**TO:** PLA Board of Directors

**RE:** Health Insurance Enrollment Promotion

**DATE:** July 7, 2020

**ACTION REQUESTED/INFORMATION/REPORT:** Discussion

**ACTION REQUESTED BY**: Leighann Wood, Program Manager

**OVERVIEW**

Through the third grant funding cycle from Community Catalyst (sourced from the Robert Wood Johnson Foundation) for health insurance enrollment, PLA’s [*Libraries Connecting You to Coverage*](http://www.ala.org/pla/initiatives/connectingyoutocoverage) initiative is offering a series of [sub-contracts](https://pla.iad1.qualtrics.com/jfe/form/SV_5B8NtBnPZm14QFT) of up to $2,000 to support up to 30 U.S. public libraries to become Certified Application Counselor Designated Organizations (CDOs), which are able to certify staff and volunteers as Certified Application Counselors ahead of the Open Enrollment period of the Affordable Care Act (ACA). The [application period opens](https://pla.iad1.qualtrics.com/jfe/form/SV_5B8NtBnPZm14QFT) on July 1 and runs through July 17, 2020. Before the Open Enrollment period, which starts November 1 and runs through December 15, 2020, awardees will receive training and support to assist patrons with enrolling in health insurance plans, to disseminate information, to learn from their peers, and to partner with community health groups to make a positive impact on their community’s health.

Fears about health care (or lack of) during the coronavirus pandemic are raising the profile of the [Affordable Care Act](https://www.hhs.gov/healthcare/about-the-aca/index.html) (ACA), which can help those who have lost their jobs with an option to get health insurance. As of May 14, an [estimated 16.2 million workers have likely lost employer-provided health insurance](https://www.epi.org/blog/16-2-million-workers-have-likely-lost-employer-provided-health-insurance-since-the-coronavirus-shock-began/) since the crisis unfolded.

Library workers and patrons who have experienced job loss can lean on [special enrollment coverage options](https://www.healthcare.gov/coronavirus/) as part of the ACA, check their eligibility for [Medicaid](https://www.medicaid.gov/) or the [Children’s Health Insurance Program (CHIP)](https://www.healthcare.gov/medicaid-chip/childrens-health-insurance-program/), and familiarize themselves with reliable health resources. Libraries can support their communities with promotional efforts to increase awareness of health insurance coverage options and more with [freely available materials](http://www.ala.org/pla/initiatives/connectingyoutocoverage) provided by PLA and partners.