

2018 OPEN ENROLLMENT SOCIAL MEDIA TOOLKIT

Purpose: Open enrollment is shorter this year and the ACA has been surrounded by a cloud of uncertainty. This toolkit provides suggested messaging, resources and graphics that can be shared to educate and inform CT residents about the importance of enrolling in health coverage and the steps they need to take to get covered.

Background: Research shows that both insured and uninsured consumers register very low levels of awareness about when open enrollment begins and ends. Only 31% of insured consumers and 12% of uninsured individuals know that open enrollment begins on November 1st. Even fewer consumers know when it ends. For example, one survey found that just 12% of insured consumers and 6% of uninsured individuals know the deadline.

Connecticut-specific messaging: Clear Connecticut-specific messaging will be especially important because some information used in national tools does not apply here. For example, Connecticut's open enrollment period ends Dec. 22, one week after most other states' deadline. In addition, Connecticut does not use the federal exchange; state residents sign up for coverage through Access Health CT, www.AccessHealthCT.com.

- Direct people to Access Health CT to enroll and learn more: <http://learn.accesshealthct.com/choose/>
- To find local assistance: <https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help>
- If they are renewing coverage: <http://learn.accesshealthct.com/renew/>

Questions? *Feel free to contact Liz Kellner, Senior Communications Officer, Connecticut Health Foundation* liz@cthealth.org. You can also find the most updated version of this toolkit on our website at <https://www.cthealth.org>.

Easy ways to spread the word about open enrollment

Videos:

Access Health CT "Steps to enroll": <https://youtu.be/klbLu8TkKkM>

Access Health CT "Get help paying for coverage": <https://youtu.be/2eaO3N-9iIM>

Access Health CT "Pick a plan that fits your needs": <https://youtu.be/2UppBjMHwS4>

Graphics: attached as a separate zip file, also available at cthealth.org

SUGGESTED MESSAGES:

Deadline:



Don't wait! Enroll by December 22 for 2018 coverage. #GetCovered
<http://learn.accesshealthct.com/choose/>



REMINDER: Your last chance to enroll for 2018 coverage is Dec 22! Act now. #GetCovered
<http://learn.accesshealthct.com/choose/>

Health insurance matters:



Open enrollment starts tomorrow. We've seen how #ACAworks for CT residents. It's time to #GetCovered! Visit @AccessHealthCT to learn how.

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Call @AccessHealthCT to enroll in coverage today! ✓#GetCovered ☎ 1-855-481-2428.



Having health insurance matters. Don't wait, enroll today to have coverage in 2018.

<http://learn.accesshealthct.com> #GetCovered.

Highlighting in-person and FREE help:



Looking to #GetCovered, but have questions about prices, plans and everything in between? Find someone to help walk you through it – in English, Spanish, or more than 100 other languages.

Check out <https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help> to find FREE enrollment assistance near you.



Starting November 1st, FREE in-person help will be available in the following places: Bridgeport, Danbury, East Hartford, Hartford, Milford, New Britain, New Haven, Norwich, Stamford, Waterbury. Visit @AccessHealthCT to see the exact locations and hours.

<http://learn.accesshealthct.com/Locations/>



Looking to #GetCovered? In-person help is available! Check out

<https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help> to find FREE enrollment assistance near you.



Do you have questions on how health insurance works? Visit

<http://learn.accesshealthct.com/choose/> to find answers.



Confused about health insurance? Visit @AccessHealthCT for FAQs, tools and resources on how to get and use a plan <http://learn.accesshealthct.com/choose/>

Financial assistance:



Nearly 80% of people qualify for financial help to #GetCovered. Explore your options. Visit @AccesshealthCT <http://learn.accesshealthct.com/choose/>



See just how affordable health coverage can be. Explore your options to #GetCovered <http://learn.accesshealthct.com/choose/>



FACT: The majority of @AccessHealthCT customers get tax credits that make coverage affordable. #GetCovered <http://learn.accesshealthct.com/choose/>



#DYK: Nearly 80% of current marketplace consumers receive financial assistance to #GetCovered