

Dr. Dorothy Bendross-Mindingall, Board Member

SUBJECT: PARTNERSHIP WITH GET COVERED AMERICA TO DISSEMINATE INFORMATION AS IT RELATES TO HEALTH INSURANCE PLAN OPTIONS UNDER THE AFFORDABLE CARE ACT AND HOLD ENROLLMENT EVENTS

COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY ENGAGEMENT

LINK TO STRATEGIC FRAMEWORK: STUDENT, PARENT, AND COMMUNITY ENGAGEMENT

Get Covered America is a national campaign of Enroll America that is focused on educating the community about the benefits of health coverage and the new health insurance options available under the Affordable Care Act.

Enroll America is the nation's leading health care enrollment coalition, bringing together community and health organizations, businesses and others to inform consumers about the new health coverage options and how to enroll in them. It is an independent, nonpartisan, nonprofit 501(c)(3) organization focused on one goal: maximizing the number of Americans who enroll in and retain health coverage.

The U.S. Census Bureau's 2013 American Community Survey indicated that over 750,000 Miami-Dade County residents were uninsured and of those residents approximately 65,000 were under 18 years of age. In September of 2014, using new detailed enrollment data from the U.S. Department of Health and Human Services, an Enroll America analysis showed that 257,088 Miami-Dade residents received healthcare coverage by the end of the first open enrollment period in March of 2014. These statistics indicate that approximately 490,000 Miami-Dade residents are still uninsured.

According to Get Covered America, informing the community about financial assistance was the highest motivator to get them to enroll. In January of 2014, Get Covered America conducted a survey on the uninsured, which revealed that the perception of high costs was the biggest obstacle to enrollment. Moreover, the survey uncovered that just as many people were unaware of the opportunities for financial help through the Health Insurance Marketplace.

In addition, the access to in-person help is crucial especially for urban communities. Specifically, the likelihood that a person enrolled doubled if they got help from a navigator or enrollment assister. This effect was even more pronounced in communities of color, which preferred in-person assistance over a website or hotline.

**ACTION PROPOSED BY
DR. DOROTHY BENDROSS-MINDINGALL:**

That The School Board of Miami-Dade County Florida, authorize the Superintendent to:

1. Work with Get Covered America to disseminate detailed information specifically prepared for each of the nine Districts within the Miami-Dade County Public School system as it relates to health insurance plan options under the affordable care act.
2. Coordinate enrollment events with Get Covered America in each of District 2 feeder patterns that will provide in-person help through the navigator or enrollment assister prior to the February 15, 2015, deadline.