

# 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 Affordable Care Act (ACA).

## **BACKGROUND:**

Tens of millions of Americans remain uninsured following the first open enrollment period, exposing themselves and their families to significant financial risk in cases of medical issues, accidents and emergencies.

Under the Affordable Care Act, health insurance now covers prescriptions, hospital visits, doctor visits and more. Millions of the uninsured qualify for financial assistance.

However, recent consumer research conducted by Enroll America indicates that only 29% of the uninsured has heard of or knows about new plans, and only 26% of the uninsured has heard of or knows about financial help and subsidies available under the ACA. There is significant need to raise awareness and help people get more information about the new plans 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 relevant and available year round, not only during open enrollment periods, directing consumers to learn more at [GetCoveredAmerica.org](http://GetCoveredAmerica.org). There, they can access information and tools to help with the enrollment process – including a zip code locator that will provide them with information on local in-person assistance, a calculator to find out how much financial help they may qualify for to cover their monthly health insurance costs, FAQs and other information.

## **TARGET AUDIENCE:**

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

## **DID YOU KNOW:**

- Tens of millions of Americans remain uninsured following the first open enrollment period.
- Only 29% of the uninsured has heard of or knows about new plans.
- Only 26% of the uninsured has heard of or knows about financial help and subsidies available under the ACA.
- With new options, millions qualify for financial assistance.
- Enroll America is a non-profit, non-partisan 501(c)(3) organization with staff and volunteers in key markets in the US.

## **FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:**

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