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Reaching Non-Citizen Communities:
*Resources to Support State Outreach and
Education to Drive Healthcare Enrollment*

Authored by GMMB

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Overview

Introduction

States are working in various ways to engage and enroll individuals in health coverage regardless of their immigration status. In some cases, states continue to conduct outreach to eligible but remaining uninsured individuals, such as citizen children in families with mixed immigration status. In other cases, states are in the process of expanding coverage options to make new options available for non-citizens.

To assist states in their efforts, GMMB, with the support of PerryUdem research, conducted focus groups in June 2022 with Latino(a) immigrants to better understand the lived experiences of these communities, test messages and outreach materials, and provide recommendations for tailored education and engagement with these populations. The Latino(a) community was selected because they are the nation's largest immigrant group.

And as the largest group of non-citizens within the United States, the Latino(a) community is the primary focus of this research. While the messaging guidance and communications strategies in this toolkit will be most appropriate for this population, these findings are not equally suited to all immigrant populations. General recommendations designed to work across various non-citizen groups are also included in this toolkit to address different audiences.

The resources in this toolkit were informed by that research and developed for states to customize based on their unique needs, program eligibility criteria, and environments to support outreach and education efforts to drive enrollment in new or existing health coverage programs.

Toolkit Contents

The resources in this toolkit were informed by the research described above and developed for states to customize based on their unique needs and program eligibility criteria. This toolkit contains various communications materials developed to support state agencies in their efforts to reach and enroll these non-citizen populations, including:

- **Message research insights**
- **Messaging to drive enrollment in existing programs**
- **Messaging to drive enrollment through outreach partners and key messengers**
- **Template resources including social media graphics and posts as well as customizable flyers.**

For more information and materials on health equity for non-citizen populations, visit [here](#) for SHVS resources.

Key Research Findings

! Insight - Many within the Latino(a) community view the term “immigrant” or undocumented as a negative, and some even consider it to be derogatory. “Immigrant” for many also can be associated with assumptions, such as a person who is low-income.

Implication: Try using an alternate term, such as non-citizen.

! Insight - Latinos want healthcare coverage and find it important for all family members to be covered. However, they find healthcare coverage in the United States to be complicated and confusing. It is important in all messaging to communicate that there is in-language assistance in applying for, or selecting a plan, especially if there is help available in multiple languages.

Implication: It is important to emphasize that culturally appropriate specialists are available that can help applicants understand what a premium and a deductible are, and that assistance is culturally competent and available in Spanish and/or other languages.

! Insight - Cost is another important issue, and many do not have health coverage because they believe they cannot afford the premiums. However, health insurance is worth the cost, and for non-citizen individuals, there are several options to obtaining healthcare coverage that is affordable.

Implication: Acknowledge that health coverage is perceived to be unaffordable because of a previous experience, incorrect information, or a lack of knowledge.

! Insight - There is still fear within immigrant communities about public charge.

Implication: Messaging should emphasize that the public charge rules are no longer in effect. The federal government ended that policy and contrary to what you might have heard or read, many non-citizens can qualify for health insurance programs such as Medicaid, CHIP, and/or Marketplace plans, and it does not affect your or a member of your family’s immigration status or application.

Recommendations

What Needs Emphasis

! Continue to signal this is a safe program for non-citizens. This may be achieved by saying information about citizenship is not collected or asked about. Explaining a Social Security number is not required to apply may also ease concerns about interfering with their immigration status.

! Explicitly say that applications and assistance are available in multiple languages. Remember that there are other languages in your state that are spoken by large populations other than Spanish.

! Consider word choice carefully and understand the heterogeneity of immigrant communities. These communities are diverse, and it is important to acknowledge the cultural differences amongst groups of consumers.

! Keep in mind, for some, health insurance isn't worth the cost. It is possible some communications strategies will not resonate with certain individuals who feel health insurance today will not meet their household budgets.

Messaging to Drive Enrollment

Eligibility

[STATE PROGRAM NAME] is health insurance you can rely on from [STATE GOVERNMENT]. You could qualify for free or low-cost health insurance through [STATE PROGRAM NAME]. Who can enroll?

- [STATE] residents who are applying for citizenship or even if they're undocumented
- Ages 19 to 64 years old
- Not yet enrolled in Medicaid or Medicare
- Annual household income of less than \$[XX,XXX] per year for an individual or \$[XX,XXX] per year for a family of four

How to Apply

Apply in person at [LOCATION] or over the phone by calling [XXX-XXX-XXXX]. Visit [WEBSITE URL] for more information.

Eligibility

Even if you don't have U.S. citizenship, many non-citizen residents could be eligible for free or low-cost health insurance through [STATE PROGRAM NAME].

Covered Services

[STATE PROGRAM NAME] covers important healthcare services like doctor visits, prescription drugs, hospital and emergency care, behavioral health services, optometry, and more. Make sure you and your family get the care you need, visit [URL] to learn more about applying today.

Public Charge

The public charge rules are no longer in effect. The federal government ended that policy and contrary to what you might have heard or read, many non-citizens can qualify for health insurance programs such as [STATE PROGRAM NAME].

Enrolling in [STATE PROGRAM NAME] plan will not affect your or a member of your family's immigration status or citizenship application.

When you apply for [STATE PROGRAM NAME] information about citizenship is not collected or asked about. You do not even need to provide a Social Security number.

Help is Available

If you have questions or need assistance applying, help in [LANGUAGE] is available. Call [XXX-XXX-XXXX] or visit in-person at [LOCATION(S)].

Need help? Free assistance from trained experts is available in [LANGUAGE]. Apply in person at [LOCATION(S)] or over the phone by calling [XXX-XXX-XXXX]. Visit [WEBSITE URL] for more information.

Messaging to Drive Enrollment in New Programs

The messaging above is important for individuals who will be newly eligible for programs that are being created. In addition to emphasizing details about program eligibility, cost, covered services, and how to apply, you can also reinforce that something is new:

- Did you know that [STATE] residents are now eligible for free or low-cost health insurance regardless of immigration status? Learn more at [WEBSITE URL].
- There's a new option to get affordable health insurance in [STATE]. If you've been unable to get health insurance in the past because you don't have U.S. citizenship, [STATE PROGRAM NAME] can now help. You can even get help paying for coverage. Find out if you qualify today!
- Had trouble getting health insurance in the United States? There's a new program that provides free or low-cost coverage to anyone living in [STATE] making less than \$[XX,XXX] annually, regardless of immigration status. Check it out today!

Sample Social Media Posts

1. Free or low-cost health coverage is now available for non-citizens in [STATE]—with no impact on the immigration process. Visit [WEBSITE URL] to learn if you are eligible.
2. There's a new health insurance option for [STATE] residents making less than \$[XX,XXX] per year. Find out if you're eligible for the [STATE PROGRAM NAME], visit [WEBSITE URL].
3. Are you or members of your family in the citizenship process? You may be eligible for health coverage! Visit [WEBSITE URL] to learn more about free or low-cost health insurance options.
4. [STATE PROGRAM NAME] offers new health coverage programs for non-citizen and mixed-status families—including doctor's visits, hospital stays, prescriptions, and more. See if you or someone in your family is eligible at [WEBSITE URL].
5. Are you or members of your family a non-U.S. citizen? With [STATE PROGRAM NAME], there are new, free, and low-cost health coverage options available. Learn more and enroll today.
6. Did you know that non-citizens in [STATE] can now get health insurance with no impact on their immigration status? Visit [WEBSITE URL] to find out if you're eligible.
7. [STATE PROGRAM NAME] is health insurance that covers doctor's visits, hospital stays, mental health services, and more. Visit [WEBSITE URL] to learn more.
8. You can get help applying for [STATE PROGRAM NAME] from trained experts. Assistance is available in multiple languages. Visit [WEBSITE URL] to learn more.
9. [STATE] families have access to free and low-cost health coverage programs with [STATE PROGRAM NAME]—regardless of their citizenship status. Find out how you can enroll today at [WEBSITE URL].
10. If you or members of your family are non-citizens, you now have access to affordable health coverage in [STATE] without impacting your immigration status. Learn more about the [STATE PROGRAM NAME].

Social Media Graphics



Need Health Insurance?

You Could Qualify for Free or Low-Cost Coverage.

A family of four (father, mother, and two young boys) are smiling and posing outdoors. The father and mother are carrying the boys on their shoulders. They are all wearing casual clothing. The background is a blurred green field.



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Need Health Insurance?

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A man in a light blue denim shirt and a tool belt is smiling with his arms crossed in a workshop. He is wearing a pencil in his ear. The background shows stacks of wood and various tools.



Need Health Insurance?

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Need Health Insurance?

You Could Qualify for Free or Low-Cost Coverage.



There's a new program for non-citizens to get free or low-cost health insurance in STATE?

[STATE PROGRAM NAME] is health insurance you can depend on. [STATE PROGRAM NAMES] covers [DOCTOR VISITS, HOSPITAL STAYS, PRESCRIPTIONS, MENTAL HEALTH SERVICES] and more.

If you're applying for citizenship, or even if you're undocumented, it doesn't matter. You and your family could be eligible for insurance with no impact on your immigration status.

Who can enroll?

- [STATE] residents including those applying for citizenship or who may be undocumented
- Individuals ages 19 to 64 years old
- Individuals not enrolled in Medicaid or Medicare
- Annual household income of less than \$[XX,XXX] per year for an individual or \$[XX,XXX] per year for a family of four

Apply in person by visiting a trained assister in your community at [LOCATION(S)] or over the phone by calling [XXX-XXX-XXXX]. Learn about your health coverage options and see if you and your family can now get health insurance.

**For more information, visit
www.website.web**

INSERT
LOGO OR
SEAL HERE

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Support for this toolkit was provided by the Robert Wood Johnson Foundation. The views expressed here do not necessarily reflect the views of the Foundation.

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The Robert Wood Johnson Foundation (RWJF) is committed to improving health and health equity for all in the United States. In partnership with others, we are working toward a nation that is rooted in equity, compassion, and respect. A nation that provides every individual with a fair and just opportunity to thrive, no matter who they are, where they live, or how much money they have. We call this a Culture of Health. And it is our Foundation's vision for America. For more information, visit www.rwjf.org. Follow the Foundation on Twitter at www.rwjf.org/twitter or on Facebook at www.rwjf.org/facebook.

ABOUT STATE HEALTH AND VALUE STRATEGIES—PRINCETON UNIVERSITY SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS

State Health and Value Strategies (SHVS) assists states in their efforts to transform health and healthcare by providing targeted technical assistance to state officials and agencies. The program is a grantee of the Robert Wood Johnson Foundation, led by staff at Princeton University's School of Public and International Affairs. The program connects states with experts and peers to undertake healthcare transformation initiatives. By engaging state officials, the program provides lessons learned, highlights successful strategies and brings together states with experts in the field. Learn more at www.shvs.org.

ABOUT GMMB

This toolkit was prepared by GMMB. GMMB is a full-service communications firm dedicated to creating real and lasting positive change in the world. We work on behalf of several of the world's largest foundations, leading public interest groups and trade associations, federal and state government agencies, and corporations. For more than 25 years, we have been on the front line of issue-based communications, earning a reputation for shaping public opinion by developing research-based communications strategies that achieve real results. For more information, visit www.gmm.com.