



Solicitation for Partners

Affordable Care Act Enrollment and Education Strategy

Community Science is seeking organizations to partner with to identify effective methods for communication and outreach to racial and ethnic minority populations, and other underserved populations about health insurance access and utilization under the Patient Protection and Affordable Care Act (ACA) of 2010. These demonstration projects are intended to identify the needs of racial and ethnic minority populations and other underserved populations, especially as it relates to effective outreach and communication strategies for increasing their enrollment under the ACA, and understanding of coverage available under insurance plans for new enrollees.

Data from this project will be disseminated to the community of navigators and other practitioners and organizations engaged in outreach and education under the ACA. This work is being conducted to support the mission of the Office of Minority Health within the Office of the Secretary at the U.S. Department of Health and Human Services (HHS), and the ACA education and outreach priority area of the National Partnership for Action to End Health Disparities (NPA).

Community Science is seeking approximately 12 to 15 organizations to partner with on these projects. Funding is available to support related activities in the amount of up to \$8,000 per organization for outreach to at least 700 individuals eligible for insurance coverage through Medicaid Expansion or marketplace options, and/or new enrollees. The available funding will also support the design and implementation of culturally and linguistically appropriate outreach and education strategies.

Project Objectives:

- 1. To help individuals without adequate health insurance to identify affordable health care coverage options and to enroll through Medicaid or a Marketplace insurance plan; and**
- 2. To help individuals with new health care coverage understand how to use their insurance to access primary care and preventive services that are right for them.**

Selected partners will commit to implementing and evaluating culturally and linguistically competent outreach and education activities, addressing one or both objectives, to successfully reach a minimum of 700 participants each, and collect data from 90 percent of those participants about their knowledge of coverage options and experience with the enrollment process, use of primary care and preventive services, and previous or current barriers to enrollment. Selected organizations will receive funding and technical assistance to implement a local strategy in support this initiative.

Who is Eligible to Apply

Organizations applying for this funding may include:

- Community-based organizations;

- Faith-based groups;
- Statewide or regional health coalitions (with a fiscal agent);
- Organizations with access to eligible racial and ethnic minority or other underserved populations who also have related experience from the 2014 enrollment season; and
- Health care delivery organizations and care associations.

Selection Criteria

The successful applicant will have the following:

1. An existing infrastructure and capacity to provide effective outreach to a minimum of 700 individuals in the identified target population and to collect data about the impact of the outreach and education from 90 percent of participants.
2. Is located in target area of high need as indicated by high rates of uninsured racial and ethnic minorities and other underserved groups (i.e., African American/Black, Latino, Asians, Pacific Islanders, Native Americans, college students, and individuals who identify as lesbian, gay, bisexual, and transgender; high total numbers of uninsured; high numbers of newly enrolled beneficiaries; lack of sufficient resources for outreach; and need for enhanced outreach due to implementation of Medicaid Expansion.
3. Has credibility with and trust of the specific underserved communities it supports.
4. Has relationships with local departments of public health and/or local navigator organizations that can provide accurate information about enrollment and coverage, as well as help enroll participants by appointment or on-site during outreach and education events.
5. Has deep cultural and linguistic knowledge and expertise among its staff or partners to ensure proper language translation and interpretation assistance before, during, and after outreach and education activities.
6. Willing and committed to being trained by and work with Community Science to implement standardized data collection protocols and to transfer the data to Community Science for analysis.

Application Deadline

Letter of Intent (LOI) - email Community Science with a brief statement of interest by **November 26th** at 11:59 p.m. (see attachment A for instructions).

Full Application – along with all supporting materials are due on **December 10, 2014** at 11:59 p.m. *The link to the online application form will be made available on December 4, 2014 to all organizations who submit an LOI by the November 26 deadline.*

Contact

Please direct inquiries to:

Jessika Bottiani, Ph.D., M.P.H.
Associate
Community Science
301.519.0722 ext. 117
aca@communityscience.com



Attachment A:

Instructions for Submitting a Letter of Interest (LOI)

Please send an email to Community Science with the following information by **November 26th**.

The email should be sent to Community Science at ACA@communityscience.com

Name of Applicant Organization: _____

Name and Position of Contact Person: _____

Address: _____

Telephone: _____

Email: _____

Name of Project: _____

Type of Outreach (Pre-Enrollment or Preventive Health Care Utilization Education):

Location(s) of outreach event(s) (city, state, zip code):

Targeted Population(s): _____



Attachment B:

Frequently Asked Questions

How much funding is available? What can we use the funding for?

Amounts of up to \$8,000 total are available to selected applicants. Funding can be used to cover expenses associated with the events, which may include: interpreters, translation of materials, mailing costs, meeting space, supplies, to hire staff to coordinate logistics, conduct outreach and education, and collect event assessment data, to offer incentives to event participants that complete an assessment form, and to cover costs for print and broadcast media.

How many groups will be selected?

12-15 organizations will be selected to implement the NPA's Affordable Care Act Enrollment Strategy.

When can outreach/education activities be implemented?

- Pre-enrollment outreach and education activities (targeting potential enrollees) should take place between **January 1, 2015** and **February 15, 2015**.
- Post-enrollment outreach and education activities (targeting newly enrolled) should take place between **February 16, 2015** and **June 1, 2015**.

When will the decision of selected applications be announced?

Approximately mid-December.

When will the funding become available if an award is received?

Funds will become available once selected applicants sign an agreement with Community Science.

Can two or more groups or organizations apply together?

Two or more groups or organizations may partner together, however Community Science will only provide direct awards of funds to one organization per selected application; division of funds and decision-making regarding implementation should be decided between organizations.

Can we use a fiscal agent?

Yes. The fiscal agent will be responsible for receiving the funds and ensuring that expenses related to the project are paid accordingly. The fiscal agent is allowed to charge an administrative fee of up to 3 percent of the total award amount. Any other indirect costs need to be listed separately.

How many outreach/education activities or events are partner organizations expected to complete?

Selected organizations may choose to hold one large event or multiple smaller events as long as the events collectively reach a minimum of 700 participants.

How can we find ACA consumer assistance providers in our area to partner with?

This CMS webpage provides an overview of assister roles and a locator link to find assisters in your area:

http://www.cms.gov/CCIIO/Resources/Fact-Sheets-and-FAQs/Downloads/AssistanceRoles_06-10-14-508.pdf