The Affordable Care Act
Healthy Young America 2013: The Young Adult Perspective
Who are Young Invincibles?
Between 1990 and 2050, the number of young adults ages 18-24 is projected to increase from 26 to 34 million; represents 10% of the total population.
Who Doesn’t Have Insurance?

- 15.7% of residents in the US lack insurance
- 26.9% of 18-34 year olds in the US lack insurance
There is an awareness gap

- **71%** of uninsured 18-29 year olds don’t know of new options for insurance
- **83%** of the Medicaid expansion population don’t know of new options for insurance

Research from Enroll America
What’s in the ACA that Affects Young Adults

- Young adults can stay on their parent’s insurance until 26
- Women’s health benefits
- Student plans more comprehensive
- Medicaid, if expanded, will reach new populations
- Marketplaces will sell plans with essential health benefits
- Tax credits make plans affordable
- Individual mandate
Segmentation

- **Unnecessary and Uninterested**
  - 51% use Facebook
  - Top motivators: Financial security, plan that fits budget
  - Will listen to: Family, Friends, Doctors

- **Reluctant but Reachable**
  - 41% have smartphones
  - Top motivators: Reliable plan, financial security
  - Will listen to: Doctors, Someone Like Them, State Health Agency

- **Insured but At-Risk**
  - 68% use the internet several times a week
  - Top motivators: Financial Security, Reliable Plan
  - Will listen to: Family, Doctors, Someone like them
Messaging That Works

You can see what your premium, deductibles, and out-of-pocket costs will be before you make a decision to enroll.

You can find all the information you need about available health insurance plans in one place.
Using Financial Messages to Motivate “Risk-Takers”

Getting covered will save you money

Getting covered now will help ensure financial security later

Individual Mandate will require you to purchase insurance
## Use Language Cautiously

<table>
<thead>
<tr>
<th>Be Careful</th>
<th>Here’s Why</th>
<th>Use This Instead</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Exchange”</td>
<td>People think “Exchange” is a place to trade or swap merchandise and don’t immediately associate it with health care.</td>
<td>“Marketplace”</td>
</tr>
<tr>
<td>Messages that only mention “your family”</td>
<td>Single and childless people have trouble identifying with messages exclusively about “family”</td>
<td>“Individuals”</td>
</tr>
<tr>
<td>“Financial Assistance Available”</td>
<td>The concept needs more exploration. Many consumers think “assistance” is for someone else, not them.</td>
<td>“You may be eligible for a $0 premium plan or a new type of tax credit that lowers your monthly payment”</td>
</tr>
</tbody>
</table>
Traditional Outreach

- Tabling
- Group Presentations
- Hosting Events
- Brochures and Newsletters
Targeting Young Adults

- Meet young adults where they are
- Collect contact information to follow up later
- Target outside the box
  - Daycare/Head Start
  - Parents/Moms
- Work through trusted community leaders
Mobile Technology

Mobile Websites

Text Message Services

Social Media

Mobile App
Use Social Media As an Outreach Tool

- **One in five** Americans have reported using social media for health information.

- **50%** of Facebook users are in the 18-34 age group.

- **Young adults** value reviews through social media when considering goods and services.
Use Effective Methods of Interaction

Listen
- Google Alerts
- RSS Readers

Engage
- Ask questions
- Respond in real time
  - Fun and informative posts

Build Relationships
- ID Influencers
- Share info
- Conversations
- Shout outs
Twitter Anatomy 101

- **Twitter handle**: @YI_Care
- **#Hashtags**: #Health, #College: Geny
- **Embedded links**: cheapscholar.org/2012/11/05/tac...
- **Retweet**
- **Favorite**
- **Share via email**
Twitter chats (aka forums or town halls) are a great way to engage with other activists or outreach targets.

- Set a specific time and date.
- Use a specific hashtag for questions and comments (YI used #LAMayor for this Twitter candidate’s forum).
- Participants can submit questions ahead of time by tweeting at you, or they can ask questions in real time.
No one should die because they cannot afford health care; No one should go broke because they get sick.

Share if you agree.
Your Health Care Finder

- Find doctors and Community Health Centers in your area
- Search by location with GPS, zip code, name, or category
- Explains the health care law
- Defines common health insurance terms
- Search for HealthCareUSA
A National Campaign to Cover Young Adults

- FAQs: Answers for Consumers and Advocates
- Outreach Materials
- Webinars
- Calendar of Upcoming Trainings
- Download our App: “Your Health Care Finder”
- State-by-State Fact Sheets

Health.younginvincibles.org
Young Invincibles and the US Dept. of Health & Human Services Present....

- An innovative and unique way to reach young adults
- Up to $30,000 in prizes and over 100 chances to win; a single person could win more than $6,500!
- Submission period ends 9/23
- The first round of public voting starts on 10/1

- Three Themes
  - You Are Not Invincible → a skit showing why young adults need health insurance
  - Perform a Song → covers, parodies, or original songs about getting covered
  - Animation → engaging way of informing people of critical facts of the ACA

- Go to HealthyYoungAmerica.org to learn more and submit a video!
What Can You Do?

- Visit and direct others to HealthCare.Gov or your state’s marketplace website
- Partner with YI for enrollment events
- Spread the word
  - Volunteer with Navigators
  - Table
  - Social Media
- Share success stories
Open Enrollment

October 1, 2013

HealthCare.Gov

Telephone hotline: 1-800-318-2596

Picture Source: http://www.thenationalcouncil.org/capitol-connector/2013/08/open-enrollment-begins-oct-1-are-you-ready/
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www.facebook.com/together.invincible