

Health Insurance Literacy Initiative (HILI) Status

Spring, 2017

New Logo for Smart Choice and Smart Use Health Insurance

Look above at the new combined logo released in March. The new logo will permit promotion of our comprehensive *Smart Choice* and *Smart Use Health Insurance*™ programming.

Launch of First Consumer Webinar Series

The team is launching a series of *Smart Use and Smart Choice Basics* webinars between April and November 2017. The teaching team includes our newest members, **Ali Hurtado**, **Jesse Ketterman**, and **Lisa McCoy** as well as **Virginia Brown** and **Maria Pippidis**, UDEL Cooperative Extension. See the promotional flyer on the next page.

Also new will be webinars taught in Spanish. Ali will be using the newly translated, *Smart Use: Smart Actions* materials made available through the UMD College Park "Moving Maryland Forward" grant.

Partnership Development

Eastern Shore Area Health Education Center (ESAREC)



HILI team members, under the leadership of **Virginia Brown**, are educating additional members of ESAREC to teach the Smart Use module—*Your Essential Health Benefits*.

Initiative Team: University of Maryland Extension -- **Bonnie Braun**, **Virginia Brown**, **Ali Hurtado**, **Jesse Ketterman**, **Lynn Little**, **Lisa McCoy**, **Teresa McCoy**, **Sarah Radice** and **Chenzi Wang**
University of Delaware Cooperative Extension – **Maria Pippidis**

Contact: Bonnie Braun, bbraun@umd.edu

Scholarship

With USDA AFRI grant funding, a survey of farmers and ranchers was launched in February. The survey is focused on health, health care and health insurance. The study is led by the University of Vermont.



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

UME Extension Agriculture educators helped to promote the survey across Maryland. Maryland results will be available in late spring.

Bonnie Braun serves on the research team and is leading a multi-state team in development of *Smart Choice-Smart Use* educational materials targeting farm and ranch owners, operators and families. The materials be released in the fall of 2017.

Healthy Living \$5000 Grant Awarded

Led by **Ali Hurtado** and **Jesse Ketterman**, HILI will use these funds to engage millennials in a participatory research study. Millennials will participate in focus groups and other means of co-creating educational materials and e-learning delivery to improve decision-making.

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 gen



Knowing how to choose and use your health insurance will make you a smart health insurance consumer. Participate in these webinars to learn more.

Smart Use Health Insurance

Smart Actions

April 19 or 25, 2017 (English)

1:00-2:30pm

OR

April 20, 2017 (Spanish)

2:00-3:30pm

Identifies smart actions that will help you become a Smart User of health insurance.

Smart Use Health Insurance

Your Health Insurance Benefits

June 13 or 19, 2017 (English)

1:00-2:30pm

Provides strategies for understanding, getting and using your health insurance benefits.

Smart Use Health Insurance

Understanding and Estimating Health Care Costs

September 7 or 18, 2017 (English)

1:00-2:30pm

Helps you better understand and estimate your health care expenses so you can plan for future health care costs.

Smart Choice Health Insurance

Basics

October 29 or November 1, 2017 (English)

1:00-2:30pm

Increases your understanding of health insurance and provides strategies for selecting a health care plan that will meet your health care needs and fit your spending plan.

Webinars are Free

To register and for more information, please visit:

<https://extension.umd.edu/insure> or <https://tinyurl.com/SmartUseWebinars>