

Health Insurance Literacy Initiative (HILI) Status

October, 2015

Partnerships

Professional Development for Navigators

Seedco

HILI members, **Maria Pippidis** and **Virginia Brown** conducted professional development. For 16 navigators who work with SEEDCO, Inc. on July 21. SEEDCO is one of Maryland's connector organizations charged with enrollment through the marketplace exchanges. SEEDCO serves the 7 counties of the Maryland Upper Shore and Hartford Counties.



Virginia Brown spoke to the Howard County Local Health Improvement Coalition on July 23. The purpose of the LHIC, made up of 30 organizations and community groups, is to improve the health of all residents with particular attention to health disparities. The local coalition is part of the Maryland State Health Improvement Process.

She introduced the 13 attendees to the array of *Smart Choice* and *Smart Use Health Insurance*® Programs UME has to offer to consumers and enrollment assistants.


HealthyHoward

Mia Russell and **Virginia Brown** conducted a professional development program for 12 navigators from the Healthy Howard Doors to Health Care in Howard County on August 11. The program grew out of other partnering activities with the program's host.


RAEN Rural Action Enrollment Network

Lynn Little and **Lisa McCoy** conducted professional development for the Rural Action Enrollment Network on September 24. Participants included **X#** navigators and assisters from 26 counties in western Maryland, West Virginia and Pennsylvania. This training is part of an agreement with the RAEN to do both professional development and consumer workshops.

Funding for the work comes from HRSA, the Health Resources and Research Administration of the U.S. Department of Health and Human Services. RAEN was initially financed by the Maryland Rural Health Association.

MACO Contact Produces Meeting With HILI

- ✓ New HILI brochures.
- ✓ UME administrators include in
- ✓ Exhibit at MACO conference.
- ✓ Representatives of the Maryland Health Benefit Exchange sees brochures and talks to administrators.
- ✓ Contact information shared with HILI Team.
- ✓ Invitation issued to MHBE to meet with HILI team October 9.
- ✓ Agree to work together to partner to help Marylanders.

Thanks UME for exhibiting our program.

Extension Partners

Texas A&M AgriLife Extension included the *Smart Choice* program in request for funding to the Personal Finance Foundation. If awarded, HILI will provide professional development and training.

University of Idaho Extension also included the program in a request for funding for teaching prisoners in the transitional living program. The consumer education will help them understand how to get health insurance after they are released.

Scholarship

HILI Article In Top Five for 2014

Understanding health insurance literacy: A literature review was authored by Jinhee Kim, Bonnie Braun and Andrew Williams and published in the Family and Consumer Sciences Research Journal, fall, 2013.

Wiley Publishing released article-level metrics revealing the article was # 2 in 2014. Each article is scored on the quality of attention it receives via social media, in newspapers and magazines.

Strong evidence that HILI is adding to the body of knowledge and its work being recognized.

Results of 2nd Pilot Team Reveal that *Smart Choice* produces positive Change

Using a reduced set of measurements, 22 Certified Educators from 7 states provided evidence from 422 participants in 61 workshops. Statistical analysis revealed increases in confidence and capacity. See report at:

Personnel

Allison Roe joins the team as part-time Project Coordinator. For two years, Allison has done all of the data processing for the two pilot tests. **Lynn Little** retired on July 1. She rejoined the Team September 1 as Curriculum Coordinator.

Acknowledgement

This health insurance literacy initiative was developed with funding from University of Maryland Extension, the College of Agriculture and Natural Resources, and University of Delaware Cooperative Extension.

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