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

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.

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.

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/UClduzPUarGqh5oZyEa6rUtQ

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.


Contact: Bonnie Braun, bbraun@umd.edu