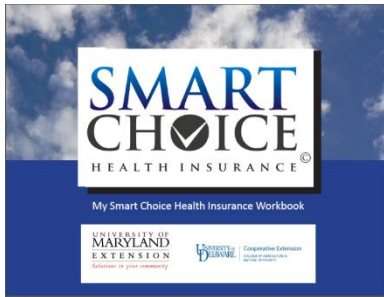


## Health Insurance Literacy Initiative Status

September 2013

### Launch of Smart Choice Health Insurance

*My Smart Choice Health Insurance Consumer Workbook* was released in late September. This is a tool to prepare consumers for making health insurance plan purchases. It is available at: [Extension.umd.edu/insure](http://Extension.umd.edu/insure)



### Extension Educator Training Workshops

The inaugural 2-day training was held on UMD campus in August. There are three more planned for October: Beltsville, St. Louis and Portland.



One training was conducted for Iowa via Adobe Connect as an experiment. We are considering other distance education trainings as well.

### Publicity

With help from Sara Gavin, CANR, and others, the launch of *Smart Choice* is being promoted at national webinars, on discussion boards, the UMD website, to UMD by the Provost; to the School of Public Health by the Dean and via a Tweet from President Loh!

### Consumer Workshops

Three 2-hour consumer workshops were held on the UMD campus for 45 Residential Facilities staff. A Spanish interpreter translated for the speakers. Three consumer workshops were provided for UME staff, faculty and administrators. Lynn Little, Virginia Brown, Mia Baytop Russell, Lynn and Michael are planning an estimated 20 consumer workshops.



### Literature Review Published

The team's review of literature was published in the September issue of the *Family & Consumer Sciences Research Journal*. The publisher, Wiley, agreed to make the article available free of charge during October, Health Literacy month!

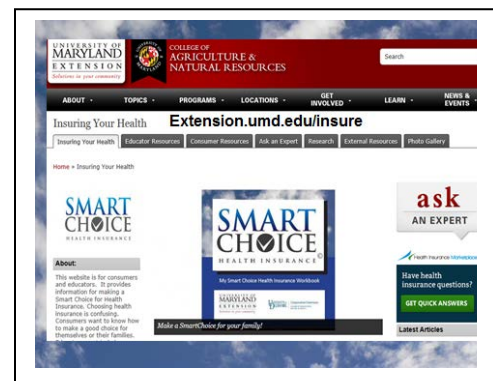


Kim, Braun & Williams. *Understanding Health Insurance Literacy: A Review.*

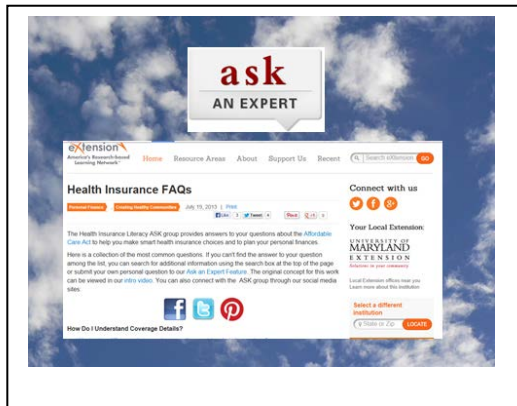
<http://onlinelibrary.wiley.com/doi/10.1111/fcsr.12034/full>

### Website:

The website is updated weekly with new material.

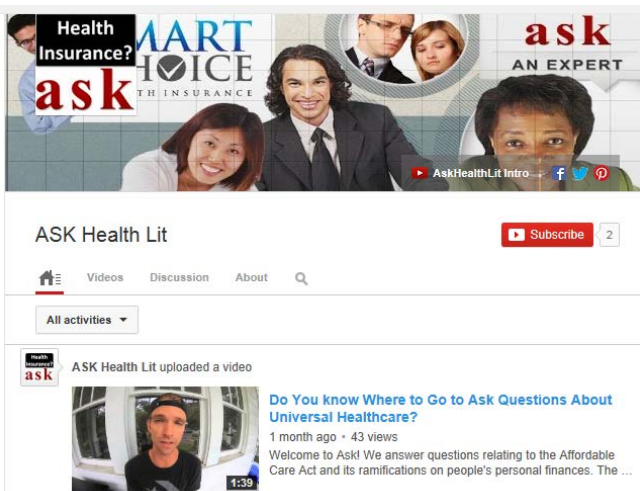


## AskHealthLit Launched



Under the leadership of Megan O'Neil, through her eXtension fellowship, a new *Ask an Expert* site was launched. Items tagged "Affordable Care Act" at eXtension.org outpace all other page views and FAQ views by a factor of about 10 according to data.eXtension.org. Unique page views (first time visitors) are the majority of views demonstrating that this type of content is a leader in bringing new people to and through eXtension.org.

## YouTube video released – 3 more pending



<http://www.youtube.com/channel/UClduzPUarGqh5qZyEa6rUtQ>

Videos can be incorporated into any trainings, websites or social media.

## Social Media



*Smart Choice* is on Facebook and Twitter! So far, a reported 519 like what they see.

## More Scholarly Work

Team members had 3 referred presentations at the all-Extension associations Galaxy conference.

## Next Steps

1. 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:** This health insurance literacy initiative was developed with funding from the University of Maryland Extension, eXtension, the School of Public Health Department of Family Science and the University of Delaware Extension.

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