pre-trial programs that may need your help.
- Increase jail officials' buy-in by helping them to enroll inmates in Health First Colorado (Colorado's Medicaid Program) who are hospitalized over 24 hours so the jail does not have to cover the hospitalization cost.

NOW ELIGIBLE!

As of 2016, those who reside in community corrections facilities, also known as halfway houses, are now eligible for Health First Colorado and to receive Advanced Premium Tax Credits and Cost Sharing Reductions when purchasing private health coverage through Connect for Health Colorado.



Colorado Covering Kids and Families

ckf.cchn.org

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The Colorado Health Foundation™

coloradohealth.org



Young Invincibles (ages 18 to 34)

- Advertise your services as well as outreach or enrollment events using social media, including Facebook and Twitter.
- Reach them where they are, such as at bars and employee housing at ski resorts.
- Engage with community colleges and universities (*see below*).

Community Colleges and Universities

- Ask to include your organization's flyer in packets to graduating college seniors.
- Meet with the director of student life and ask them to send an email to students letting them know when your organization will be on campus.
- Setup a table in the student union for more than one day. Have a sign-up sheet for enrollment appointments for the next day. They may need to talk with their parent or guardian to understand their current health coverage before meeting with you. Provide give-away items and a list of questions they should ask their parents.

MAKE 'EM LAUGH!

Engage Young Invincibles by creating humorous messaging.



ADDITIONAL POPULATIONS ADDRESSED IN THE REPORT

- African Americans
- American Indian/Alaska Natives
- Faith-based
- Individuals experiencing homelessness
- Immigrants/refugees
- Rural
- Seasonal workers
- Self-employed/small businesses
- Spanish-speaking
- Unemployed



The report, *Promising Practices in Outreach and Enrollment: Lessons Learned from Colorado's Outreach and Enrollment Learning Collaborative*, showcases the most promising O&E practices in Colorado for communities wishing to begin their own O&E program for health coverage, or to serve as inspiration for those who are already doing this work to try new approaches. It was compiled by Colorado Covering Kids and Families based on the work of the 10 participants of the Colorado Health Foundation's Community Approach to O&E funding opportunity. Visit here to view the full report:

<http://ckf.chhn.org/promising-practices/>.