

# Health Equity Technical Advisory Committee

**April 09, 2025**

Meeting will begin at 1:00pm

## Exchange Mission

The Washington Health Benefit Exchange seeks to redefine people's experience with health care. Our mission is to radically improve how Washington residents secure health insurance through innovative and practical solutions, an easy-to-use customer experience, our values of integrity, respect, equity and transparency, and by providing undeniable value to the health care community.

## Our Objectives:

- Increase access to affordable health plans
- Organize a transparent and accountable insurance market to facilitate consumer choice
- Provide an efficient, accurate, and customer-friendly eligibility determination process
- Enhance health plan competition on value: price, access, quality, service, and innovation

# Agenda

Welcome, Check-In and Recap

CBO Outreach for OE12

Small Group Discussion

Sharing Ideas & Suggestions

Public Comment

Questions/Adjourn

# Welcome, check-in, and Recap of previous meetings and feedback

Exchange Health Equity Technical Advisory Committee

April 09, 2025

Manny Santiago, Chief of Equity & Community Partnerships

# CBO Outreach for OE12

Exchange Health Equity Technical Advisory Committee

April 09, 2025

# IHC Community Feedback

- ▶ Due to historical trauma & social injustices, many marginalized communities have a general distrust in government entities.
- ▶ Recent federal changes and rhetoric have generated heightened uncertainty, fear, and speculation among certain populations (i.e. undocumented immigrants).

# Trusted Messengers More Critical Than Ever

## Community-Based Organizations (CBO's)

- ▶ Established trust with communities they serve (are often led by leaders from those communities).
- ▶ Understand community's needs and communication styles (speak the language(s), use vocab that resonates, etc.).
- ▶ Proven outreach success with populations they serve.

## Leveraging CBO's Results In:

- ▶ Effective communication that resonates with intended audiences.
- ▶ Better engagement from targeted audiences.
- ▶ Increased likelihood of behavior change.

# CBO Outreach

The Exchange provided CBO's the opportunity to apply for outreach funds.

Year	Applications Received	# CBOs Selected	Total Distributed
OE 11	61	9	\$94,000
OE 12	70	13	\$230,000

Year	Counties Served	Languages Represented	People Reached
OE 11	16	37	46,000
OE 12	28	60 +	187,456

On the following pages, you will find details from the outreach efforts undertaken by some of the partnering CBO's.

Funded Community Based Organizations
Comunicativo
South Puget South Pathways
Central Washington Justice for Our Neighbors
Washington Immigrant Solidarity Network (WAIN)
Unidos Nueva Alianza Foundation
United Territories of Pacific Islanders Alliance (UTOPIA)
Washington West African Center
Korean Community Service Center
Seattle Chinese New Immigrants Center
Ensemble of Washington
Muslim Community Network Association
Entre Hermanos
Oasis

# Selection Criteria

CBO's were evaluated based on the following criteria:

- ▶ Geographic areas served by the organization.
- ▶ Communities served & languages spoken by those populations.
- ▶ Percentage of immigrants who are undocumented served by CBO.
- ▶ Quality of outreach proposal & whether it supports the Exchange's mission and goal of reducing the uninsured rate.

\* Goal was to select a broad range of CBO's that represent & reach the diverse immigrant populations throughout Washington state.

# Additional Details

- ▶ Funding was intended to support OE outreach (Nov 1 – Jan 15<sup>th</sup>).
- ▶ Contracts & Health Insurance 101 provided by HPF staff in Nov.
- ▶ CBO's were paired with a Lead Org for outreach & enrollment support.
- ▶ CBO's were eligible for up to \$20K in funding.
  - 10 CBO's received \$20K; 3 received \$10K
  - 70% of funding was provided ahead of OE; 30% was withheld until final outreach report submitted.

# Central WA Justice for Our Neighbors

**Communities Served:** Mexico, Guatemala, Honduras, El Salvador, Venezuela, Columbia, Belaruse, Thailand, Myanmar/Burma, Jamaica, Somalia, Saudi Arabia, The Ukraine, and Russia.

**Languages Spoken by Community:** Spanish, Akateko (and other indigenous languages from Latin and South America), Farsi, Arabic, Pashto, Russian, Ukrainian.

**Counties:** Walla Walla, Benton, Franklin, Yakima, Kittitas

## Events

- Immigrant Safety Event
- College preparedness family event
- Advocacy Group Event
- Community Leader Events
- Meeting with Religious Leaders

## Outreach Tactics

- Tabling at events
- Social Media Campaigns (FB & IG)
- Tabling after religious services
- Flier distribution at fruit packing companies

**Number of People Reached:** 500+

Protect What Matters Most  
**Your Health Protects Your Family**

Health insurance gives your family access to regular check-ups, urgent care, and mental health services.

Enroll today for peace of mind and care when you need it.

[Learn More](#)

More info  
[www.wahealthplanfinder.org](http://www.wahealthplanfinder.org)

**Affordable Health Coverage for Everyone in WA!**

Did you know that Cascade Care health plans cover essential services before you meet your deductible? This means you can access:

- 1 PRIMARY CARE VISITS
- 2 PREVENTIVE CARE
- 3 MENTAL HEALTH SERVICES
- 4 URGENT CARE
- 5 GENERIC PRESCRIPTIONS

08:00  
Tuesday, November 1

CASCADE CARE

[www.wahealthplanfinder.org](http://www.wahealthplanfinder.org)

**PLANES ASEQUIBLES GRANDES BENEFICIOS**

[www.wahealthplanfinder.org](http://www.wahealthplanfinder.org)

1-855-923-4633

ATENCIÓN PREVENTIVA GRATUITA.  
PLANES PARA TODOS LOS PRESUPUESTOS.  
AYUDA FINANCIERA PARA MUCHOS.

CENTRAL WASHINGTON  
**JUSTICE FOR OUR NEIGHBORS.**

# Oasis

**Communities Served:** México, Central and South America including Guatemalan and Mexican indigenous communities.

**Languages Spoken by Community:** Spanish, Mixteco, Triqui, Awakateko, Chalchiteco, and Mam.

**Counties:** Skagit & Whatcom Counties

## Events

- 2 Health Resource Fairs
- 7 Community informational sessions
- Meeting with indigenous community leaders

## Outreach Tactics

- Visiting businesses to talk with employees
- Tabling events
- Door-to-door canvassing
- Social media
- Online videos in Latin American indigenous languages

**Number of People Reached:** 448



# United Territories of Pacific Islanders Alliance (UTOPIA)

**Communities Served:** Marginalized groups such as sex workers, houseless communities, families in need, and individuals across all age ranges, including youth, young adults, and elders.

**Languages Spoken by Community:** Samoan, Tongan, Fijian, Spanish, French, Portuguese and Pashto.

**Counties:** King County, Thurston County, Pierce County.

## Events

- Health fairs
- Trunk or Treat event

## Outreach Tactics

- Decorated Org Truck
- Tabling at local community colleges (Highline, Green River, etc.)
- Library outreach programs
- Social media posts & videos

**Number of People Reached:** 10,699



# Entre Hermanos



**Communities Served:** LGBTQ Latine

**Languages Spoken by Community:** Spanish, Maya K'iche, Mam, Pur'hepecha, Mixteco bajo, Sahim Sau, and Mixteco Alto.

**Counties:** King, Pierce, Snohomish, Island, Skagit, Yakima, Franklin.

## Events

- Community forum
- Outreach event at SeaMar Clinic

## Outreach Tactics

- Created & distributed community specific fliers
- Recorded short radio promo
- [Radio Interview](#) with a Navigator
- Social media posts

**Number of People Reached:** 17,852+

**ENTRE HERMANOS** | **washington healthplanfinder**  
¡Ahora para todos!

### Cobertura Medica para Todos

Si vives en el Estado de Washington, ahora puedes aplicar para comprar un seguro médico.

- ✓ NO necesita ser Ciudadano
- ✓ Personas Indocumentadas pueden aplicar
- ✓ Personas con DACA pueden aplicar
- ✓ Toda la familia incluyendo menores puede aplicar

Visita el sitio y aprende como aplicar  
[www.wahealthplanfinder.org](http://www.wahealthplanfinder.org)  
Llame al 1.855.289.4503

Inscripciones abiertas de  
Noviembre 1, 2024  
hasta Enero 15, 2024

**ENTRE HERMANOS** | **washington healthplanfinder** | **SeaMar Community Health**

### ¡COBERTURA MÉDICA Y DENTAL PARA TODOS!

¡SI VIVES EN EL ESTADO DE WASHINGTON, AHORA PUEDES INSCRIBIRTE PARA PODER COMPRAR UN PLAN MÉDICO Y DENTAL!

ENTREVISTA CON ANA HOWE, RESPONDIENDO PREGUNTAS SOBRE LAS INSCRIPCIONES EN WA HEALTH PLAN FINDER.

MIÉRCOLES 18 DE DICIEMBRE 5PM  
A LAS 5PM VISITA NUESTRA PAGINA DE FACEBOOK Y YOUTUBE @ENTREHERMANOSSEATTLE

**Sea Mar Community Health Center** | **washington healthplanfinder**

## OPEN ENROLLMENT

November 1, 2024 - December 15, 2024

Do you need...

- ✓ Health Insurance?
- ✓ To Renew Your Health Plan?
- ✓ To Report a Life Change?

Visit your nearest **Sea Mar Medical Clinic** to speak with a Customer Service Representative to select a health and dental plan by **December 15, 2024** for coverage beginning **January 1, 2025**

### Call 1.855.289.4503

You can also visit [www.seamar.org/open-enrollment](http://www.seamar.org/open-enrollment) for more information.

# Ensemble of Washington

**Communities Served:** Nigeria, Somalia, Ethiopia, Sudan, Morocco, Rwanda and the Democratic Republic of Congo as well as immigrants from Latin America, Europe, and Asia.

**Languages Spoken by Community:** Swahili, Hausa, Yoruba, Oromo, Amharic, Igbo, Zulu, Shona, Bambara, Fulani, French, English, Portuguese, Spanish, Arabic.

**Counties:** King County, Snohomish, Kittitas, Pierce, and Spokane.

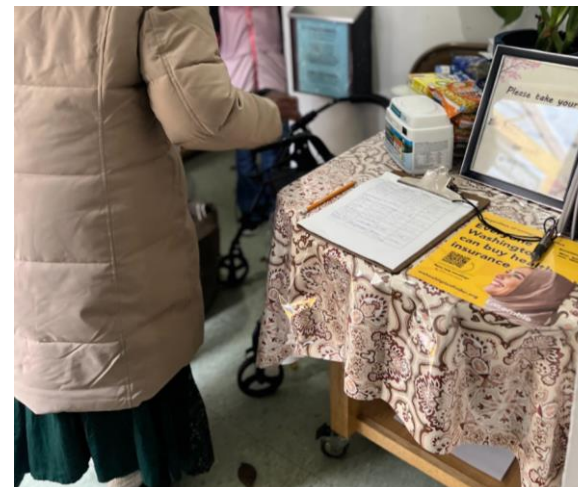
## Events

- Building Bridges Anniversary Brunch
- Taste of Africa Event

## Outreach Tactics

- HPF flier distribution at local restaurants
- Canvassing at large BIPOC apartment complexes
- Tabling at health fairs
- Outreach at mosques, churches, African grocery stores
- YouTube videos
- Social media posts
- Email outreach campaigns

**Number of People Reached:** 60,000+



# WA West African Center



**Communities Served:** African countries

**Languages Spoken by Community:** Mandinka, Yoruba, Fulani, Igbo, Wolof, Twi, French, Jola, Fanti, Sarahuleh, Bambara, Hausa, French, Arabic, Creole etc.

**Counties:** King, Clark, Snohomish, and Pierce.

## Events

- “Stories that connect us” event in conjunction with Sno-Isles Library
- Food distribution event
- Holiday Resource Fair
- Liberian Community End of Year Event
- Malawian Community End of Year Party

## Outreach Tactics

- Outreach at African owned businesses & grocery Stores
- Creation & recording of African skit in various languages
- 10+ health literacy videos (in different languages)
- Social media posts

**Number of People Reached:** 10,000 +

GET ACCESS TO HEALTH INSURANCE NOW,  
REGARDLESS OF YOUR IMMIGRATION STATUS.

Don't be scared. Your information will not be shared with anyone including immigration. So apply now.

[wahealthplanfinder.org](http://wahealthplanfinder.org)

Call the Washington West African Center  
**213-215-9232**  
[www.wawac.org](http://www.wawac.org)

Get access to Health Insurance now, regardless of your Immigration Status!

Get access to Health Insurance now, regardless of your Immigration Status!

# Muslim Community Network Association (MCNA)

## MCNA

Muslim Community Network Association  
[www.MuslimCNA.org](http://www.MuslimCNA.org)

**Communities Served:** Somalia, Syria, Iraq, Yemen, Sudan, Egypt, India, Pakistan, Ethiopia, Eritrea, Gambia, Afghanistan, and others.

**Languages Spoken by Community:** Somali, Arabic, Dari, Pashto, Urdu, Amharic, Tigrinya, and English.

**Counties:** Statewide. Strong presence in King county.

- **Events**
- Health Fairs at several Islamic Centers & Mosques statewide

### Outreach Tactics

- Flier distribution at 20 Mosques + Islamic Centers
- Posted fliers on bulletin resource boards
- WhatsApp group messaging & flier sharing in different languages

**Number of People Reached:** 4,000+



# Korean Community Service

**Communities Served:** Korean

**Languages Spoken by Community:** Korean and English.

**Counties:** King County

## Events

- Korean Consulate Crisis response event
- Community Health Networking Event
- Food Bank Distribution Events
- Seattle Korean Association Year End Event

## Outreach Tactics

- Tabling at Bellevue Korean School
- Workshops for parents
- Community resource events at local libraries
- Website posts & blogs
- Visited & spoke with 60 local small businesses
- Tabling at local Asian grocery store
- Placed articles in Korean newspaper, radio & tv outlets

**Number of People Reached:** 3,600



# APPENDIX

# Appendix – CBO Resources

## Washington West African Center

1) Held an Insurance Application & Vaccination Clinic on Dec 21<sup>st</sup>

Event video invite: [OUTREACH FOR THE WAWAC INSURANCE APPLICATION AND VACCINATION EVENT ENGLISH - YouTube](#)

2) Created Open Enrollment Videos (in English, French + several African languages):

- ▶ English: [https://youtu.be/GWSZQdsApl0?si=ZLL\\_CgPbtujPTxOZ](https://youtu.be/GWSZQdsApl0?si=ZLL_CgPbtujPTxOZ)
- ▶ French: <https://youtu.be/qNONyENJWQY?si=qG7ylyJUZ1K0ZzRr>
- ▶ Fantee: [https://youtu.be/r6X3QrtT1gQ?si=\\_8HmXlxXKs48fpW7](https://youtu.be/r6X3QrtT1gQ?si=_8HmXlxXKs48fpW7)
- ▶ Wollof: [https://youtu.be/AzZrX\\_ERBuM?si=J7nKErLnWcsJN4e7](https://youtu.be/AzZrX_ERBuM?si=J7nKErLnWcsJN4e7)
- ▶ Mandinka: <https://youtu.be/VI3VoK4322c?si=cfkjidBqXYAbMBae>
- ▶ Fula: <https://youtu.be/-nukpyn5xBY?si=Chd0PDbOFGCoiEts>

3) Taped a “skit” relaying the importance of health insurance to community members – CBO leaders felt this was a powerful and culturally appropriate way of relaying info.

- ▶ <https://youtu.be/rGsdO1OqDq0?si=j63rVHGhaLtyHvgN>

# Appendix – CBO Resources

## Oasis

HPF + Health Insurance Literacy Videos in Indigenous Latin American Languages

- Awakateco- From Guatemala  
<https://drive.google.com/file/d/1beul1MM8DT0UYtSathnUONQluu8z4mrH/view?usp=sharing>
- Mam- From Guatemala  
[https://drive.google.com/file/d/1UBZbmiQXY4z\\_umFxFt\\_WeB262rdV0AEG/view?usp=sharing](https://drive.google.com/file/d/1UBZbmiQXY4z_umFxFt_WeB262rdV0AEG/view?usp=sharing)
- Mixteco- From Guerrero, México  
[https://drive.google.com/file/d/1eiGQrjkSoiDyf1ixd6e3w4v\\_KXGycsek/view?usp=sharing](https://drive.google.com/file/d/1eiGQrjkSoiDyf1ixd6e3w4v_KXGycsek/view?usp=sharing)
- Mixteco- From Oaxaca, México  
<https://drive.google.com/file/d/1QQkXY0bFtp0m22X33YNWyyMhM9OgSkNU/view>

# Appendix – CBO Resources

## **Ensemble**

Created short videos on Washington Healthplanfinder and open enrollment in Yoruba, Amharic, Lingala, Tigrinya, Arabic, French, Swahili, and Spanish.

- ▶ Videos here: [Ensemble Washington – YouTube](#)

## **WAISN**

- ▶ Listed WA Healthplanfinder several places in [WAISN Resource Finder](#)
- ▶ DACA Video: <https://m.youtube.com/shorts/hujW-qCoIXM>



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# Small Group Discussion

Exchange Health Equity TAC | April 09, 2025



# Public Comment



# Adjourn

**Next Meeting**

**June 11, 2025**

1:00 pm – 2:30 pm