

# Millennial Engagement Best Practices : Notes from the Field

Presented by: Krieg Rajaram

State Organizing Coordinator

@YoungInvincible

[YoungInvincibles.org](http://YoungInvincibles.org)

[facebook.com/together.invincible](https://facebook.com/together.invincible)



YOUNG INVINCIBLES

# Agenda

- Intro to Young Invincibles & Healthy Young America Campaign
- Overview of Millennial Populations
- Key Messaging & Outreach Best Practices
- Digital Engagement Strategies
- Cover Kansas Project Updates from Director Debbie Berndsen

# Who is Young Invincibles?

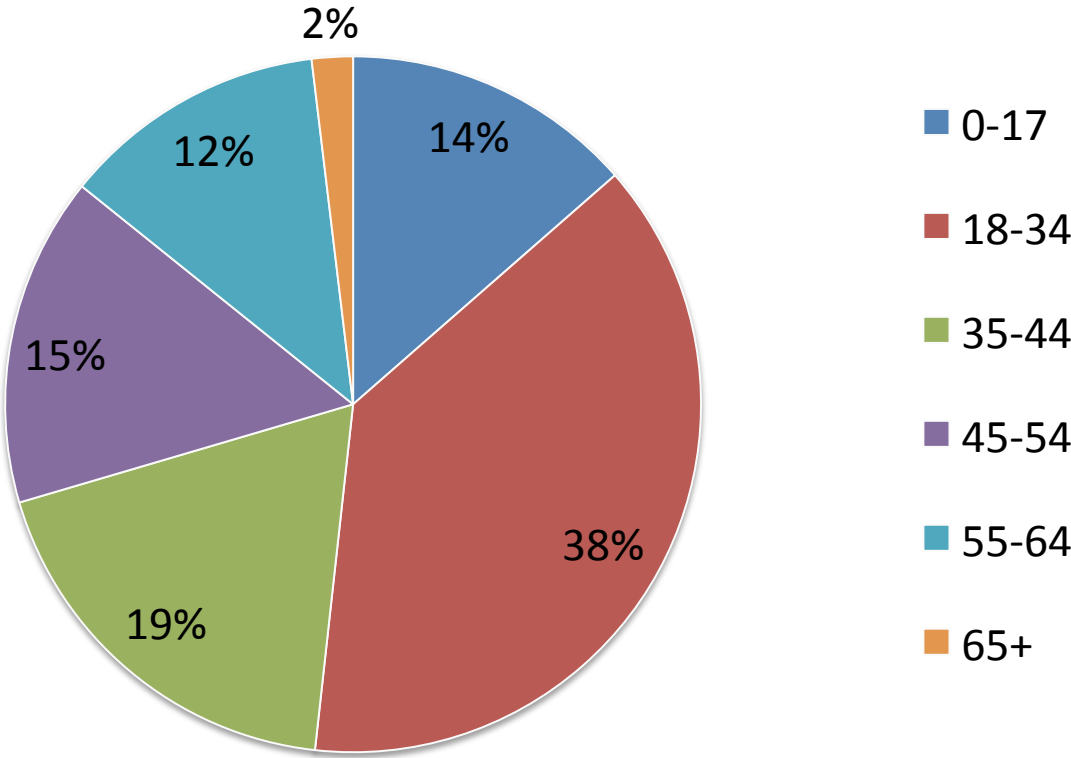


# Healthy Young America

- Campaign goals:
  - Educate and help enroll 25,000 young adults nationwide
  - Train partners to effectively reach young adults
  - Reach another 1 million young adults through digital engagement
  - Increase health care literacy through workshops and focus groups

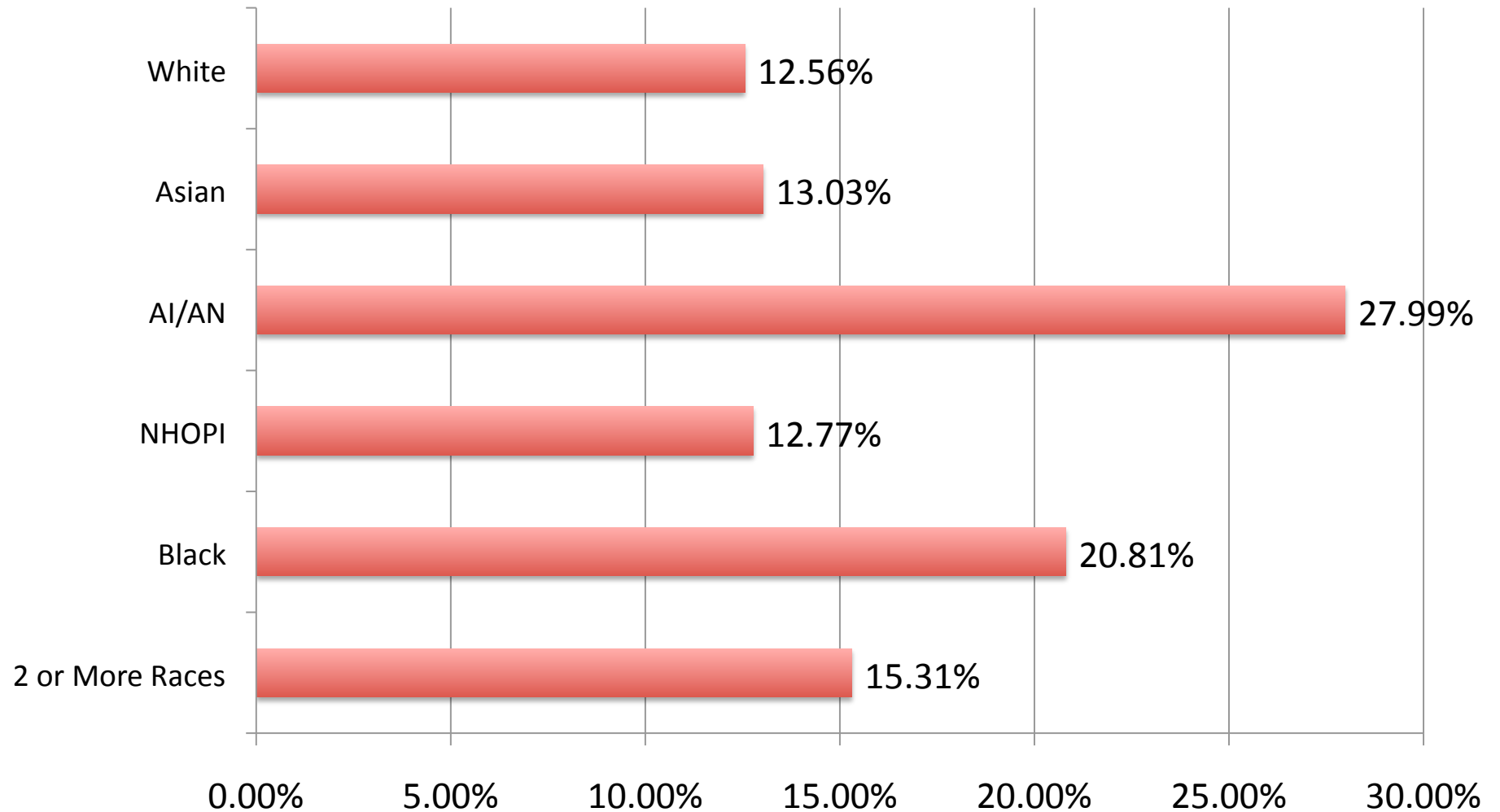
# Uninsured Millennials

Uninsured by Age



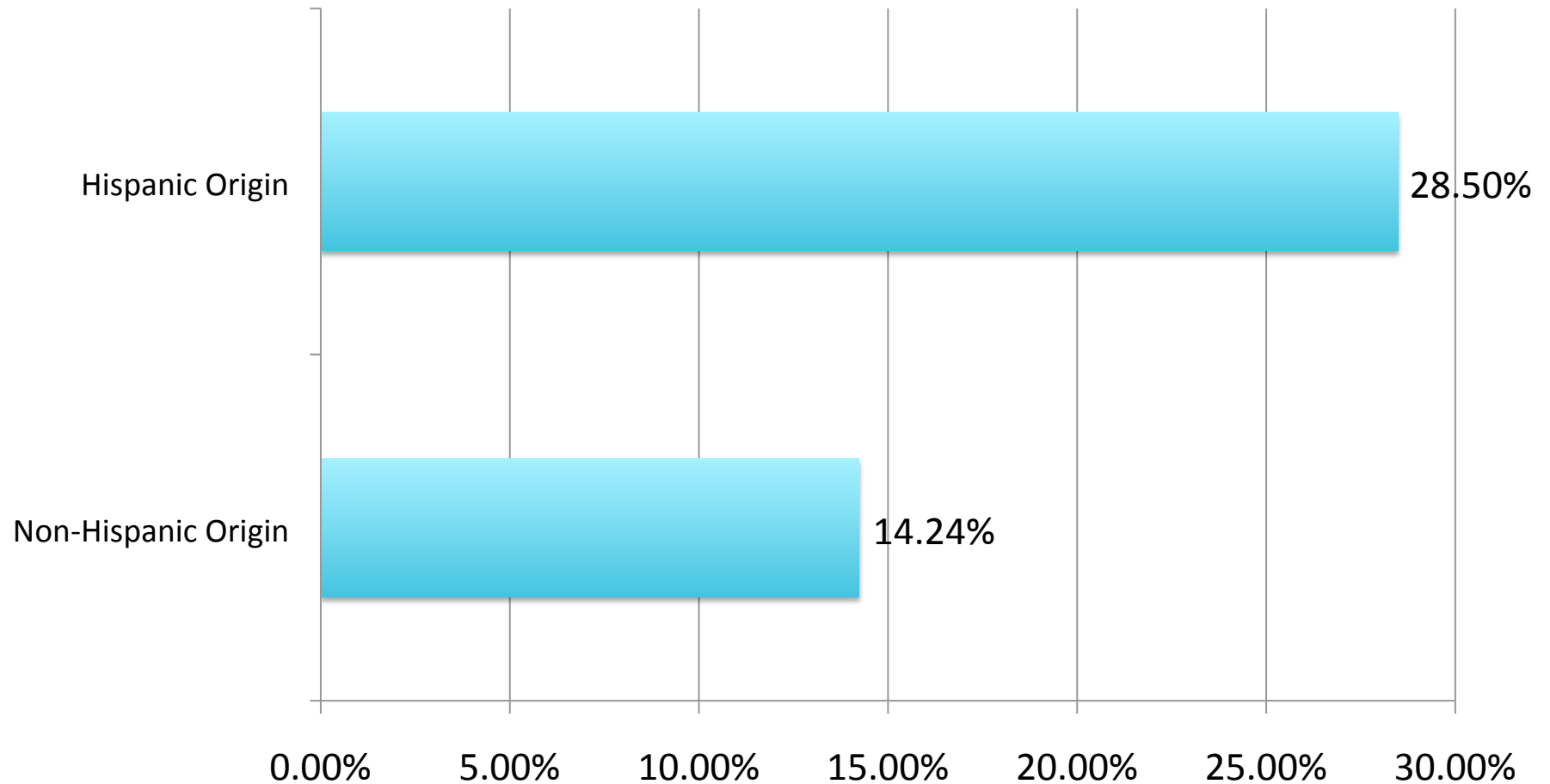
Source: (US Census Bureau) <http://www.census.gov/cps/data/cpstablecreator.html>

# Uninsured Millennials by Race



Source: (US Census Bureau) <http://www.census.gov/cps/data/cpstablecreator.html>

# Uninsured Millennials by Hispanic Origin



Source: (US Census Bureau) <http://www.census.gov/cps/data/cpstablecreator.html>

---

Strategies & Messaging

**REACHING MILLENNIALS**



# Landscape of OE4

## **Challenges:**

- Harder to reach populations
- “Low hanging fruit” are gone
- Less media attention
- Timing of open enrollment

## **Advantages:**

- Experience from OE1-OE3
- Strong partnerships
- Less political stigma
- Newly insured become new advocates

# Accessing Different Communities

- It can be difficult to gain trust as an outsider
- Take your time! It may require multiple touches
- Solutions:
  - Have several small events like tabling. Allows you to build trust and consistency
  - Start slow and secure trusted sources
  - Allow them to become your advocates.



# Meet Young Adults Where They Are

- Apartment complexes
- Career fairs
- Basketball courts
- Libraries
- Restaurants
- Shopping malls
- Temp agencies
- Vocational Schools
- Community Colleges
- Barber Shops/Beauty Salons
- Grocery stores
- Bars
- Movie theaters
- Laundromats
- K-12 Schools (young parents)



*DC Navigators teamed up with a temp agency that employs young adults who make \$45,000+*

# Meet Young Adults Where They Are



Movie Premieres



Sporting  
Events



Leisure activities

# Reaching New Partners

- Colleges and Universities - International Student Depts.
- Grocery stores and restaurants
- Faith Based Organizations
- Safety Net Programs
  - Food pantries
  - Utility shut off programs
- Free tax preparation programs
- ESL Programs
- Public School Systems
- Libraries





# Messaging to Young Adults

- Benefits of having insurance
  - Get preventive care free
- Financial security
  - Young adults end up in the ER more than any other age group outside the elderly
- Financial assistance
  - Vast majority receive financial help
- Individual mandate & penalty
  - Why pay something for nothing?



# Deadline Pushes



- December 15<sup>th</sup> Deadline  
For plans starting Jan 1<sup>st</sup>
- January 15<sup>th</sup> Deadline  
For plans starting Feb 1<sup>st</sup>
- January 31<sup>st</sup> Deadline  
Last Day for Open Enrollment

# Medicaid Overview

- Federal-state partnership
- Provides free or low-cost health coverage to some low-income people
- Not to be confused w/ Medicare, which is health coverage for people 65+

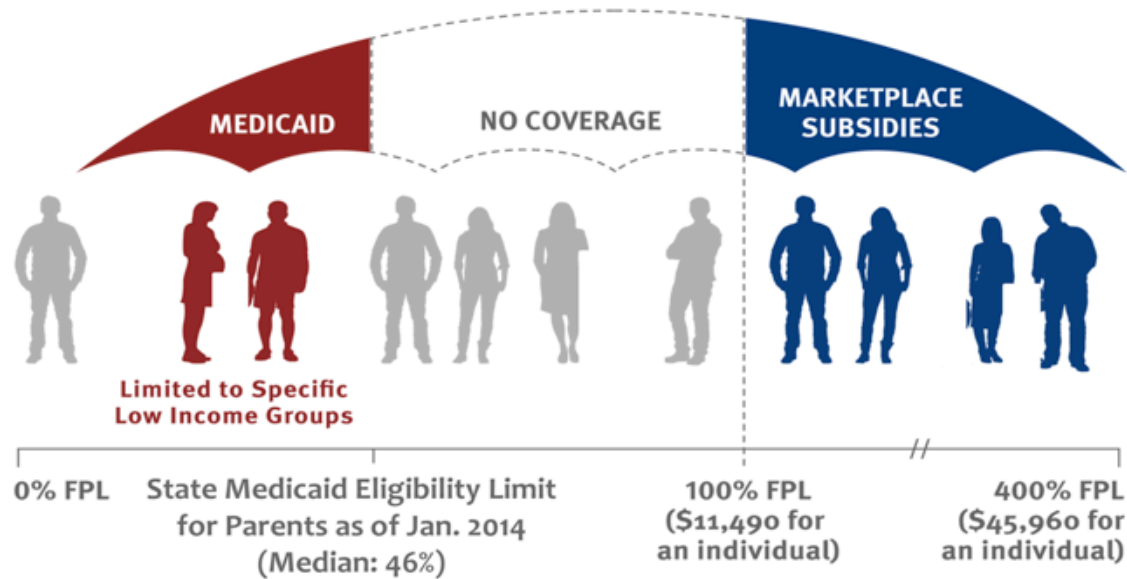




# The Medicaid Coverage Gap

Figure 3

In states that do not expand Medicaid under the ACA, there will be large gaps in coverage available for adults.



NOTE: Applies to states that do not expand Medicaid. In most states not moving forward with the expansion, adults without children are ineligible for Medicaid.

---

# SPECIAL ENROLLMENT PERIODS

# Special Enrollment & Qualifying Life Events

Turning 26 & losing coverage

Having a baby

Moving to a new area

Gaining a new immigration status

Getting married

Leaving a parent's plan

Returning Citizens

Individuals have 60 days from the qualifying event to enroll in an insurance plan

# Young Adults & Qualifying Life Events

- Young adults *more likely* to experience qualifying life events than any other age group
  - 83% of new mothers are 18-34
  - Median age for marriage: 28 for men, 26 for women
  - Change jobs every 2 years
  - Move at twice the national rate
  - **~4.2 million people turned 26 in 2014**

# Turning 26 – Its Your Birthday

- You **have 60 days before or after** your 26<sup>th</sup> birthday to enroll in a marketplace plan
- If you're enrolling in job-based coverage, you may only have **30 days**
- Start early to avoid a gap in coverage!

# #BornIn90



---

# DIGITAL ENGAGEMENT STRATEGIES

# Paid Digital Ads on Social Media

- Digital Outreach:
  - Strategically target audience
  - Authenticity
  - Relevance
  - Little to no text
- #MillennialMon







**Young Invincibles**

@YoungInvincible

The deadline to enroll in health insurance for 2016 is Sunday 01/31! Go to [HealthCare.Gov](http://HealthCare.Gov) and [#GetCovered](https://twitter.com/YoungInvincible)



RETWEETS  
**109**

LIKES  
**122**



# #MillennialMon

- 02/22 - We did a **#MillennialMon** chat on Health Literacy & Preventive Care. Partners included HHS, CMS, Health Finder, HealthCare.Gov, HRSA, Out2Enroll, and Enroll America.
- That week, our Millennial Monday HT reached over 11 million timelines, we had 265 RTs and 483 mentions.
- 2/29 - **#MillennialMon**: Millennials and the Health Coverage Gap - We ran a two hour Millennial Monday chat with more than 30 partners in four states Florida, Virginia, Georgia and Texas. At its peak the chat had 500 posts, 95 users, 250,889 reach and 1.7 million impressions.
- 3/28 - **#MillennialMon** focused on LGBTQ health, which garnered close to nine million timeline hits, more than 130 retweets and over 500 favorites/replies/mentions.

# Minority Health Month Chat 4/11/2016

We partnered with 7 organizations to have a national twitter chat discussing the topic of Minority Health.

NovaScripts (VA)

Working America (national)

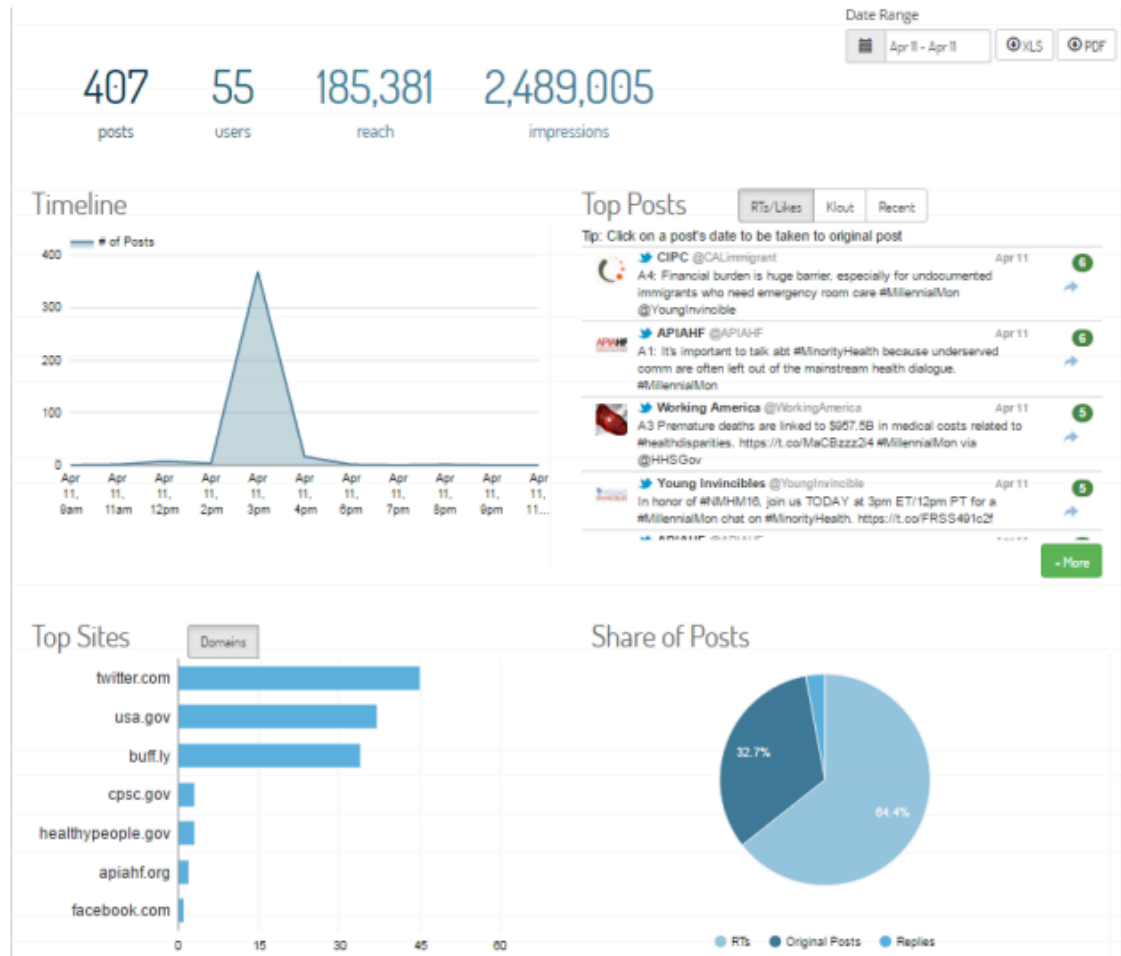
Catalyst Miami (FL)

APIAHF (national)

,Alta Med (CA)

CIPC (CA)

ChapCare (CA)



## Most Influential

Avg Engmt Klout Frequency

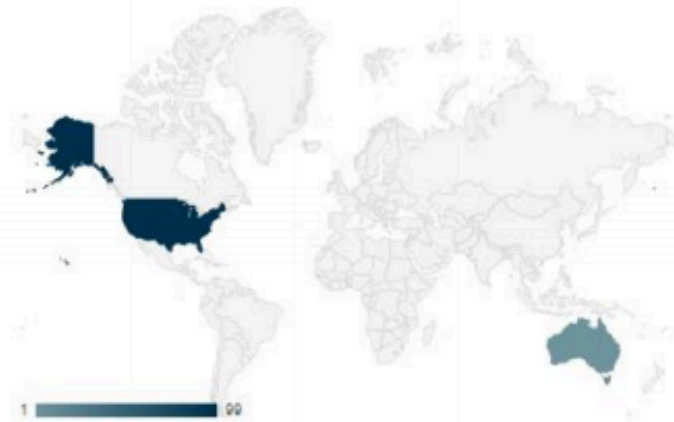


## Recent Users

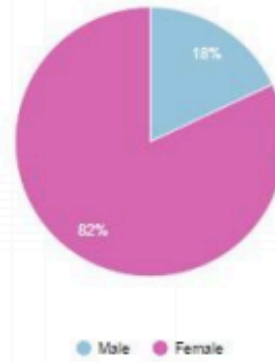


## Location

World USA



## Demographics

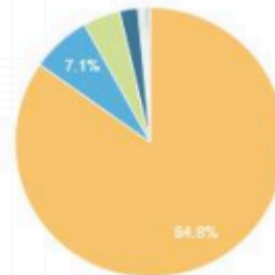


## Topics

Hashtags Keywords

Tip: Click on a keyword or hashtag to see related posts

## Top Sources



Desktop/Web iPhone Buffer Android Facebook

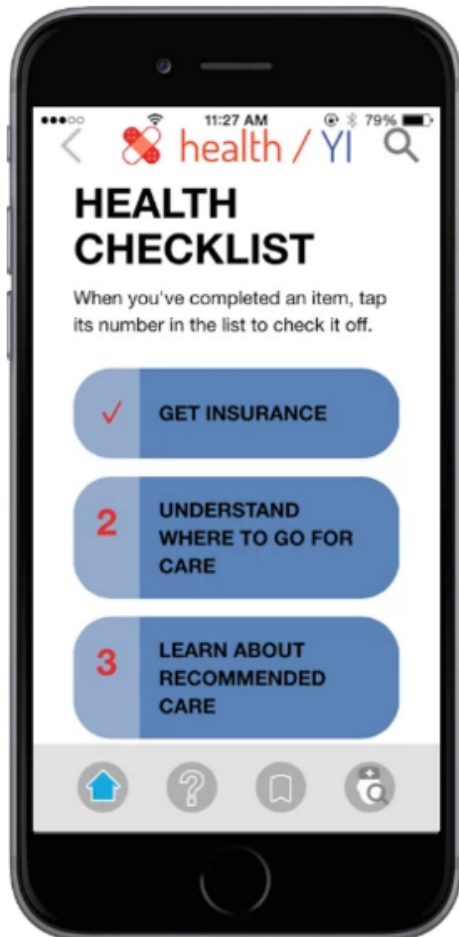
1/3

# Looking Ahead: Year Four



- Open Enrollment:
  - November 1<sup>st</sup> – January 31<sup>st</sup>
- 2017 plans begin:
  - January 1<sup>st</sup>
- Deadline to actively renew:
  - December 15<sup>th</sup>
- National Youth Enrollment Day:
  - Early December

# Young Invincibles' Mobile App: Health YI



- Health checklist
- Schedule a doctor's appointment
- Ask a question of health care experts

# Key Takeaways

- Build Strong Partnerships
- Use digital strategies to engage young adults online
- Do Outreach Pushes Around Key Events and Dates
- Find Young Adults Where They Are and Follow Up!!!!

# Questions?



@YoungInvincible

Instagram: younginvincibles  
facebook.com/together.invincible

Krieg Rajaram

[Krieg.Rajaram@younginvincibles.org](mailto:Krieg.Rajaram@younginvincibles.org)  
younginvincibles.org