



Reported Outcomes from NC Get Covered Latino Mini-Grant Program

Mini-Grant Recipients (N=10)

Association of Mexicans in NC, Inc. (Eastern NC); Bethesda Health Center (Mecklenburg County); Cape Fear HealthNet (New Hanover & surrounding counties); Catholic Charities, Cape Fear (Pender County); Catholic Charities, Raleigh (Wake County); Eastern NC Latin American Coalition (Eastern NC); HealthCare Access (Forsyth & surrounding counties); Lincoln Community Health Center (Durham County); Mi Casa (Forsyth County); NC Council of Churches (statewide)

Outcomes

- Hosted 14 enrollment events with 162 consumers enrolling in a plan.
- Held 48 ACA informational sessions/workshops with 2,104 consumers in attendance.
- Reached 1,253 consumers via community outreach events, including health fairs.
- Trained 10 staff on the ACA and how to use the Get Covered Connector.
- Distributed 9,800 ACA flyers and brochures to Latino households (N=3,800), Latino congregations (N=22), and at different community events.
- Worked with Spanish-language media to conduct 8 radio interviews, post signs on 6 Durham buses, and include information about the ACA in 10 newspapers with an estimated readership of 60,000.
- Recruited 16 volunteers.
- Educated 650 Latino individuals on how to access safety net resources.

Other Activities

- Created and published an online directory by county with safety net resources.
- Collected personal stories from the newly insured.
- Collected Enroll America Commit Cards.
- Hosted Navigators on-site.
- Scheduled appointments through the Get Covered Connector.
- Operated two phone banks on the ACA.

Key Challenges

- Getting qualified consumers enrolled/many were undocumented
- Consumers did not have necessary information/documentation at time of the appointment. (Able to schedule follow-up appointments with enrollment assisters via the Get Covered Connector)
- Low turnout at events due to immigration raids
- Many Latinos were not aware of the ACA benefits available to them.
- Many in the Latino community still see the ACA as a political issue.
- Some Latinos do not trust the system because they have been scammed in the past.

Successes/Best Practices

- See outcomes above
- Ability to explain the ACA and the enrollment process in consumers' primary language, which helped to reduce fear.
- For those who were undocumented, staff explained that if they have US born children, or if they filed taxes, they should still learn about the ACA and how it works. This was an effective strategy for at least one organization.

- Hosted events where large numbers of Latinos gather (e.g., after mass or on food pantry day)

Key Partners (in alphabetical order)

Access East, Brunswick County Health Department, Camino Community Center, Capital Care Collaborative, Care Share Health Alliance, Cognasante Consumer Services, Cooperative Extension, Durham Housing Authority, Enroll America, Get Covered Mecklenburg, Greene County Health Care, Kinston Community Health Center, Legal Aid of NC, Legal Services of Southern Piedmont, local churches, MDC, New Hope Clinic, Pender County Health Department, Premium Help, Project Access of Durham, Salem College, SNAP Program, Spanish-language media (La Mega, La Noticia, Norsan Multimedia, Super Guia TV, Univision), and Walgreens Pharmacy.