



NC Get Covered Coalition Meeting – Notes

Strategies to Increase ACA Enrollment Among Young Adults

September 16, 2016, 10:00 a.m. to 11:30 a.m.

North Carolina Hospital Association, 2400 Weston Parkway, Cary, NC 27513

Agenda

Desired Outcomes

- Learn effective, innovative ways to reach young adults and increase enrollment among this population.
- Share updates from your work and learn what other ACA partners are doing to prepare for OE4.

Strategies to Increase ACA Enrollment Among Young Adults

Krieg Rajaram, State Organizing Coordinator, Young Invincibles

- **Please find PowerPoint slides attached.**
- Krieg informed the group that the Young Invincibles were concerned with Health Care, Health Literacy, Job Security, Education and the Financial Future of Young Adults.
- Young people (18-34) end up in the Emergency Room more than any other age demographic save the elderly. They also tend to have major accidents.
- During OE4, they hope to reach 1M young adults through digital campaigns.
- 1.6 M young people were insured in North Carolina in the fall of 2015. 459,000 young people (19-34) were uninsured in North Carolina as of the Fall of 2015. 306,000 were eligible for the ACA and 152,000 fell in the coverage gap. Asian-27.99%, Black-20.81% and Hispanics-28.50%.
- Mixed Immigration Status Families pose a special challenge, as do young people who are part-time workers whose circumstances change often. They tend to change jobs every two years.
- Partnerships such as the one that Young Invincibles has with DC Healthlink are critical.
- You have to reach young people where they LIVE, WORK, SHOP and PLAY.
- Messaging and strategies include stressing preventative care elements of the ACA, preventing medical debt, why pay the fine (\$695.00 typically for them) and have nothing to show for it, and reminder e-mails around deadlines.
- Young Invincibles uses visuals, social media, pay-for-click ads and digital marketing to reach young adults. They will produce digital content for free to NC Get Covered Partners.

Q&A

- Deborah Owens of NC Get Covered asked if the pay-per-click digital platform allowed for free sharing within professional and personal social media platforms without charge and Krieg replied that it did.
- A question and suggestion from Ahira Sanchez with the NC Farmworkers Project involved H2A farmworkers and whether they were captured in the data. They are not currently, but Krieg will take the suggestion back to his group.

Additional Ideas from Coalition Partners on How to Reach Young Adults

- Madison Hardee from Legal Services of Southern Piedmont shared that young adults will be a large part of their outreach strategy for OE4. They are partnering with breweries to do tabling events and providing free range appointments on Wednesdays.
- Tiki Windley of Premium Help shared that her group had entered a Duke Medicine Health Innovation Challenge that focused on electronic platforms to reach young adults during OE4 and would report back on her success.
- Scott Edmonds of MDC reported that they will continue to target community colleges such as Wake Tech during OE4 and reach out to Navigator Grantees in other counties.
- Jan Plummer of Mountain Projects reported that all of her Navigators had been recertified for OE4 and that the far western counties had lots of breweries that had opened, not just Asheville.
- Shannon Cornelius of Pisgah Legal said they will continue to partner with UNC Asheville and Western Carolina University to search for Young Invincibles to enroll during OE4.

This meeting was made possible by the generous support of the Kate B. Reynolds Charitable Trust.

The next NC Get Covered Coalition Meeting will be held on Friday, October 21 from 10:00-11:30 a.m.
Location TBA.