Health Insurance Literacy Initiative

13,000 UMD Staff, Faculty and Administrators Alerted to Availability of *Smart Choice Health Insurance Workbook*

David R. Reiger, Assistant Director for Benefits, University Human Resources, sent an email the week before the close of open enrollment to the UMD community informing them of the *Smart Choice Health Insurance Consumer Workbook*. This cooperation was essential to informing UMD consumers who choose insurance from the options provided by the state of Maryland. Thank you, Dave.

**Consumer Workshops**
A total of 189 consumers participated in workshops conducted by our UME team of Bonnie Braun, Lynn Little, Virginia Brown and/or Mia Baytop Russell in September and October. Many of the workshops were for UME staff, educators and/or administrators to help them during the open enrollment period for our group state health insurance plans.

**Extension Educator Trainings and Certifications**
Two-day trainings were held in College Park, MD, Beltville, MD, St. Louis, Mo and Portland, OR.

Sixty-five Extension educators were trained and are certified to teach the *Smart Choice Health Insurance* curriculum. Additional workshops are planned for Minnesota, Colorado and Kansas.

Quote: “I found it {the training} very helpful, very thorough”.

Class 1, August 2013

Class 2, October 2013

Class 3, October 2013

Class 4, October 2013
Smart Choice Publicity
Thanks to Sara Gavin for this article:

UMD Empowers Americans to Make Smart Choice about Health Insurance

The Diamondback Posted on October 14, 2013

Look Who Tweeted about Smart Choice!

Wallace D. Loh @presidentloh

UMD Empowers Americans to Make Smart Choice about Health Insurance | UMD Right Now :: University of Maryland:
http://www.umdrightnow.umd.edu/news/umd-empowers-americans-make-smart-choice-about-health-insurance#.UkN4sQ8M_6k.twitter …

School of Public Health Promotes Smart Choice

Smart Choice Scholarship
Article Published on Ask Health Insurance Literacy

Megan O’Neil, Extension Educator, authored an article in the Journal of Family and Consumer Sciences. The article entitled, “Experts and Technology Cojoin to Encourage Smart Health Insurance Choices,” was released in October. Megan tells the story of the creation and launch of the health insurance literacy Ask an Expert feature as a result of her eXtension fellowship.

The online, nearly real-time question and answer feature supports Smart Choice Health Insurance© and can be accessed at: extension.umd.edu/insure.

Smart Choice workbook to assist health care planners: University of Maryland Extension creates Smart Choice program

The University of Maryland Extension programs are open to any person and will not discriminate against anyone because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry, national origin, marital status, genetic information, political affiliation, and gender identity or expression.
Website:

The website is updated weekly with new material.

The Smart Choice Consumer Workbook is available on the home page for consumers willing and able to complete the worksheets without the guidance of an Extension Educator. 

[Website Link]

Visits to Website Unqiue page views of Insuring Your Health website

The graph below shows the number of unique individuals who viewed the Insuring Your Health website between 8-1-13 through 10-23-13. Although viewership was mostly stagnant since the creation of the site in April, a sharp increase was seen in September and October, coinciding with the opening of healthcare marketplaces nationwide.

Viewership reached its peak on October 7, 2013 with 1,031 unique page views on a single day.

Next Steps

1. Continue to conduct the national training program to prepare state and national Extension Educators and partners to deliver the Smart Choice curriculum.
2. Explore consumer and educator education through electronic media.
3. Test Smart Choice Farm Families component.
4. Begin design of Smart Use of Health Insurance.
5. Partner with navigator entities, insurance and/or medical providers, employers, local agencies and others to educate consumers.
6. Collect and process data for evaluation of program effectiveness and report findings.
7. Enhance web & social media presence.

Acknowledgement

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Initiative Team


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