Enrollment in Health Insurance

**Campaign Sponsor:** Enroll America, Get Covered America

# Volunteer Advertising Agency: La Comunidad and Razorfish

**CAMPAIGN OBJECTIVE:**

The “Take Care, People” campaign aims to raise awareness, educate, and motivate uninsured Americans to get health insurance for themselves and their families under the historic Affordable Care Act (ACA).

**BACKGROUND:**

41 million people in the United States are uninsured, exposing themselves and their families to significant financial risks in cases of medical issues, accidents and emergencies.

With the Affordable Care Act, health insurance now covers prescriptions, hospital visits, doctor visits and more. Millions of the uninsured and under-insured will qualify for financial assistance.

But, recent consumer research conducted by Enroll America indicates that 59% of the underinsured lack knowledge about brand new plan options, and 69 % of the uninsured don’t know that financial assistance is available to help pay for their plan. There is significant need to raise awareness, and help people get more information about the new plan options that are available for them and their families.

**CAMPAIGN DESCRIPTION**:

The “Take Care People” campaign uses pets as the unlikely spokespeople to break through with an action-oriented message. Nearly 2/3 of 18-34 uninsured females have a pet and more than 1/2 of female pet owners would risk their lives for their pet. Dogs, cats, birds and fish encourage their owners to take care of themselves and their families by learning about and enrolling in health insurance. The non-partisan effort is available and relevant year round, not only during open enrollment periods, directing the target to learn more at GetCoveredAmerica.org. There they can access information and tools about their new options and the enrollment process – including having access to zip code locators for in-person assistance, a calculator to estimate costs, FAQs and tip sheets.

**TARGET AUDIENCE:**

* Uninsured women, 18-34, including Hispanic. Creative is available in English and Spanish.

**DID YOU KNOW:**

* 59% of the underinsured lack knowledge about new health plans being available
* Millions will qualify for financial assistance under the Affordable Care Act
* Enroll America is a non-profit, non-partisan organization with staff and volunteers in key markets in the US.

FOR ADDITIONAL CAMPAIGNINFORMATION, PLEASE CONTACT:

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