

## Health Insurance Literacy Initiative

### Spotlight on Smart Choice

May 2014



Team HILI had a wonderful time at Maryland Day Saturday, April 26<sup>th</sup>. We gave away 100 **My Smart Choice Health Insurance** workbooks and spoke with 260 people about *Smart Choice Health Insurance*<sup>®</sup>. Highlights of the day include:

Virginia Brown was filmed talking about *Smart Choice*;

A high school teacher was excited to use her workbook with students in her life skills class;

Parents talked about their young adult children needing to read the workbook;

Families told stories about their experiences with health insurance;

A woman who works in a doctor's office commented that patients really need to take part in a workshop;

A small business owner asked about setting up a workshop for his employees;

Of all the people who stopped by, an 11-year-old asked us the most challenging questions!

### UMD College of Agriculture & Natural Resources Convocation

*Smart Choice* was featured during the AGNR May 8 Convocation. Lynn Little and Mia Russell shared key features of the curriculum as part of the centennial celebration of the Smith-Lever Act that established Cooperative Extension. *Smart Choice* represents programming for Extension's second century.



### Personal Finance Seminar



On May 14, the HILI team presented an overview of *Smart Choice* during the general session and led a *Smart Choice* workshop for about 80 attendees.

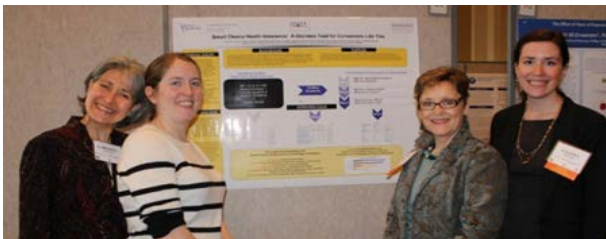
Maria Pippidis, Extension Educator,  
University of Delaware Cooperative Extension

At the IHA Health Literacy Conference in Irvine, CA, attended by 130 professionals, Virginia Brown exhibited the team's poster showing preliminary findings from the *Smart Choice* pilot test. Bonnie Braun presented *Smart Choice* as an invited plenary session speaker.



Bonnie Braun answers questions as the CDC's Cynthia Bauer listens.

## UMD Public Health Poster Symposium



Left to right: Chris Garcia, Virginia Brown, Bonnie Braun and Amanda Ginter

A poster about *Smart Choice* was exhibited April 8 at UMD Public Health Poster Session. The event drew nearly 600 people.



Results of a six-month pilot test of the *Smart Choice Health Insurance*® consumer workshops were shared during a national webinar on April 10. The webinar, hosted by the eXtension Creating Healthy Communities Community of Practice, can be seen on YouTube at:

<http://www.youtube.com/watch?v=2mMHv1F2Yyo>

## Certified Educators Smart Choice Testimonials on YouTube



<https://www.youtube.com/watch?v=ihlgy43tQVO>

## Initiative Team

University of Maryland Extension-- Bonnie Braun, Virginia Brown, Shannon Dill, Amanda Ginter, Jinhee Kim, Lynn Little, Teresa McCoy, and Mia Bayhop Russell; UMD Residential Facilities, Christine Garcia; and the University of Delaware Extension--Maria Pippidis.

**Contact:** Bonnie Braun, [bbraun@umd.edu](mailto:bbraun@umd.edu)