

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**.

Smart Use Health Insurance Certified Educator Training



Smart Choice - Smart Use™ Health Insurance

Understanding and Estimating Health Care Costs

Self-Paced Certified Educator Course

[To begin the course, click here](#)

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

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.

Brown, V., Koonce, J.C., Martin, K., Kiss, E., Katras, M.J., Wise, D. (2017). What Extension professionals say about teaching health insurance: Results from a nationwide survey. *Journal of Family and Consumer Sciences*. V 109(3). 37-44.

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.

Kim, J., Braun, B. & Williams, A.D. (2013, September). Understanding health insurance literacy: A literature review. *Family and Consumer Sciences Research Journal*, 42, 3-13.

New HILI Tool Released

Maria Pippidis authored a peer-reviewed booklet, *Understanding and Estimating Healthcare Expenses*, available at: extension.umd.edu/insure/consumer

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:

University of Maryland Extension -- **Bonnie Braun, Virginia Brown, Ali Hurtado, Jesse Ketterman, Lynn Little, Lisa McCoy, Teresa McCoy, and Sarah Radice**. University of Delaware Cooperative Extension -- **Maria Pippidis**.

Contact: Bonnie Braun--bbraun@umd.edu