Effective Year Round Assistance:
Stakeholder Interview Summary

To promote health and eliminate health disparities by increasing the number of people who are insured, we will need …

- **Enrollment design that is not a stand-alone process** – integrate it into the year round work is already happening.
- **Health literacy and health insurance** literacy education that goes hand-in-hand.
- **Collaboration** to create one-stop shops and "No Wrong Door."
- **Culturally/Linguistically appropriate** year-round support, including online, telephone and in-person assistance with after-enrollment problems.
- **Niche outreach** (content, language, visuals and communication channels) that understands what motivates the grassroots folk we most need to reach.

Selected Demographic Targets For Equity

- Small Business Owners (fewer than 10 employees)
- Self-employed /Contractors
- Latino and African-American young adult men
- Working Poor:
  - *service industry*
  - *contract workers*
- English Language Learners
- Immigrants and mixed immigration status families
- People with chronic conditions or mental illness
- Ex-offenders

Rethink Accessibility & Geography: Location, Transportation and Hours

- Locations need to be truly accessible, based on where our target groups often go, and what transportation they use to get there.

- Car culture in Hartford: different in rural areas, or along transit hubs.

- Target demographic - young men of color – are highly geographically transient

- Rural poor need non-centralized access.

- Open late evening and Sat-Sun hours.

Key Tasks for Administration

- Diverse advisers, including those personally impacted by our efforts (*not professional advocates who represent them*)
- Resolve automated systems problems
  - Prevent duplicate letters
  - Send material in language indicated in settings
- Provide oversight for quality of results as well as quantity of activity
- After-Action Reviews for accountability
- Honest, two-way feedback loop of real-time problem solving and information gathering.