

Outreach & Engagement Strategy OE5

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YOUNG  INVINCIBLES

YI's OE5 National Strategy

- Rebooting the Get Covered Coalition
 - Updating Consumer Messaging
 - Combatting misinformation & confusion
 - Identifying messages that work
- Digital Communications
 - Social Media Toolkits
- Coordinating Calendars
 - Themed weeks of action
 - Days of action

Where we're working:

- North Carolina
- **Texas**
- Florida
- Arizona
- **Illinois**
- Georgia
- Michigan
- Other FFM states as needed

Get Covered Connector

- **Top Priority:** Smooth performance leading up to and during open enrollment
- **Tech Updates:** Working through fixes, goal of October 1st for completed updates
- **North Carolina Partners:** Some of our strongest! We appreciate feedback & suggestions for future improvements

<https://connector.getcoveredamerica.org/en-us/widget/>

New Connector Trainings in OE5

- Training and Support have been substantially revamped!
 - 100 pages of written material, Over an hour of new video tutorials
 - Monthly thematic “boot camp” training series
 - Office hours are back
 - Monthly Admin Call
- New and improved basic user training
- Public Calendar of all OE5 trainings: bit.ly/OE5-Connector-Training-Calendar/

Thank You!

Questions?

Key Takeaways:

- Stay tuned for National Get Covered Coalition meetings & materials
- Want trainings on ACA messaging, policy, or Connector? Let's talk!
- Constant feedback between national & state coalitions will amplify our work! Let's stay in touch