

## Health Insurance Literacy Initiative (HILI) Status

May 2015

### Certification Continues

#### Idaho, Arkansas and Indiana Educators Certified in Smart Choice Health Insurance®

With three more training sessions, **169** educators in **31** states are now prepared to teach.

Class 10 Idaho



In March, certified educators Lyle Hanson and Nancy Porter certified **4** educators.

Class 11 Arkansas



Virginia Brown, HILI team member and certified educator Lisa Washburn conducted a training on-site in Arkansas. To complete the training Lynn Little and Bonnie Braun joined them via distance technology supported by Brad Paleg and certified **13** educators.

Class 12 Indiana



On April 23 and May 6, Lynn Little, Bonnie Braun, Mia Russell and Teresa McCoy certified **19** Purdue Extension educators. An additional **55** Purdue Extension FCS educators participated in the workshop on April 23.

### Research and Education

#### USDA Awards AFRI Grant to Study Farmers, Ranchers and the ACA

Bonnie Braun is part of a multi-state research team funded to examine how the ACA:

- 1) Influences farmers' decisions to invest, expand and grow their enterprises;
- 2) Contributes to workforce vitality, development and security in the food and agricultural sector;
- 3) Impacts farm enterprises given insurance market variability and implementation decisions.

Shoshanah Inwood, University of Vermont, is the PI.

#### UMD Awards "Moving Maryland Forward" Grant

HILI will use the grant funds to support Spanish translation, interpretation and testing of the new *Smart Use* program. The project will be part of a partnership with the UMD Department of Residential Facilities and the Department of Communications Graduate Studies in Interpreting and Translation.

## Partnerships

### The Door-to-Health Care, Program of Healthy Howard, Collected Data from Consumers for Team HILI

In February, the navigators with our partner Door to Health Care collected data from **113** consumers who were asked to complete an 8-item survey as they enrolled in health insurance through Maryland's official Health Insurance Marketplace ([marylandhealthconnections.gov](http://marylandhealthconnections.gov)) Findings are being used to create the new *Smart Use Health Insurance* program.



### Webinar Conducted for the Community

#### Health Care Association of New York State.

In March, Virginia Brown and Bonnie Braun conducted a one hour webinar for **53** community outreach workers. The interactive webinar introduced the participants to *Smart Choice Health Insurance Basics* and set the stage for expanded training in fall, 2015.



## Scholarship

### Smart Choice® Featured at National Health Outreach Pre-Conference.

Representing the HILI team, Maria Pippidis, Virginia Brown and Bonnie Braun showcased the full line of *Smart Choice* programs and products at two roundtables held during the May 6 Health Insurance Literacy pre-conference. The half-day session preceded the new National Health Outreach Conference in Atlanta, GA.

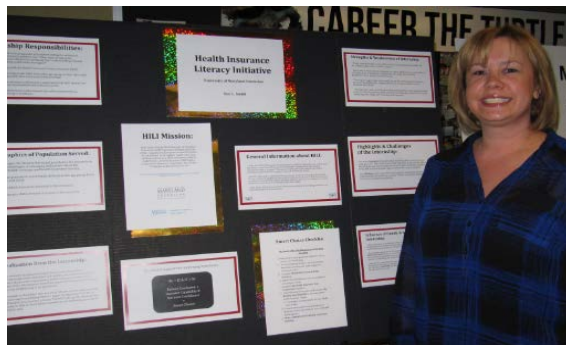


### Farmers and Health Care Reform Article Published in April Edition of *Journal of Extension (JOE)*

Bonnie Braun is a co-author of a commentary suggesting that Extension can work across program areas and leverage their network of farm and technical workers to increase understanding of the ACA.

### Student Intern Investigates Millennials and Health Insurance for HILI Team

Teri Smith, a Family Science undergraduate, conducted a review of literature on Millennials (18-30). Her results will be used to guide the creation of *Smart Choice* and *Smart Use* programs targeting this age group. Teri is shown with her poster at the Family Science Internship Poster Event in April.



## Recognition—Congratulations

### Team Member Receives AGNR Alumni Award

Lynn Little received the *Excellence in Extension* Award from the College of Agriculture and Natural Resources Alumni Chapter at the Annual Alumni Celebration in College Park in April. This award recognizes her career contributions to Extension and the people of Maryland who have benefited from her expertise.

### Team Member Honored as Extension Educator of the Year

In April, Virginia Brown received the Maryland Association of Family and Consumer Sciences 2015 *Extension Educator of the Year* Award. The award carries a year's membership in the American Association of Family and Consumer Sciences.

### Team Member is Chair of the ECOP Health Insurance Literacy Action Team

Virginia Brown was appointed as chair of the new ECOP action team charged with leading the Cooperative Extension System in health insurance literacy. In May, she began her 3-year term with a meeting of all action team members prior to the National Health Outreach Conference.

## New Brochure Released at National Health Outreach Conference

To promote the increasing number and types of *Smart Choice*® and *Smart Use*® products and programs, HILI released a new brochure at the National Health Outreach Conference. The brochure will also be distributed at multiple national and state professional conferences in the near future. A version for desktop printing will be made available to certified educators.

Marketing of the *Smart Choice* and *Smart Use Health Insurance*® programs, including training to use the materials, is a focus for HILI in 2015.

Our thanks to Trish Moore, Desktop Publishing Technician, UME – Baltimore County office, for her graphic skills and expertise.



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