Centers for Medicare & Medicaid Services
ACA Outreach and Education Campaign
for American Indians and Alaska Natives

2015
Overview

- CMS Division of Tribal Affairs National Outreach Campaign
- CMS Training Events and Webinars
- AI AN Specific Training Slides, Fact Sheets and Assisters’ Tips
- How to Order Tribal Products
CMS National Campaign

CMS held focus groups to test AI AN knowledge of the ACA and to obtain feedback on outreach materials, and found:

– Low to moderate knowledge of the ACA
– Strong identification of AI AN symbols, colors, and designs
– Images of individuals or families should be AI ANs
– Messages must be clear and to the point
Based on the research and audience testing, CMS developed materials centered on four major messaging themes:

- A New Path to Health Care (general enrollees)
- Peace of Mind (general enrollees)
- Get in the Game (childless adults)
- Communities Need Healthy Men (childless adults)

Using these themes, CMS developed posters, 30 second radio PSAs, and billboards.

Marketplace research continues in collaboration with NIHB and Area Health Boards.
A NEW PATH TO HEALTH CARE

Free or low-cost health insurance for more Native families

For the first time, many more Native families can experience the harmony and peace of mind that comes with better health care.

New free or low-cost health insurance options can expand the coverage you get from Indian Health Service, tribal, or urban Indian health programs. You won’t be turned down due to diabetes, heart disease, cancer, or other medical conditions. Enrolling is private and easy.

Learn more at www.healthcare.gov/tribal
1-800-318-2596
1-855-889-4325 TTY/TDD

Local Information

TRIBAL AFFAIRS
Get ready. Open Enrollment is coming soon!

November 15, 2014 to February 15, 2015

Healthy Communities start with healthy families. Open enrollment for health insurance starts in November. Don’t forget to sign you and your family up!

Contact your local Indian health program to learn how you may qualify, or visit www.healthcare.gov/tribal or www.healthcare.gov.

Have questions? Call 1-800-318-2596 24 hours a day, 7 days a week (TTY: 1-855-889-4325)
Monthly drop-in “news ads”

Indian Country Today
Navajo Times
Juneau Empire
Cherokee Phoenix
Seminole Tribune
Lakota Times
News from Indian Country
The Circle
Native Peoples Magazine
American Indian Magazine

Over 6 million media impressions

February 2015 series
Radio Clips

30-90 second radio clips using the same topic selected for drop-in “news shorts.”

Recorded in five Native languages:

- English
- Navajo
- Lakota
- Ojibwe
- Yupik
- Zuni
In 2014 - 2015, CMS Division of Tribal Affairs will be holding 12 face to face training events as well as webinars for ITU third party office staff and outreach workers.

**Agenda items include:**

- Medicaid 101
- Medicare 101
- Medicaid protections for Indians
- Affordable Care Act
- VA benefits
- SSA benefits
- IHS Area specific issues

http://go.cms.gov/AlAN
Other CMS Training Opportunities

• Medical Coding trainings

• CMS Medicare Learning Network:

• CMS Open Door Forum Calls:

• AI AN Long-Term Services and Support (LTSS) Technical Assistance Center is supported by a partnership between CMS, IHS, and ACL.
AI AN Specific Training Materials

In collaboration with CMS TTAG’s ACA and Outreach & Education Subcommittees:

- Navigator Training Slides
- Call Center Scripts
- Tips for Assisters working with AI/AN
- Fact Sheets
- Tribal Glossary
- Tribal Coverage to Care brochure
CMS AIAN Website

http://go.cms.gov/AIAN
Spotlight
Tribal Consultation
Tribal Technical Advisory Group (TTAG)
All Tribes Calls
Affordable Care Act
Children’s Health Insurance Program (CHIP)
Long Term Services & Supports Technical Assistance Center
Medicine Dish Broadcasts
Outreach & Education Resources
State Tribal Relations on Health Care
Trainings/Webinars
How To Order CMS Tribal Products
GoodHealth TV
Collaboration with Federal Agencies

Administration for Children and Families (ACF)
Interagency Agreement with CMS to increase knowledge and awareness to tribal programs:

✓ Head Start
✓ Child Care
✓ LIHEAP
✓ TANF
✓ Child Welfare
✓ Administration for Native Americans
Grassroots Engagement

- Secured exhibit space to perform outreach and disseminate ACA outreach materials.
- Distribution of **18,000** CMS ACA outreach products!
How to Order Tribal Products

If this is your first time ordering, visit:

http://productordering.cms.hhs.gov
Useful Links

https://go.cms.gov/AIAN

www.healthcare.gov/tribal for tribal info

www.partnerships.cms.gov for materials

www.healthcare.gov to apply

www.cmsitutrainings.net for trainings and webinars


Thank you!

CMS Division of Tribal Affairs

Questions?