

Immigrant Health Board Outreach Update

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Immigrant Health Outreach (July 2022 - June 2024)

Listening Sessions (July – Oct 2022)

Landscape Scans (Oct –Jan 2023)

Health Literacy Education Campaign
(February – June 2023)

Multicultural/Multilingual Media Campaign
(Oct 2023– Jan 2024)

Community Led Art Projects
(February – June 2023)

Vida's Education and Outreach Campaign

Women and Minority-owned multicultural marketing firm

The Vida Agency

Extensive experience creating tailored messaging for diverse populations

Health Literacy Campaign

- Culturally Responsive
- Available in over 24 languages
- Informed and reviewed by community
- Emphasized health insurance literacy, privacy, affordability (topics highlighted by community as critically important)

Media Campaign

- Multilingual
- Culturally appropriate
- Leveraged media outlets and platforms most utilized by immigrant populations
- Contributed to 100,000+ views of IHC landing page & 13 million impressions

CBO Outreach Campaign

- Engaged CBO's that reach diverse immigrant populations
- Allowed HBE to connect with new communities
- Leveraged "Trusted Messengers"
- Expanded navigator network

1 in 4 undocumented individuals in WA explored their coverage options on *Washington Healthplanfinder*

CBO Outreach



Charla comunitaria *Public Health - Seattle and King County*



▶ Queremos saber de usted

En *Public Health - Seattle and King County* queremos asegurarnos de que puede recibir los servicios de salud que necesita. Acompáñenos para exponer sus experiencias sobre el uso de servicios de salud y las opciones actuales de seguro de salud. Queremos saber qué es lo más importante para usted en lo que se refiere al cuidado de su salud.



▶ Acerca del evento

Fecha:

Hora:

Lugar:

Más información:

Los asistentes recibirán una tarjeta de regalo Visa
con \$90

Se pueden ofrecer otras formas de remuneración

wahealthplanfinder.org
1-855-WAFINDER | 1-855-923-4633



Chương Trình Trò Chuyện Cộng Đồng *Public Health - Seattle and King County*



▶ Chúng Tôi Muốn Nhận Được Thông Tin Của Quý vị

Public Health - Seattle and King County muốn bảo đảm quý vị có thể nhận được dịch vụ chăm sóc sức khỏe mà quý vị cần. Hãy tham gia cùng chúng tôi để chia sẻ kinh nghiệm của quý vị về việc sử dụng dịch vụ chăm sóc sức khỏe và các tùy chọn bảo hiểm sức khỏe hiện tại. Chúng tôi muốn biết điều gì là quan trọng nhất đối với quý vị khi nói đến dịch vụ chăm sóc sức khỏe của quý vị.



▶ Giới Thiệu Về Sự Kiện

Ngày:

Giờ:

Địa Điểm:

Để Tìm Hiểu Thêm:

Người tham dự sẽ nhận được Thẻ Quà Tặng Visa
trị giá \$90

Các khoản đền bù khác có thể hiện có

wahealthplanfinder.org
1-855-WAFINDER | 1-855-923-4633



Top Reported Access Barriers



Affordability



Mistrust of government and government websites



Health literacy & language access

Value of Trusted Messengers

Community based organizations have:

- Established trust with community
- Proven outreach success with diverse populations
- Understand their community's needs and communication styles

HBE allotted 100K to support these trusted messengers in sharing QHP Expansion messaging and information with their communities.

CBO Outreach

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

Applications Received	CBOs Chosen	Total Distributed
61	9	\$94,000*

*\$6K reserved for printing costs

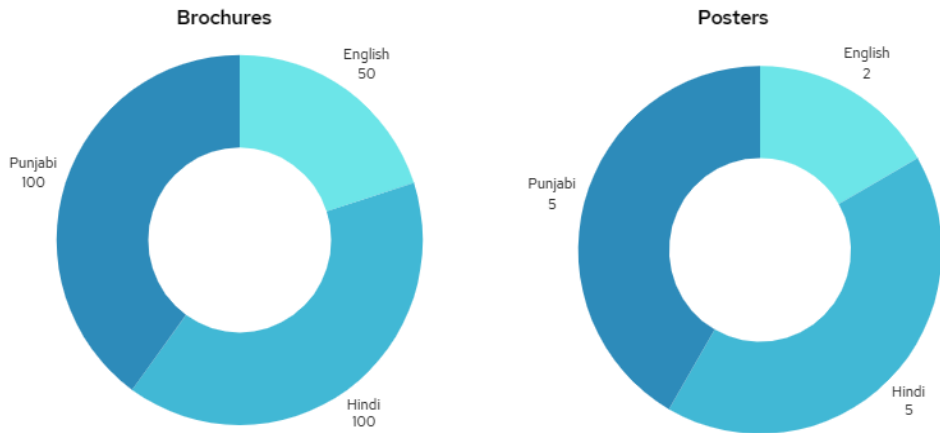
Counties Served	Languages Represented	Events Hosted	People Reached
16	37	175	46,000

% of Population the CBO Serves that's Undocumented	
Organizations	%
Indian American Community Services	25%
Pacific County Immigrant Support	85%
Mother Africa	10%
Pacific Islander Health Board of Washington	50%
Pierce County Project Access	70%
Empower Next Generation	80%
Latinos En Spokane	75%
Haitian Community Development of PNW	70%
Ireta P'urhepecha	75%

Indian American Community Services

Brochures & Posters Distributed by Language

English Punjabi Hindi



Communities Served: Asian Indian Immigrants

Languages Spoken by Community: Punjabi, Hindi, Telugu, Gujarati, Tamil, Malayalam, Marathi

Results

Number of Events

In-person – 7
Online & Virtual – 8

Number of People Reached

15,455 individuals

Outreach Tactics

Presentation (in-person/virtual)
Word of mouth
Canvassing
Facebook
Newsletter
Library



Indian American
Community Services



Pierce County Project Access

Results

Number of Events

In-person – 92
Online & Virtual

Number of People Reached

~ 3,200 individuals

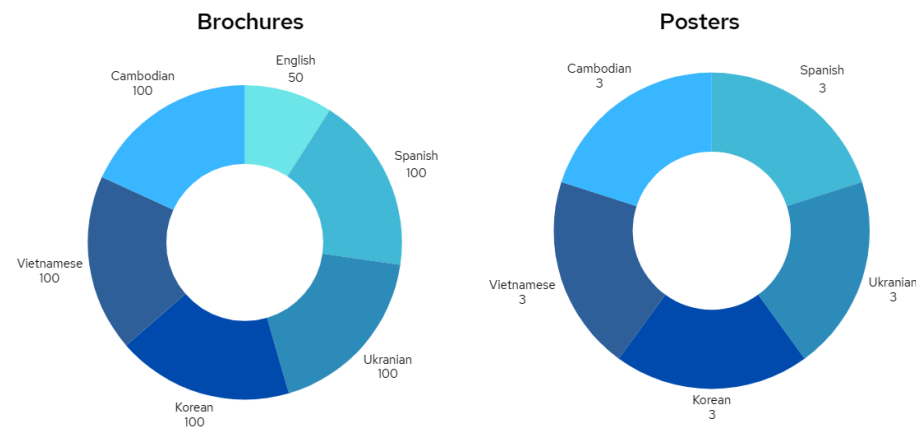
Outreach Tactics

Mail
Canvassing
Email Campaigns
Social media
Website



Brochures & Posters Distributed by Language

English Spanish Ukrainian Korean Vietnamese Cambodian



Communities Served: Latino, Pacific Islander, Eastern European, and Asian Immigrants.

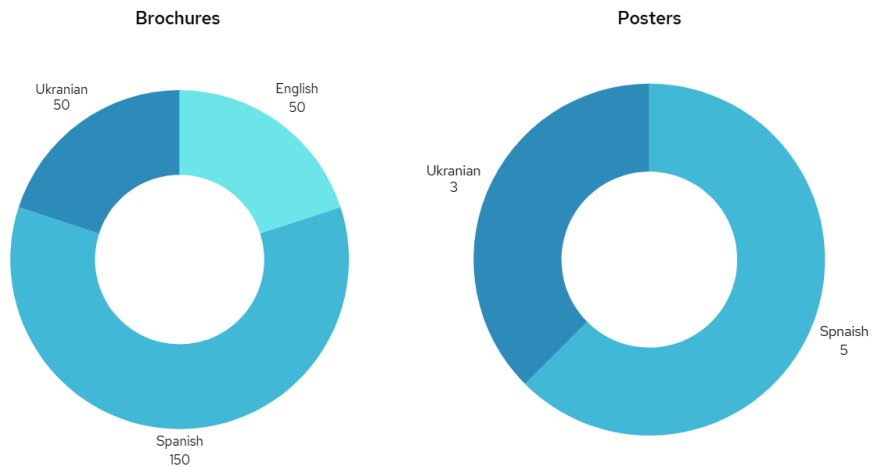
Languages Spoken: Spanish, Korean, Vietnamese, Ukrainian, Tagalog, Cambodian, Swahili



Ireta P'urhepecha

Brochures & Posters Distributed by Language

English Spanish Ukranian



Communities Served: Indigenous communities from Mexico, Central & South America

Languages Spoken: Spanish & Indigenous Languages (Mixteco Bajo/Alto, Kichwa)



Results

Number of Events

In-person - 6

Number of People Reached

485+ individuals

Outreach Tactics

Presentations
Community Events
Social Media

Analytics

of views: 120

of likes: 4



Immigrant Health Murals





Immigrant Health Coverage Murals

Artists: Represent immigrant communities

Two Murals: East Side & West Side

Vision created by artist; artwork co-created by community

***Goal:** Share awareness and excitement over the new coverage expansions with diverse communities.*

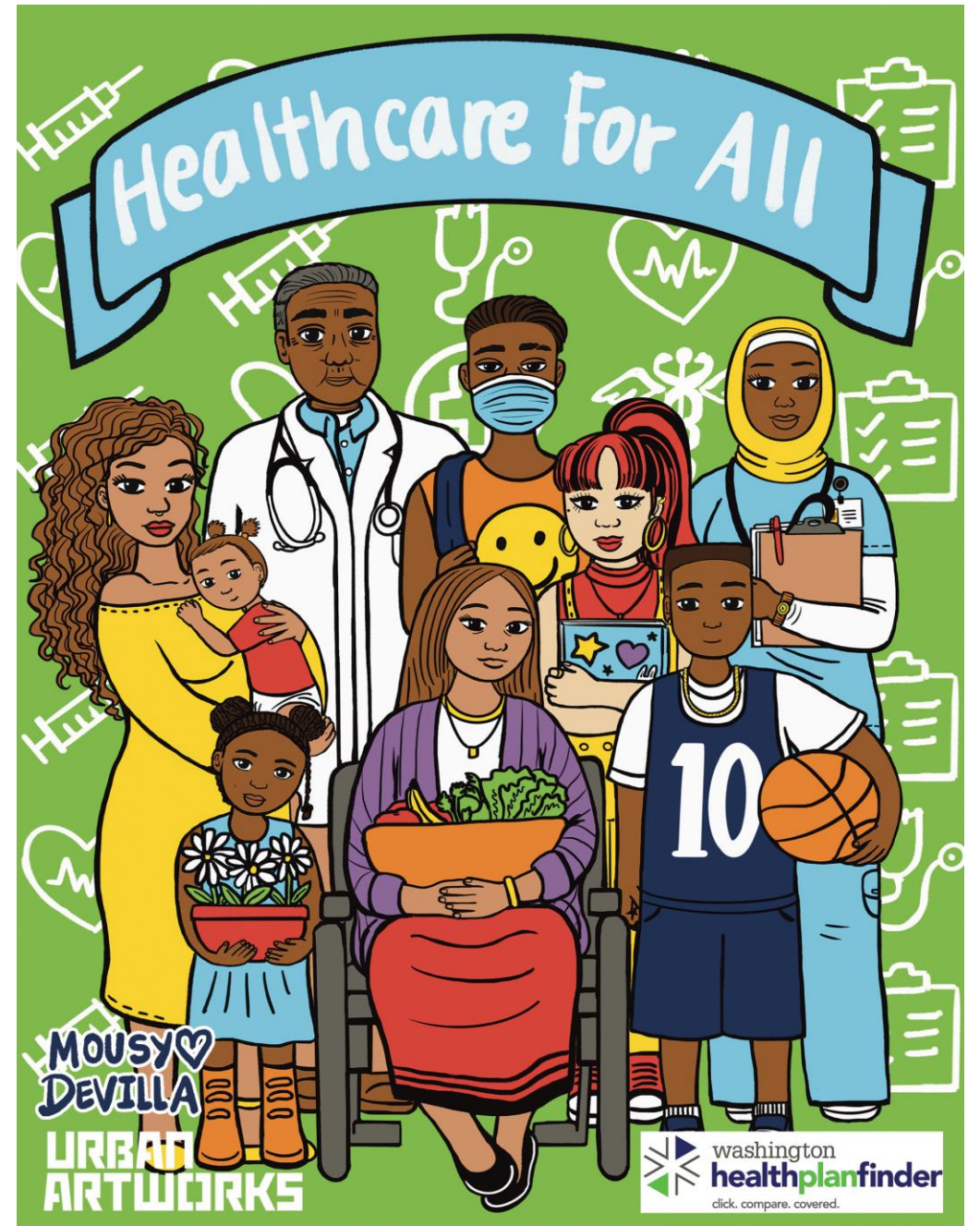
Art Mural #1- Yakima

Artist: Cecilia DeLeon - "Mousy"

Location: Granger Medical Center,
Yakima Neighborhood Health Services

Co-created in studio on April 13th,
installed onsite on May 30th.

"The news of healthcare access being available to our neighbors is something I believe will be life changing for many in Washington. I feel it is important to spread the word in many languages and formats such as art." ~ Cecilia DeLeon





Art Mural #2- Seattle

Artist: Ivy Lui

Location: Refugee Women's Alliance,
Beacon Hill, Seattle.

Created & installed onsite by artist &
community on May 15th.

"By raising awareness of HPF, hopefully my artwork sparks curiosity and aids immigrant communities in feeling welcomed, included, and shows that HPF is a safe tool for these communities." ~ Ivy Lui "Mousy"





How HBE is supporting HCA in Apple Health Expansion (AHE)

- Participating in HCA's Community Engagement Advisory Committee
- Supporting the creation of program & health literacy materials
- AHE specific trainings for Navigators/Brokers
- Outreach to customers auto-transitioning from QHP to AHE
- Outreach to ~20,000 customers who explored options on HPF and appear AHE eligible.

Data & Opportunity

Since Nov. 1, 2023:

- 24,000 individuals applied for coverage on *Washington Healthplanfinder*
- 100,000 undocumented individuals in the state (OFM)

= *Approx. ¼ of uninsured undocumented population is in WA Healthplanfinder*

Individuals expected to be served by QHP's + AHE:

Approximate number of customers enrolled in QHP: 2,200

Customers estimated to be served Apple Health Expansion with current level of funding: 13,000

= 15,200

* Biggest barrier likely affordability with 95% of applicants <250%FPL



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healthbenefitexchange
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www.wahealthplanfinder.org | www.wahbexchange.org | 1-855-923-4633