

Jewish Community Day of Action for Health Care!

18 Ways to Make an Impact on February 18

February 18 is a Day of Action for Health Care

for Jewish organizations, congregations, and leaders. Here are **18 ways** to educate Jewish constituencies and the public at large about how to explore their options to **#GetCovered** in the health insurance marketplace and enroll in coverage that works best for them before the end of the “open enrollment” period, when the marketplace closes on March 31, 2014.

KEY DATES TO REMEMBER:

- ✧ Enroll in a marketplace plan by March 15, and have coverage that starts on April 1.
- ✧ Enroll in a marketplace plan by March 31, and have coverage that starts on May 1.
- ✧ Open enrollment in the health insurance marketplace closes on March 31.

Following this list are links to resources that can further support your efforts.

1	Spread the word on Facebook. Looking for ideas of what to post? Visit the HealthCare.gov Facebook page at www.facebook.com/HealthCare.Gov for graphics and images that highlight key facts and dates to remember about enrolling in the health insurance marketplace.
2	Write an article for your organization newsletter or member bulletin. Consider sharing a story about why you believe in supporting greater access to health care. Be sure to include information about the benefits of getting covered through the marketplace and how to do it.
3	Know a great spot for a poster? Visit the websites below to find resources or create your own poster that provides information about how, why, and by when to get covered in the marketplace. Then, hang them in your building or another appropriate public setting.
4	Talk to a young person in your life. Ask if they already have insurance, or if they want more information to get covered! Share what they can gain through marketplace coverage – and how 5 in 10 young adults could pay \$50 or less per month for coverage, less than most cell phone bills!
5	Tweet about it! Spread the word about the 4 ways individuals can access the marketplace to #GetCovered : (1) online at www.healthcare.gov ; (2) by phone at 1 800 318 2596, (3) in person at www.localhelp.healthcare.gov , (4) or by mail at http://1.usa.gov/1bcLknf .
6	Host a Shabbat dinner or house party, and talk about why getting covered is important to you. Remind attendees about the open enrollment deadline on March 31 and urge them to tell a friend.
7	Send an email to a local listserve as a friendly reminder that the enrollment deadline is coming up on March 31, about the financial assistance available to many who enroll, and why you care that people on the list have the information they need to access quality, affordable coverage.
8	Publish an ad in your local newspaper about key benefits of coverage in the marketplace, including the availability of financial assistance; the enrollment deadline; and how individuals in your area can learn more. Email Amy@ncjwdc.org for an example of a published ad.
9	Plan a text study that explores Jewish perspectives on health care access, caring for our bodies, and caring for our neighbors. Hand out information about the health insurance marketplace, including upcoming deadlines and how to learn more.
10	Reach out to media outlets at local community colleges and universities, including their TV, radio, and student newspapers. Ask if they can announce key information about the health insurance marketplace. Visit the CMS link below for sample Public Service Announcements to use or adapt.

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11	Drop off palm cards about health coverage at your local synagogue, child care center, gym, or other local business. Speak to the head of the institution about why educating their patrons about the marketplace is nonpartisan and a key public service. Check out NCJW's palm cards at www.my.ncjw.org/ACA or create your own!
12	Sign up for NCJW's distance learning conference call , "When Chicken Soup Isn't Enough: Helping Our Communities Get Covered," to learn more about the benefits of marketplace coverage and more ways to educate your community about enrollment through March 31. Join the call on Friday, February 21 from 12pm-1pmET by registering at http://bit.ly/NCJWCALL .
13	Start developing a "Mitzvah Day" for your congregation before March 31. Work with another organization already involved in outreach to uninsured residents in your community to help raise awareness about how coverage works and how to access an affordable, quality plan in the marketplace. Partners in your community may include Enroll America or Young Invincibles.
14	Amplify your voice with an op-ed! Especially if you are a member of the clergy or an organizational leader, your voice inspires others to learn more about health coverage. Submit an op-ed to a local secular or Jewish newspaper, sharing a personal story about why getting covered is important to you. Be sure to end with a call to action: to get covered by March 31! Visit www.bit.ly/NCJWOP-EDtips for tips to write an op-ed, and see examples at www.my.ncjw.org/ACA .
15	Partner with local college student clubs to set up an information table on campus at venues such as the student center, cafeteria, or near the bookstore. By working with student clubs, you can spread the word about enrollment to young people. Email Amy@ncjwdc.org for more information.
16	Post a widget or badge on your organization or business website. Help people who visit your website learn how to explore their health coverage options. Health Insurance Marketplace widgets and badges, along with instructions, are online at http://marketplace.cms.gov/getofficialresources/widgets-and-badges/mp-badges-english.html .
17	Host a viewing party for an educational webinar about the marketplace provided by the US Department of Health and Human Services (HHS) Faith-based and Neighborhood Partnership Center. Webinars are available in English and Spanish. Learn more and see the upcoming schedule at http://www.hhs.gov/partnerships/resources/aca_101-invite.html .
18	Deliver a sermon or drash to highlight health care themes, and why people in your congregation should talk to their friends and family about getting covered. Email Amy@ncjwdc.org for an example.

ADDITIONAL AFFORDABLE CARE ACT (ACA) RESOURCES:

- ▶ Center for Medicare and Medicaid Services (CMS) Marketplace materials for partners: <http://marketplace.cms.gov/getofficialresources/publications-and-articles/publications-and-articles.html>
- ▶ US Department of Health and Human Services (HHS) Faith-based and Neighborhood Partnership Center: http://www.hhs.gov/partnerships/aca_act_and_community/index.html
- ▶ National Council of Jewish Women's ACA Education and Advocacy Guide: my.ncjw.org/ACA
- ▶ Religious Action Center for Reform Judaism's ACA tools: rac.org/advocacy/issues/issuehc/index.cfm
- ▶ Enroll America: www.enrollamerica.org
- ▶ Young Invincibles: www.younginvincibles.org