Health Insurance Literacy Initiative (HILI) Status  Fall, 2017

Program Delivery--Webinars

*Smart Choice Health Insurance™ - Basics*

Virginia Brown, Jesse Ketterman, Lisa McCoy and Maria Pippidis conducted a certified educator training for the *Smart Choice Health Insurance™—Basics* curriculum on August 21 for 24 participants. Newly trained Extension educators are positioned to teach the curriculum during the fall health insurance enrollment period.

In September, Maria Pippidis, Jesse Ketterman and Lisa McCoy conducted a webinar about the *Smart Choice Health Insurance™—Understanding and Estimating Costs* module for 15 consumers and educators.

Bonnie Braun led a multi-state team, funded by a USDA AFRI grant, in designing and delivering an October 10 webinar. *Incorporating Health Insurance and Health Care into Farm and Ranch Viability and Risk Management* involved 93 participating professionals in Extension, accounting, taxes, loans, and health. She and Maria Pippidis, and other members of the team introduced and explained new research and tools for use with farmers and ranchers.

Program Delivery—E-Learning Innovation

*Canvas Course Launched*

In October, the HILI team launched an experiment in certification education through the teaching platform—*Canvas*. Our goal is to make certification available on demand through e-learning. Sarah Radice, Coordinator, provided technical support for the course co-authored with team members Bonnie Braun, Virginia Brown, Jesse Ketterman, Lisa McCoy and Maria Pippidis.

Extension Educators in Kansas, Iowa and Minnesota volunteered to become certified in *Understanding and Estimating Costs* and to pilot test with consumers in their states. They will also be pilot testing the *Canvas* course method. The course is only available through enrollment.

Administrators who want to view the course should contact Bonnie at: bbraun@umd.edu

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Scholarship

Presentation
HILI was represented at the Maryland Rural Health Association by Lisa McCoy and Jesse Ketterman. They presented a peer-reviewed session, *Smart Use Health Insurance™ Understanding and Estimating Costs*, on Thursday, October 5th. Approximately 20 attendees participated.

Articles
Virginia Brown is the lead author of an article reporting on findings from Extension professionals across the nation regarding the extent to which they teach about health insurance. The co-authors are members of the ECOP Health Insurance Literacy Action Team which Virginia chairs.

The HILI team will consider the findings in plans for professional development and educator certification.


Milestone for Health Insurance Literacy Article
Research Gate announced that the first article published from the HILI team reached the milestone of 754 reads and 12 citations. Clearly, our scholarship is receiving attention.


New HILI Tool Released

Program Testing Partnership

Eastern Shore Area Health Education Center
Testing of the *Smart Use Health Insurance™ - Your Health Benefits* module, was completed by 22 participants.

Virginia Brown authored the module. The module received high marks per the report of an external evaluator:
- 100% of them agreed that the time spent on each activity was appropriate
- 96% of the participants agreed that the class was very helpful
- 96% of them learned a lot about the use of the health insurance
- 96% of them agreed that the materials were easy to understand
- 79% of them found the bingo game to be very helpful
- 87% of them found the handouts very helpful

HILI received $5000 for training professionals on the Shore to teach the participants and for consultation.

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, the University of Maryland--College Park and supplemental revenue generation.

Initiative Team:

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