

# **Outreach and Education Grants**

\$319,000, 9 grants

### **Focus**

Outreach and Education Grants support reaching and educating Minnesotans who could benefit from enrolling through MNsure, including the remaining uninsured or underinsured and those eligible for financial help, and connect them to free, in-person enrollment assistance offered by MNsure's consumer assistance community – navigators and brokers.

### Grantees in this area have:

- Clear community or communities of focus
- Evidence of strong connections to those communities
- Plan for connecting consumers to enrollment opportunities or assistance from a navigator or broker



# **LeClair Group**

\$33,000

Woodbury, Minnesota

# Populations of focus:

- African American
- Latino/a
- Hmong

#### **Counties served:**

Anoka

Ramsey

Dakota

Washington

Hennepin

- Conduct a campaign called "Be Smart. Keep Covered," that will emphasize the importance of not only having health insurance, but maintaining it while going through a job change or other significant lifestyle change.
- The campaign will be focused on educating African American, Latino/a and Hmong business owners and human resources professionals about options available through MNsure.



# **Northwest Community Action**

\$34,637

### Badger, Minnesota

# Formal community partners (agencies receiving sub-granted funds):

- Inter-County Community Council Inc.
- Tri-Valley Opportunity Council Inc.

## Populations of focus:

- Rural households
- Individuals with low incomes

#### Counties served:

Clearwater

Kittson

Lake of the Woods

Marshall

Norman

• Pennington

• Polk

Red Lake

Roseau

- Conduct outreach to establish referral relationships with local health care providers, tax preparers, food shelves and ministerial councils.
- Reach and educate consumers through booths at county fairs and information sessions at public libraries.



# Open Door Health Center (ODHC)

\$40,000

#### Mankato, Minnesota

# Populations of focus:

- Hispanics/Latinos in Southern Minnesota
- Individuals with low incomes

#### Counties served:

Blue Earth

• Le Sueur

Lyon

Nicollet

Nobles

Mower

Sibley

Watonwan

- ODHC will hire a community outreach and education specialist to reach populations of focus at laundromats, apartment complexes, nonprofit program sites, grocery stores, English Language Learning classes for adults, food shelves, thrift stores, churches and productionbased employers.
- The outreach specialist will have access to ODHC navigators' calendars for direct appointment scheduling creating an easy path from outreach to application assistance and enrollment.



# **Pillsbury United Communities**

\$36,398

Minneapolis, Minnesota

# Populations of focus:

- Hispanics/Latinos
- East African immigrants

#### **Counties served:**

- Hennepin
- Olmsted
- Ramsey

- Partner with the Oromo Community of Minnesota, Health Access MN and six faith-based (Muslim and Christian) organizations to facilitate community forums and regular outreach and education events in Hennepin, Olmsted and Ramsey counties.
- Disseminate regular Spanish and East African language messaging on KFAI Radio, Waite House's new 98.9 KRSM FM radio station and Riverside Plaza's cable TV station.



# Planned Parenthood Minnesota, North Dakota, South Dakota

\$25,000

Saint Paul, Minnesota

### Populations of focus:

- Adults ages 18-34
- Individuals with low income
- Ethnic minorities

#### Areas served:

 Statewide reach with focus on Twin Cities, Bemidji, Duluth, Rochester, St. Cloud and Willmar

- Provide outreach and education to potential MNsure consumers at community events, health fairs and other presentations in the Twin Cities metro area, Bemidji, Duluth, Rochester, St. Cloud and Willmar.
- Employ a digital advertising campaign, using digital display, search engine marketing and social media advertising to increase awareness of enrollment and assistance and direct consumers to navigator support.



# **Southside Community Health Services**

### \$34,664

### Minneapolis, Minnesota

# Populations of focus:

- Hispanics/Latinos
- African Americans
- Immigrant and refugee communities
- Adults ages 18-34

#### **Counties served:**

- Hennepin
- Ramsey

- Leverage relationships with several local colleges to provide MNsure outreach and education to students on campus through one-time and on-going events.
- Develop targeted advertisements for culturally specific media channels that will reach individuals and families who are not easily reached through community outreach events.



# **Stairstep Foundation**

\$37,680

Minneapolis, Minnesota

# Populations of focus:

African American

#### **Counties served:**

- Hennepin
- Ramsey

- Employ community outreach workers embedded in African American churches located in mostly low-income neighborhoods to perform outreach and education within their churches.
- Convene community information meetings through the African American Church network.



# Twin Cities Public Television (TPT)

\$40,000

Saint Paul, Minnesota

## Formal community partners (agencies receiving sub-granted funds):

• Minnesota Literacy Council

### Populations of focus:

- Spanish speaking Limited English Proficient (LEP) new Americans
- Hmong speaking LEP new Americans
- Somali speaking LEP new Americans

#### Counties served:

- Hennepin
- Ramsey

- In partnership with the Minnesota Literacy Council, implement the "Accessing Healthcare in MN" curriculum in new English Language Learner (ELL) classrooms and connect ELL students with navigators for application and enrollment assistance.
- Create new social media campaign in Spanish, Hmong and Somali, including new vignettes specifically for use on social media.



# **Vietnamese Social Services of Minnesota**

#### \$37,612

### Minneapolis, Minnesota

# Populations of focus:

- Vietnamese immigrants and refugees
- Karen and other refugees from Burma
- Southeast Asian

#### Counties served:

Anoka

Carver

Dakota

Hennepin

Ramsey

Scott

Stearns

Washington

- Leverage recent canvassing and network-building efforts to connect Vietnamese-owned business entities and their employers to MNsure.
- Provide MNsure outreach and education at large cultural gatherings in the Southeast Asian communities throughout the year.