

# The California Endowment's Patient Protection and Affordable Care Act Education Effort

The California Endowment is engaged in a statewide effort to educate people about how they can benefit under the new health care law. This document provides an update of our activity and an overview of what you can expect to see in the coming weeks.

## What?

The California Endowment is engaged in a non-partisan, multi-million dollar statewide education effort to **raise awareness of the facts, benefits and newly-established eligibility provisions contained in the new health care law.**

Based on analysis of survey data and input from allied groups and stakeholders in the 14 Building Healthy Communities (BHC) locations across California, we determined the most educational benefits will be achieved by starting with a focus on three groups in the initial phase of this education effort: **Latinos, the business community, and Californians under-26.**

Education tactics of the effort include:

- **Paid media** on Latino outlets (television and potentially radio, print, and mail)
- **Online and social media** engagement, particularly focused to the under-26 audience
- **Coalition building** focusing on the business and Latino communities
- **Local events** in or near our Building Healthy Communities sites designed to educate people about the Affordable Care Act, especially the provisions that come online this year.

To achieve maximum possible impact, The California Endowment is sharing information about these activities with its partner organizations in order to receive feedback and coordinate activity.

## Why?

The California Endowment has launched this effort because people in this state know exceptionally little about the new health care options available to them under this landmark law. Successful implementation is vital for everyone in California, particularly for the people living in the Building Healthy Communities sites. We feel that the success of key aspects of our Building Healthy Communities plan (10 years, \$100 million this year alone) depends on the successful implementation of the new health care law in this state.

Estimates say that, when fully implemented, the Affordable Care Act will bring in more than **\$120 billion new federal dollars** invested in the health and well-being of Californians and their communities.

The California Endowment's plan to launch a consumer education effort is based on the belief that:

- **People must be aware of their new benefits** under the law and engaged to take advantage of them. Currently, there is a very low level of knowledge among Californians about the law's provisions.
- **When people know what's actually in the new health care reform law, they like it and are more eager to become engaged.**

## How?

The three sections below give an update on what you can expect to see in the coming weeks from this education effort.

### LATINO OUTREACH

The California Endowment's mission is to expand access to affordable, quality health care for underserved

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individuals and communities, and to promote fundamental improvements in the health status of all Californians. While we are making an effort to inform Latinos in this first phase of our Affordable Care Act education effort, this is simply where we are beginning our work. Latinos make up more than 37 percent of the current California population, and approximately 70 percent of our Building Healthy Communities site residents.

In addition, according to our initial survey research, Latinos, like most Americans, know little about the new health care law even though most Latinos will benefit from many of its new provisions (some that come on line this year). In order to create an impactful education effort focused on this community, we have engaged in the following actions:

- **Survey Research**
  - Completed a statewide survey and five focus groups with California Latinos of various backgrounds to determine the most effective messages for the education effort
- **Paid Consumer Education Advertisements**
  - Creating television spots that, consistent with our survey data, begin the process of educating Latinos about the Affordable Care Act. These will run over the course of September
  - Evaluating survey data to determine the appropriate use of radio, print, mail, and online advertisements we will use to augment the television advertisements
- **Earned Media/Grassroots**
  - Collaborating with organizations to write op-eds in support of successful implementation, launching media events highlighting provisions of the law, and highlighting in the media how the law impacts Californians in BHC communities

## **BUSINESS OUTREACH**

Despite the many provisions of the new health care law that will help the business community, some business leaders in California continue to oppose implementation of the Affordable Care Act. The California Endowment is working with business leaders supportive of the law to give a more complete picture of its impact on small and large businesses and the people they employ.

**This process is built upon the premise that members of the business community are the best messengers to articulate the benefits of the law to other businesses.** To accomplish this strategy, we have been engaged in tactics such as:

- Conducting dozens of face-to-face meetings with influential members of the small business community and business organizations
- Issuing a white paper showing the law's positive impact on businesses in the state
- Planning business roundtables around the state
- Supporting the writing and placement of op-eds in major California newspapers
- Coordinating speakers to participate in business functions throughout the state

## **YOUTH OUTREACH**

Because many of the provisions that will take effect September 23rd of this year are focused on citizens below age 26, we have also launched an effort to target this demographic in California online. This strategy is built around the goal of **reaching out to this audience where they are, not asking them to go somewhere for information.** Specific aspects of this strategy we are implementing include:

- **Central website:** We are designing a site, [GetCoveredCA.com](http://GetCoveredCA.com), to act as a central hub for online communication to host user-generated content and links to a myriad of other related sites.
- **Facebook:** With almost five million Facebook users in California between the ages of 18 and 26, we are developing custom Facebook tabs, where we can embed videos, create petitions, drive fundraising requests and host live web Q&As directly on Facebook.
- **Online ads:** We are designing interactive online ads to target this demographic where they are. These ads will be micro-targeted geographically, demographically and by personal interests.
- **YouTube channel (and other video-sharing sites):** We are in the process of creating and commissioning videos that would serve as a link between the central website and this online network with the intention that they will be shared.