CBO Partnership Results

October 2023 – February 2024

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the Vida AGENCY

What We'll Cover

- Background Recap
- CBO Goals
- Key Results
- Results by CBO

Background Recap

WAHBE hired The Vida Agency to communicate new insurance availability for immigrant communities across Washington via culturally responsive means, methods, and materials.

From August-October 2023, TVA worked with WAHBE to open an application for CBOs to apply for funding to reach priority audiences throughout the state in creative, meaningful, and in-language ways.

CBO Goals

Community Based Organizations (CBO's) partnership goals were to:

- Collaborate with representative CBOs that serve diverse communities across Washington.
- Minimize barriers and burdens for CBOs to share campaign information.
- Build healthcare and health insurance literacy within CBOs.

Opening Health Insurance to Everyone!

All immigrants can buy health insurance.

Starting this November, everyone who lives in Washington will have the ability to buy health and dental insurance through *Washington Healthplanfinder*, regardless of immigration status.

Sign up by Jan. 15, 2024

Need help? 3 ways to get FREE assistance with enrollment

Your safety matters to us.

- Enrolling **does not** affect immigration status or citizenship applications for you, your family, or anyone who lives with you.
- Federal and state laws protect the privacy of people who apply for health insurance through *Washington Healthplanfinder*. Information about immigration status will be used only to determine eligibility for coverage and not for immigration enforcement.

CALL
Customer Support Center
Toll Free: 1-855-923-4633
TTY/TDD: 1-855-627-9604
Hours: 7:30 am to 5:30 pm
Help is available in over 200 languages.

VISIT
our website
wahealthplanfinder.org
or scan the QR code with your camera

CONNECT
with a local professional*

**Navigators and Brokers can help you understand financial help available, answer questions about health insurance, and help you shop for plans. If you don't know whether someone is certified to assist you, call the Washington Healthplanfinder Customer Support Center at 1-855-923-4633.*

washington healthplanfinder
click. compare. covered.

Key Results

Honoring each organization's own diverse ways of conducting outreach, we were able to collect data on the following:

Applications Received	CBOs Chosen	Total Distributed
61	9	$94,000

Counties Served	Languages Represented	Events Hosted	People Reached
16	37	175	46,000

On the following pages, you will find details from the outreach efforts undertaken by each of the nine partnering CBOs.

% of population the CBO serves that's undocumented	
Organizations	**%**
Indian American Community Services	25%
Pacific County Immigrant Support	85%
Mother Africa	10%
Pacific Islander Health Board of Washington	50%
Pierce County Project Access	70%
Empower Next Generation	80%
Latinos En Spokane	75%
Haitian Community Development of PNW	70%
Ireta P'urhepecha	75%

Indian American Community Services

Brochures & Posters Distributed by Language

Results

Number of Events
In-person – 7
Online & Virtual – 8

Number of People Reached
15,455 individuals

Outreach Tactics
Presentation (in-person/virtual)
Word of mouth
Canvassing
Facebook
Newsletter
Library

IACS
Indian American Community Services

Pacific County Immigrant Support

Pacific County Immigrant Support

Results

Number of Events
In-person – 32
Online & Virtual – 0

Number of People Reached
7,120 individuals

Outreach Tactics
Facebook
In-person Events
Newspaper
Email Newsletter
Canvassing
Calls/Messages

Analytics

of views: 970
# of comments: 114
# of likes: 613
# of shares: 73
# of saved posts: 0

Brochures & Posters Distributed by Language

Mother Africa

Results

Number of Events
In-person – 2
Online & Virtual – 6

Outreach Tactics
Presentation (in-person/virtual)
Word of mouth
Canvassing
Emails/Text Messages

Brochures & Posters Distributed by Language

Pacific Islander Health Board of Washington

Brochures & Posters Distributed by Language

Results

Number of Events
In-person – 5
Online & Virtual – 0

Number of People Reached
9,637 individuals

Outreach Tactics
Presentation (in-person/virtual)
Word of mouth
Community Events & Fairs
Canvassing
Social Media

Analytics

of views: 9,637
# of comments: 2
# of likes: 346
# of shares: 121
# of saved posts: 86

Pierce County Project Access

Results

Number of Events
In-person – 92
Online & Virtual – 0

Number of People Reached
~ 3,200 individuals

Outreach Tactics
Mail
Canvassing
Email Campaigns
Social media
Website

Brochures & Posters Distributed by Language

PIERCE COUNTY PROJECT ACCESS

Empower Next Generation

Brochures & Posters Distributed by Language

October 31 ·

Descubre cuáles son las nuevas opciones de cobertura de seguro médico disponibles para todos los residentes del estado de Washington en el año 2024.

Ahora, hay un beneficio nuevo: las personas indocumentadas pueden elegir comprar un seguro médico y/o dental a partir de enero de 2024. Las personas con bajos ingresos pueden recibir asistencia estatal para gastos médicos.

Los beneficios incluyen:

Atención primaria de tu médico de cabecera y atención especializada
Visitas de emergencia
Servicios de maternidad
Atención de salud mental
Medicamentos recetados
Las agencias del estado de Washington no compartirán tu información con funcionarios de inmigración.
Estos programas no afectarán tu proceso de inmigración.

Llama ahora mismo al 1-855-923-4633 y diles que deseas encontrar un asesor para ayudarte a inscribirte en una nueva cobertura para el 2024.

Ellos te ayudarán.
#NuevoSeguroSaludWA #MedicoPaTodos #nahuatl

See Translation

Results

Number of Events
In-person – 9
Online & Virtual – 2

Number of People Reached
10,275 individuals

Outreach Tactics
Presentations
Word of mouth
Canvassing
Radio Station
Social Media
Website

Latinos En Spokane

Results

Number of Events
In-person – 4
Online & Virtual – 4

Number of People Reached
150+ individuals

Outreach Tactics
Presentation (in-person/virtual)
Word of mouth
Canvassing
Social Media

Analytics

of comments: 5
# of views: 96
# of likes: 16

Brochures & Posters Distributed by Language

Haitian Community Development of the PNW

Results

Number of Events
In-person – 3
Online & Virtual – 0

Number of People Reached
600+ individuals

Outreach Tactics
Places of worship
Social Media

Brochures & Posters Distributed by Language

Ireta P’urhepecha

Results

Number of Events
In-person - 6

Number of People Reached
485+ individuals

Outreach Tactics
Presentations
Community Events
Social Media

Analytics

of views: 120
# of likes: 4

Brochures & Posters Distributed by Language

Thank you.

the Vida AGENCY