

Health Insurance Literacy Initiative (HILI) Status

June 2014



Smart Choice Included in USDA Grant Proposal

Little research or outreach has focused on understanding how the Affordable Care Act will influence the way farm and ranch families structure and grow their enterprises, manage risk and balance labor resources.

The HILI team was invited to join with other states in a proposal to the USDA's Agriculture Food and Research Initiative. *Linking Health Care Reform to Economic Development in the Agriculture Sector* was developed by a multi-disciplinary, multi-state team.

If the proposal is funded, the study will provide research findings to support the *Smart Choice—Farm Families* curriculum.

Smart Choice included in HHS Office of Minority Health Grant Proposal

The Asian American Center of Frederick worked with the HILI team to seek funding to support *Smart Choice* workshops conducted in partnership during 2014 and 2015. The workshops will target minority populations in Frederick County. The workshops will precede enrollment by the Centers navigators.



Smart Choice Receives National Award

The American Association of Family and Consumer Sciences presented the 2014 Family Economics Resource Management Community Education Award to the HILI team for *Smart Choice Health Insurance®*. The award included a \$1000 check.



Bonnie Braun accepted the award and check at the annual meeting in St. Louis.

Smart Choice Shared at White House

Patricia Maynard, UME FCS educator, was recently invited to the White House. Three other FCS educators attended. They presented a copy of the workbook and bookmark to the President's Outreach Coordinator, Carri Twigg. The UME delegation reported Carri was intrigued and said she would share the information with her healthcare counterpart. What a wonderful opportunity to share!



Mia Russell, Patricia Maynard, Nancy Lewis, Vanessa Bright



Patricia listens as President Obama speaks

Class 6--17 Educators Certified

Colorado State University Extension hosted a training June 2-3. Educators attended from Colorado, Florida, Idaho, Kansas and Montana. The state FCS leader was one of those certified. Potential collaborators from the Connect for Health CO, including three navigators, the Community Foundation, and the Colorado Division of Insurance attended. Colorado will be exploring partnerships in the coming weeks.



Class 6

Smart Choice Invited to Enroll America Conference

Bonnie Braun was invited to present the case for using Extension's *Smart Choice Health Insurance*® in partnership with *Enroll America* workers at the 2014 "State of Enrollment: Getting Americans Covered" conference in Washington, D.C. The standing room-only session drew interest among attendees wanting to partner with Extension.



Say What? Many Patients Struggling to Learn the Foreign Language of Health Insurance.

Bonnie Braun was quoted in a recent article about the struggle consumers have with health insurance terms. Original is located at:

<http://www.kaiserhealthnews.org/Stories/2014/June/16/Many-Patients-Struggling-To-Learn-The-Foreign-Language-Of-Health-Insurance.aspx>

SCHOLARSHIP

Smart Choice Case Study Approach Featured in Forthcoming Journal

The *Forum for Family and Consumer Issues*, a refereed e-journal, will publish: "Effective Case Studies: Making a *Smart Choice Health Insurance*® decision." Authors are: Mia Baytop Russell, Lynn Little and Maria Pippidis. Later this summer, the article can be retrieved and read at: <http://ncsu.edu/ffci/publications/>.



Congratulations to HILI Team Member



Mia Russell, FCS Educator, received the Mary Faulkner Scholarship from the Maryland Association of Family and Consumer Sciences to support her graduate studies.

The Scholarship is a \$1000 award given annually to an outstanding student who is working toward a degree in a field related to family and consumer sciences.

Acknowledgement: This health insurance literacy initiative was developed with funding from the University of Maryland Extension, eXtension, the College of Agriculture and Natural Resources, eXtension and the University of Delaware Cooperative Extension.

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