



## Funding Area One

13 grants, \$2.02 million in funding

Grants focus on consumers facing particular challenges to enrolling in or renewing coverage, or populations with high levels of uninsurance



## MNSure 2014 Outreach and Enrollment Grantee

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### **The Arc Greater Twin Cities, St. Paul**

*Grant amount: \$164,843*

#### **Formal partners (receiving grant funds)**

- The Arc Midstate
- The Arc Southeastern Minnesota
- Portico Healthnet

#### **Community partners (not receiving grant funds)**

The Burnsville-Egan-Savage School District and the Minneapolis Public Schools Transition Plus Services Department

#### **Populations of focus**

- Low-income individuals
- People of color
- People with mental illness or physical disabilities and their families
- People who are unable to access or unfamiliar with technology

#### **Geographic area served**

- 19 Central and Southeast Minnesota Counties: Anoka, Benton, Carver, Dakota, Dodge, Fillmore, Goodhue, Hennepin, Houston, Morrison, Olmsted, Ramsey, Rice, Scott, Stearns, Todd, Wabasha, Washington and Winona

#### **Highlights from the proposal**

- Educate individuals with disabilities about how health insurance programs and how the Advanced Premium Tax Credit might affect their current benefits and unique circumstances
- Develop a step-by-step tool explaining the enrollment process for individuals with disabilities and provide to partner organizations and other navigators
- Communicate health insurance education and enrollment information regularly at Arc Value Village retail locations, including PA announcements, bag stuffers and in-store events

## MNSure 2014 Outreach and Enrollment Grantee

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### **Arrowhead Economic Opportunity Agency, Inc. (AEOA), Virginia**

*Grant amount: \$200,000*

#### **Formal partners (receiving grant funds)**

- Lakes & Pines Community Action Council, Inc.
- KOOTASCA Community Action, Inc.
- Sawtooth Mountain Clinic

#### **Community partners (not receiving grant funds)**

The Minnesota Chippewa Tribe, Northeast Minnesota Office of Job Training, United Way of Greater Duluth, Project Care, Rainy Lake Medical Center, Mille Lacs Health System, Mercy Hospital Moose Lake, Cambridge Medical Center, Generations Health Care Initiatives, Friends of the Finland Community, Two Harbors Area Food Shelf, East Central Regional Library, Grace Lutheran Church Mora, Rise Inc., Window Victim Services, Aitkin County Health and Human Services, Chisago County Health and Human Services, Cook County Public Health and Human Services, Isanti County Family Services, Itasca County Health and Human Services, Kanabec County Health and Human Services, Lake County Health and Human Services, Mille Lacs County Community and Veterans Services, and Saint Louis County Public Health and Human Services

#### **Populations of focus**

- Young adults
- Rural communities
- People experiencing homelessness
- People with mental illness or physical disabilities
- People with low literacy
- People with limited access to or familiarity with technology

#### **Geographic area served**

- 12 Northeast and East Central Minnesota Counties: Aitkin, Carlton, Chisago, Cook, Isanti, Itasca, Kanabec, Koochiching, Lake, Mille Lacs, Pine and St. Louis

## **Highlights from the proposal**

- Partner with rural health care provider to provide information and enrollment opportunities to low-income patients visiting its Grand Marais, Tofte and Grand Portage health centers
- Implement regular weekly navigator enrollment and assistance hours at community centers, educational institutions, commercial establishments, recreation centers, places of worship and resource centers

## MNSure 2014 Outreach and Enrollment Grantee

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### **Communicating for America, Inc., Fergus Falls**

*Grant amount: \$132,345*

#### **Community partners (not receiving grant funds)**

Lake Region Health Care, Lake Region Arts Council, Otter Region Arts Council, Otter Tail County Public Health, Lakeland Mental Health Center, Erickson Insurance Agency, Inc., Rohde Insurance Services, Multicultural Resource Center, Fergus Falls Chamber of Commerce, Lake Agassiz Regional Library, PartnerSHIP 4 Health, Business Network Fergus Falls and Lake County Services Cooperative

#### **Populations of focus**

- Small business owners and self-employed individuals
- Farmers and ranchers
- Young adults
- People of color
- People experiencing homelessness
- People with mental illness or physical disabilities
- People with limited access to or familiarity with technology
- People with Limited English Proficiency
- People who were recently incarcerated

#### **Geographic area served**

- 5 Western Minnesota Counties: Ottertail, Grant, Wilkin, Becker and Clay

#### **Highlights from the proposal**

- Develop a region-wide partnership and referral network consisting of small business groups, healthcare providers, public and county health departments, and nonprofit health organizations
- Implement tiered education program to steadily educate target populations about health insurance and enrollment – print and social media, town hall forums, informational meetings with partners, enrollment open houses and a broker referral program

## MNSure 2014 Outreach and Enrollment Grantee

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### **Community Resource Connections, Bemidji**

*Grant amount: \$137,953*

#### **Formal partners (receiving grant funds)**

- Northern Dental Access Center

#### **Community partners (not receiving grant funds)**

Bemidji Community Library, Bemidji State University, Northwest Technical College, 47 Community Resource Connections member agencies including Beltrami Area Service Collaborative, Clear Waters Life Center, Hope House, Kindred Family Focus, Northwoods Coalition for Family Safety, Northwoods Pregnancy Care Center, and United Way Bemidji Area, plus 9 local insurance agencies including Downs Agency, Gary Anderson Agency Inc., Greater Midwest Insurance, Insure Forward, Invest Forward, John Hellquist Agency, Pickett Agency Inc., Pine Country Insurance Agency and Stonewall Insurance Agency LLC

#### **Populations of focus**

- Young adults
- Rural communities
- Self-employed individuals
- People with limited access to or familiarity with technology

#### **Geographic area served**

- Beltrami County and Clearwater County

#### **Highlights from the proposal**

- Station two navigators at Northern Dental Access Center to educate and enroll patients eligible for MNSure programs and health plans
- Engage Bemidji State University and Northwest Technical College students to fill the gap created by the termination of state college-based student health insurance
- Develop a referral network among insurance agents, government systems and navigators that seamlessly guides people in need of health insurance to an assister best able to meet their needs

## MNSure 2014 Outreach and Enrollment Grantee

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### **Generations Health Care Initiatives (insureDuluth), Duluth**

*Grant amount: \$202,900*

#### **Formal partners (receiving grant funds)**

- Churches United in Ministry (CHUM)
- Community Action Duluth
- Health Care Access Office/Lake Superior Community Health Center
- Minnesota Citizens Federation
- Salvation Army Duluth
- Women's Health Center of Duluth
- United Way 2-1-1

#### **Community partners (not receiving grant funds)**

Arrowhead Economic Opportunity Agency, Arrowhead Parish Nurse Association, Duluth Public Library, Essentia Health, Lake Superior Community Health Center, St. Louis County Public Health and Human Services Department, St. Luke's Health Care System and University of Minnesota Duluth Health Care Management Program

#### **Populations of focus**

- Young adults
- People of color
- People with low literacy
- People with Limited English Proficiency
- People experiencing homelessness
- People who were recently incarcerated
- People with a mental illness or physical disabilities
- People with limited access to or familiarity with technology
- People unfamiliar with health insurance and the health care system

#### **Geographic area served**

- Greater Duluth

## **Highlights from the proposal**

- Utilize “hub and spokes model” with partner organizations to conduct direct education outreach to 40,000 people
- Engage navigators in multiple capacities to best serve partners and clients, including regular office hours at community centers serving targeted populations, pop-up hours at community events and high-traffic organizations and mobile availability to adapt to needs of events and clients
- Offer training and expertise to other navigators and organizations



## MNsure 2014 Outreach and Enrollment Grantee

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### **Health Access MN, Inc., St. Paul**

*Grant amount: \$209,469*

#### **Community partners (not receiving grant funds)**

Immigrant Law Center of Minnesota, Mid-Minnesota Legal Aid, Minnesota Coalition for the Homeless, Portico Healthnet, Ramsey County Public Library, St. Paul Public Library, St. Catherine University's Public Health Program, SEIU Local 26 and UFCW 1189

#### **Populations of focus**

- People with complex immigration statuses
- People experiencing homelessness
- People with Limited English Proficiency
- Low-income individuals
- Young adults

#### **Geographic area served**

- Twin Cities Metro Area
- Olmsted County
- Worthington

#### **Highlights from the proposal**

- Implement strategic community partnerships and referral network to thoroughly and immediately handle complex enrollee circumstances
- Hire bilingual navigators, specifically those who speak Hmong, Somali and Spanish
- Execute regular navigator hours at more than 30 libraries and other community-based organizations throughout open enrollment
- Offer training and expertise to other navigators and organizations

## MNSure 2014 Outreach and Enrollment Grantee

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### **Intercultural Mutual Assistance Association (IMAA), Rochester**

*Grant amount: \$117,705*

#### **Formal partners (receiving grant funds)**

- Health Access MN
- Zumbro Valley Mental Health Center

#### **Community partners (not receiving grant funds)**

United Way of Olmsted County, Hawthorne Education Center, Salvation Army Rochester, Rochester Public Library, Olmsted County and Rochester Public Schools

#### **Populations of focus**

- Young adults
- People who identify as LGBTQ
- People with chemical dependency
- People who were recently incarcerated
- People with complex immigration status
- People experiencing homelessness
- People with Limited English Proficiency
- People with mental illness or physical disability
- People with limited access to or familiarity with technology

#### **Geographic area served**

- Olmsted County and surrounding area

#### **Highlights from the proposal**

- Collaborate with University of Minnesota-Rochester Co-Lab students and instructors to develop and launch a social media and web campaign in English, Somali, Arabic and Spanish
- Establish seven enrollment sites and utilize mobile enrollment capacity to provide real time enrollment opportunities for targeted populations

## MNSure 2014 Outreach and Enrollment Grantee

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### **Minnesota AIDS Project (MAP), Minneapolis**

*Grant amount: \$119,330*

#### **Formal partners (receiving grant funds)**

- Rural AIDS Action Network
- OutFront Minnesota Community Services
- Rainbow Health Initiative
- Minnesota Trans Health Coalition

#### **Populations of focus**

- People who identify as LGBTQ
- People living with HIV who do not qualify for the Ryan White Program
- People disproportionately impacted by HIV

#### **Geographic area served**

- 22 Central Minnesota Counties: Hennepin, Ramsey, Anoka, Scott, Dakota, Sherburne, Wright, Carver, Chisago, Saint Louis, Stearns, Benton, Crow Wing, Blue Earth, Pine, Lyon, Itasca, Beltrami, Freeborn, Kandiyohi, Stevens and Winona

#### **Highlights from the proposal**

- Conduct 18 community action trainings of LGBTQ-identified individuals as a way of empowering community advocates with health insurance and MNSure information
- Research and produce trans-specific literature regarding health insurance coverage and MNSure
- Media campaign to reach targeted populations that includes social media, online advertising, and print and radio strategies

## MNSure 2014 Outreach and Enrollment Grantee

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### **National Association on Mental Illness (NAMI Minnesota), St. Paul**

*Grant amount: \$100,000*

#### **Formal partners (receiving grant funds)**

- Canvas Health
- Central Minnesota Mental Health Center
- Dakota County
- Greater Minnesota Family Services
- Lakeland Mental Health Center
- Northern Pines Mental Health Center
- Range Mental Health Center
- Resource Spectrum
- South Center Mental Health Center
- Southwestern Mental Health Center
- Touchstone Mental Health Center
- Mental Health Association
- Minnesota Association for Children's Mental Health

#### **Populations of focus**

- People with mental illnesses and their families

#### **Geographic area served**

- Statewide

#### **Highlights from the proposal**

- Execute education campaign to help the mental health community and people with mental illnesses understand MNSure, specifically how its benefits effect disability benefits
- Implement integrated communications campaign to reach statewide mental health network and its clients, including support groups, care facilities, mental health conferences and events, social media, newsletters, provider publications, conference calls, presentations and online infomercials

## MNSure 2014 Outreach and Enrollment Grantee

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### **Planned Parenthood Minnesota North Dakota South Dakota, St. Paul**

*Grant amount: \$115,000*

#### **Populations of focus**

- Low-income individuals
- Young adults
- Rural communities
- People who identify as LGBTQ
- People of color
- People with Limited English Proficiency
- People who are unable to access or unfamiliar with technology
- People who are unfamiliar with health insurance and the health care system

#### **Geographic area served**

- 34 Minnesota Counties home to Planned Parenthood health centers: Aitkin, Becker, Beltrami, Benton, Blue Earth, Carlton, Cass, Clay, Clearwater, Dakota, Dodge, Douglas, Fillmore, Grant, Hennepin, Hubbard, Itasca, Kandiyohi, Meeker, Mahnomon, Mower, Norman, Olmsted, Pope, Ramsey, Rice, St. Louis, Sherburne, Stearns, Stevens, Washington, Wilkin, Winona and Wright

#### **Highlights from the proposal**

- Develop videoconferencing enrollment kiosks at Planned Parenthood health centers in Moorhead, Grand Rapids, Alexandria and Bemidji
- Distribute 35,000 copies of printed materials with information on MNSure programs and enrollment and renewal assistance, reaching more than 400,000 Minnesotans
- Conduct innovative Lay Health Advisor and Peer Educators program to target hard to reach populations

## MNsure 2014 Outreach and Enrollment Grantee

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### **Southside Community Health Services, Inc., Minneapolis**

*Grant amount: \$185,356*

#### **Formal partners (receiving grant funds)**

- Open Cities Health Center
- Center for Changing Lives

#### **Community partners (not receiving grant funds)**

MN Adult and Teen Challenge, Neighborhood Healthsource and Twin Cities RISE

#### **Populations of focus**

- Low-income individuals
- People who identify as LGTBQ
- People of color
- People with low literacy
- People who are unable to access or unfamiliar with technology
- People who are unfamiliar with health insurance and the health care system

#### **Geographic area served**

- Hennepin County, Ramsey County and Washington County

#### **Highlights from the proposal**

- Engage Patient Advocates at Southside's four metro area clinics to conduct insurance enrollment conversations with patients presenting without insurance
- Provide walk-in and appointment hours with certified navigator at Center for Changing Lives in order to serve the eight agencies housed within, including Lutheran Social Service of Minnesota, Southside Early Childhood Development, Kaleidoscope for Kids, ServeMinnesota Action Network, Minnesota Black Nurse's Association, Oromo Cultural Institute, Messiah Church, and Center Café and Catering

## MNSure 2014 Outreach and Enrollment Grantee

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### **West Side Community Health Services, Inc., St. Paul**

*Grant amount: \$100,000*

#### **Populations of focus**

- Low-income individuals
- Young adults
- People experiencing homelessness
- People with low literacy
- People with Limited English Proficiency
- People with mental illness or physical disabilities
- People unfamiliar with health insurance and the health care system

#### **Geographic area served**

- St. Paul and Ramsey County

#### **Highlights from the proposal**

- Conduct 75% of direct outreach engagement conversations with populations who speak a language other than English
- Utilize West Side's expansive network of community service sites – 17 locations across the St. Paul metropolitan area, including clinics, public housing sites, homeless shelters and public high schools – to reach target populations

## MNSure 2014 Outreach and Enrollment Grantee

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### **Western Community Action, Inc., Marshall**

*Grant amount: \$237,182*

#### **Formal partners (receiving grant funds)**

- West Central Minnesota Community Action, Inc.
- Lakes & Prairies Community Action Partnership, Inc.
- Heartland Community Action, Inc.
- Prairie Five Community Action Council, Inc.

#### **Community Partners (not receiving grant funds)**

Minnesota Community Action Partnership and Minnesota Rural Health Cooperative

#### **Populations of focus**

- Low-income individuals
- Young adults
- People experiencing homelessness
- People of color
- People with low literacy
- People with Limited English Proficiency
- People unfamiliar with health insurance and the health care system
- People without access to or familiarity with technology

#### **Geographic area served**

- 29 Southwest and West Central Minnesota Counties: Big Stone, Brown, Chippewa, Clay, Cottonwood, Douglas, Grant, Jackson, Kandiyohi, Laq qui Parle, Lincoln, Lyon, McLeod, Mahnommen, Meeker, Murray, Nicollet, Nobles, Pipestone, Pope, Redwood, Renville, Rock, Stearns, Stevens, Swift, Traverse, Yellow Medicine and Wilkin
- Upper Sioux, Lower Sioux and White Earth Indian Reservations

#### **Highlights from the proposal**

- Engage direct outreach campaign via phone calls to database of 30,000 low-income families



- Incorporate MNsure marketplace and enrollment assistance information into intake procedures at all applicant and partner organizations
- Engage community congregations in connecting parishioners to education and enrollment resources



## Funding Area Two

13 grants, \$1.78 million in funding

Grants focus on racial and ethnic communities, recognizing that these populations often experience greater health inequities even after adjusting for factors such as income and geography



## MNSure 2014 Outreach and Enrollment Grantee

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### **Asian Economic Development Association (AEDA), St. Paul**

*Grant amount: \$112,000*

#### **Community partners (not receiving grant funds)**

Kim Nguyen-World Financial Group and Seng Lee-Farmers Insurance

#### **Populations of focus**

- Racial and ethnic groups, including Native Hawaiians, Pacific Islanders, Vietnamese, Cambodian, Laotians and Hmong
- Self-employed individuals
- Micro-business owners and their employees
- People with Limited English Proficiency
- People who are unfamiliar with health insurance and the health care system
- People with limited access to technology

#### **Geographic area served**

- Seven-County Twin Cities Metro Area

#### **Highlights from the proposal**

- Implement aggressive small business outreach campaign to Asian business owners through store-to-store canvassing, forums and workshops, Asian media, and cultural and community events
- Establish robust referral and resource program with brokers to ensure Asian small business owners are receiving the best enrollment support available

## MNSure 2014 Outreach and Enrollment Grantee

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### **Centro Cultural Chicano, Minneapolis**

*Grant amount: \$101,072*

#### **Populations of focus**

- Latina women and their families
- Clients of Latino-owned businesses and agencies
- Low-income individuals

#### **Geographic area served**

- Minneapolis and Richfield

#### **Highlights from the proposal**

- Implement the Latino Insurance Program in which four bilingual and bicultural staff will execute a three-prong education and outreach campaign targeting Centro clients, Spanish-language media and Latino-owned businesses
- Participate in Centro's community events throughout the year, reaching at least 1,400 individuals
- Launch a Latino radio campaign to share information about the importance of having health care insurance, as well as about coverage options available through MNSure

## MNSure 2014 Outreach and Enrollment Grantee

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### **Comunidades Latinas Unidas En Servicio (CLUES), St. Paul**

*Grant amount: \$147,957*

#### **Community partners (not receiving grant funds)**

New Ulm Medical Center, Assumption Church, Incarnation Church, 360 Communities and Northwest Family Service Center

#### **Populations of focus**

- Latino families and children
- Low-income individuals

#### **Geographic area served**

- Seven-County Twin Cities Metro Area
- Blue Earth, Brown, Dodge, Faribault and other surrounding counties

#### **Highlights from the proposal**

- Expand existing and highly successful Community Health Worker program model to engage clients in conversations about health insurance and opportunities to enroll
- Increase visibility of MNSure by providing outreach and enrollment at community and cultural events to build trust in the Latino community
- Engage in targeted outreach and enrollment to the Latino community in Greater Minnesota

## MNSure 2014 Outreach and Enrollment Grantee

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### **Hmong American Partnership (HAP), St. Paul**

*Grant amount: \$144,843*

#### **Formal partners (receiving grant funds)**

- Minneapolis Cambodian Church of Nazarene

#### **Populations of focus**

- People of color, including Hmong, Cambodians, Bhutanese and Burmese
- Refugees and children of refugees
- People with Limited English Proficiency

#### **Geographic area served**

- Seven-County Twin Cities Metro Area

#### **Highlights from the proposal**

- Implement education and outreach efforts in Hmong, Karen, Burmese and Bhutanese languages
- Conduct more than 14,000 culturally specific direct outreach conversations
- Engage all agency clients (7,000 annually) in conversations about MNSure and refer to HAP navigators as interested

## MNSure 2014 Outreach and Enrollment Grantee

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### **Minneapolis Urban League, Minneapolis**

*Grant amount: \$174,777*

#### **Formal partners (receiving grant funds)**

- MAD DADS

#### **Community partners (not receiving grant funds)**

NorthPoint Health and Wellness Center, Hispanic Events, Project Diva, Prepare + Prosper (formerly AccountAbility Minnesota) and Ebenezer Fellowship Seventh-Day Adventist Church

#### **Populations of focus**

- People of color, including African Americans, Africans, Hispanics, Asians and American Indians
- Low-income individuals
- People with low literacy
- People with Limited English Proficiency
- People with limited access to or familiarity with technology
- People unfamiliar with health insurance and the health care system

#### **Geographic area served**

- Hennepin County

#### **Highlights from the proposal**

- Incorporate MNSure information and navigator resources into all communications channels, including Annual Family Day, web and social media, and quarterly town hall learning and listening evening meetings
- Hold regular enrollment hours at various community partner locations
- Partner with ground-level community organizations to ensure information reaches targeted populations from trusted sources, namely MAD DADS and its outreach explosion, fathering program, street patrols and other programs

## MNSure 2014 Outreach and Enrollment Grantee

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### **Minnesota Chippewa Tribe, Cass Lake**

*Grant amount: \$126,297*

#### **Community partners (not receiving grant funds)**

KOOTASCA Community Action, Inc., Native American Community Clinic, White Earth Indian Health Services, American Indian Community Housing Organization-Duluth, American Cancer Society and Midwest Free Tax Site at White Earth Reservation

#### **Populations of focus**

- Minnesota Chippewa Tribal members across the state of Minnesota, specifically those living on the Bois Forte, Fond du Lac, Grand Portage, Leech Lake, Mille Lacs and White Earth reservations
- Tribal elders
- People who were recently incarcerated

#### **Geographic area served**

- 16 North Central and Northeastern Minnesota Counties: Aitkin, Becker, Beltrami, Carlton, Cass, Clearwater, Cook, Crow Wing, Hubbard, Itasca, Koochiching, Mahnomon, Mille Lacs, Morrison, Pine and St. Louis
- Minneapolis, St. Paul and Duluth

#### **Highlights from the proposal**

- Utilize specialized expertise of two certified enrollment outreach staff to reach tribal members where they are at – craft fairs, pow wows, farmer’s markets
- Coordinate with other Outreach and Enrollment grantees at larger enrollment events to offer specialized knowledge in American Indian eligibility and cultural sensitivities
- Seek opportunities at health-focused community events to better educate tribal members about the importance of health insurance as a component of overall health and wellness



## MNSure 2014 Outreach and Enrollment Grantee

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### **Native American Community Clinic, Minneapolis**

*Grant amount: \$100,750*

#### **Community partners (not receiving grant funds)**

Minnesota Chippewa Tribe, Juel Fairbanks Chemical Dependency Services and Minneapolis American Indian Center

#### **Populations of focus**

- American Indian population
- People with low literacy
- People who lack access to or familiarity with technology
- People with mental illness and their families
- People with chemical dependency

#### **Geographic area served**

- Hennepin County, Ramsey County and Anoka County

#### **Highlights from the proposal**

- Concentrate outreach and enrollment efforts on clinic patients, 73% of whom are Native American and 19.5% of whom are uninsured
- Develop American Indian-specific education and marketing materials and distribute to partners and other MNSure grantee organizations

## MNSure 2014 Outreach and Enrollment Grantee

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### **NorthPoint Health and Wellness Center, Inc., Minneapolis**

*Grant amount: \$132,017*

#### **Community partners (not receiving grant funds)**

Correctional facilities

#### **Populations of focus**

- People of color, specifically East Africans, African Americans, Latinos, American Indians and Hmong
- Low-income individuals
- Young adults
- People who were recently incarcerated
- People who have low literacy
- People with Limited English Proficiency
- People who are unable to access or unfamiliar with technology
- People who are unfamiliar with health insurance and the health care system

#### **Geographic area served**

- North Minneapolis and adjacent communities

#### **Highlights from the proposal**

- Participate in more than 200 North Minneapolis community events
- Utilizing existing Community Health Worker model to engage and educate more than 34,000 unique clients who annually visit the NorthPoint campus
- Work with recently incarcerated individuals at area jails to educate them about health insurance options and assist with other resources

## MNSure 2014 Outreach and Enrollment Grantee

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### **Pillsbury United Communities (PUC), Minneapolis**

*Grant amount: \$100,000*

#### **Populations of focus**

- People of color, specifically East Africans, African Americans, Latinos, American Indians and Hmong
- Low-income individuals
- Young adults
- People who have low literacy
- People with Limited English Proficiency
- People who are unable to access or unfamiliar with technology
- People who are unfamiliar with health insurance and the health care system

#### **Geographic area served**

- Minneapolis and surrounding area

#### **Highlights from the proposal**

- Utilize organization's community centers and its 25 tenant organizations to connect target populations with navigators to assist with enrollment in health insurance
- Inform clients about the importance of health care insurance and their coverage options through "informational kiosks" in five PUC center lobby areas and 200 staff members educated on the benefits of MNSure

## MNSure 2014 Outreach and Enrollment Grantee

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### **St. Cloud Area Somali Salvation Organization (SASSO), St. Cloud**

*Grant amount: \$183,740*

#### **Formal partners (receiving grant funds)**

- Somali Elder's Council
- Midwest Oromo Community, Inc.
- Orange Oak Advertising
- Somali American Heritage & Education Center

#### **Populations of focus**

- People of color, specifically Somalis, Ethiopians, Sudanese, Iraqis and Vietnamese
- Low-income individuals
- People with low literacy
- People with Limited English Proficiency
- People who are unable to access or unfamiliar with technology
- People who are unfamiliar with health insurance and the health care system

#### **Geographic area served**

- St. Cloud Metro Area

#### **Highlights from the proposal**

- Familiarize new refugees and immigrants with MNSure enrollment process by holding community gatherings, door-to-door visits and participating in community events
- Train 20 volunteers who are culturally and linguistically competent to assist with door-to-door visits and other community activities

## MNSure 2014 Outreach and Enrollment Grantee

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### **Somali Health Solutions, Minneapolis**

*Grant amount: \$216,025*

#### **Formal partners (receiving grant funds)**

- East African Health Project
- Ethiopian Community Center in Minnesota
- Tawfiq Islamic Center
- Abubakar Assadique Islamic Center
- Youth and Family Counseling Organization

#### **Populations of focus**

- People of color, specifically Somalis, Ethiopians and Oromo
- Low-income individuals
- People with low literacy
- People with Limited English Proficiency
- People who are unable to access or unfamiliar with technology
- People who are unfamiliar with health insurance and the health care system

#### **Geographic area served**

- Seven-County Twin Cities Metro Area
- Rochester
- Mankato
- Owatonna

#### **Highlights from the proposal**

- Reach 30,000 East African Minnesotans with culturally and linguistically appropriate outreach and education materials through target population media outlets, community gathering places and mosques
- Provide walk-in enrollment services seven days a week at Somali Health Solutions office

## MNSure 2014 Outreach and Enrollment Grantee

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### **Stairstep Foundation, Minneapolis**

*Grant amount: \$139,350*

#### **Populations of focus**

- People of color, specifically African Americans
- Low-income individuals
- Young adults
- People who are unable to access or unfamiliar with technology
- People who are unfamiliar with health insurance and the health care system

#### **Geographic area served**

- Minneapolis

#### **Highlights from the proposal**

- Target the 18 to 33-year-old African Americans through the Immortals Campaign, which includes strategic and intensive outreach and education to young adults through a three-prong program – church-based meetings, documentary viewing and discussion, and a youth engagement festival
- Assist African Americans overcome both cultural and systemic barriers to coverage, enrollment and renewal through MNSure by continuing with the successful strategy of engaging the population through strategic and well marketed community information engagement meetings held in African American churches

## MNSure 2014 Outreach and Enrollment Grantee

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### **United Family Medicine, St. Paul**

*Grant amount: \$100,000*

#### **Formal partners (receiving grant funds)**

- Karen Organization of Minnesota
- Our Lady of Guadalupe Church

#### **Populations of focus**

- People of color including Latinos and Karen
- People with complex immigration status
- People with Limited English Proficiency
- People unfamiliar with health insurance and the health care system

#### **Geographic area served**

- St. Paul and Ramsey County

#### **Highlights from the proposal**

- Provide support for enrollment or renewal through MNSure to Hispanic/Latino and Karen individuals through one-on-one informational sessions at United Family Medicine and the Karen Organization of Minnesota
- Provide referrals to United Family Medicine outreach services for Hispanic/Latino individuals through Our Lady of Guadalupe Church and for Karen individuals through Karen Organization of Minnesota



## **Funding Area Three**

2 grants, \$773,134 in funding

Grants support regional navigator network pilots using collaborative and innovative strategies





## MNSure 2014 Outreach and Enrollment Grantee

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### **Mid-Minnesota Legal Aid, St. Cloud**

***Grant amount: \$238,983***

#### **Community partners (not receiving grant funds)**

African Development Center, Centra Care Family Center, Health Access MN, Lakewood Health System, Portico Healthnet, and Women's Center and Student Health Center of St. Cloud State University

#### **Populations of focus**

- Young adults
- Latino and Somali immigrant communities
- Rural communities
- People with low literacy
- People with complex immigration status
- People with Limited English Proficiency
- People with limited access to or familiarity with technology
- People unfamiliar with health insurance and the health care system

#### **Geographic area served**

- 15 Central Minnesota Counties: Benton, Cass, Chisago, Crow Wing, Isanti, Kanabec, Kandiyohi, Mille Lacs, Morrison, Pine, Sherburne, Stearns, Todd, Wadena and Wright

#### **Highlights from the proposal**

- Partner with multiple health care providers that serve low-income and underserved populations to provide full-time navigators access to potential enrollees in a safe, trusted setting
- Develop and provide enrollment training and support to community partners and community agencies and establish direct referral network for potential enrollees
- Conduct at least one educational community presentation in each county to community agency clients

## MNSure 2014 Outreach and Enrollment Grantee

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### **Portico Healthnet, St. Paul**

*Grant amount: \$536,151*

#### **Formal partners (receiving grant funds)**

- Vietnamese Social Services of Minnesota
- CAPI USA
- St. Mary's Health Clinics
- Dakota County
- Prepare + Prosper (formerly AccountAbility Minnesota)
- The Arc Greater Twin Cities
- River Valley Nursing Center
- Community Emergency Assistance Programs

#### **Community partners (not receiving grant funds)**

Children's Defense Fund's Bridge to Benefits, Ramsey County Community Human Services, Ramsey County Corrections, Metro State University, Hennepin County Adult Correctional Facility, Hennepin County Jail, North Metro Pediatrics, Hallie Q. Brown Community Center, Century College, Sabathani Community Center, Neighborhood House, Valley Outreach, Merrick Community Services, Brooklyn Center Community Schools, Hennepin County Medical Center, Keystone Community Services, Minneapolis Public Schools, Mid-Minnesota Legal Aid, Somali Health Solutions, Health Access MN, Minnesota Correctional Facility-Stillwater, North Memorial Health Care, East Side Neighborhood Services, Western Insurance, Minnesota Community Action Partnership, Ralph Reeder Food Shelf, Assumption Church and Anoka County Human Services

#### **Populations of focus**

- Recent immigrants and refugees
- People with complex immigration status
- People experiencing homelessness
- People who were recently incarcerated
- People of color, specifically Latinos, African Americans, American Indians and Hmong
- People with Limited English Proficiency
- People who are unable to access or unfamiliar with technology
- People with mental illness or physical disabilities

## **Geographic area served**

- Seven-County Twin Cities Metro Area

## **Highlights from the proposal**

- Create a permanent network of knowledgeable, accessible, cultural appropriate, coordinated experts who reach out to uninsured and vulnerable individuals and families and assist in their enrollment in health care coverage
- Deploy navigators to assist consumers with MNsure enrollment to sites throughout the seven-county metro area in collaboration with formal and informal partners
- Provide over 300 different outreach and education opportunities to regional network partner agencies and their collaborations from a variety of sectors