



# THE AFFORDABLE CARE ACT #ACATURNS 3

A PLANNING AND EDUCATIONAL TOOLKIT  
FOR ASIAN AMERICAN, NATIVE HAWAIIAN,  
AND PACIFIC ISLANDER COMMUNITIES

MARCH 2013

**APIAHF**  
ASIAN & PACIFIC ISLANDER  
AMERICAN HEALTH FORUM

# ABOUT US

## ADVOCATES FOR HEALTH JUSTICE

The Asian & Pacific Islander American Health Forum (APIAHF) is a health justice non-profit organization dedicated to improving the health and well-being of more than 18.2 million Asian Americans, Native Hawaiians, and Pacific Islanders living in the United States and its jurisdictions. We believe that all persons have the right to be healthy, the right to live in a thriving community, and the right to quality, affordable, and accessible health care.

For the past 27 years, APIAHF has worked with community advocates, public health leaders, and policymakers to generate policies, programs, and systems changes to improve the health of Asian American, Native Hawaiian, and Pacific Islander communities.

Through our policy and advocacy efforts, APIAHF was instrumental in the creation of the White House Initiative on Asian Americans and Pacific Islanders, fought for the passage of the Patient Protection and Affordable Care Act, and continues to demand the inclusion of Asian Americans, Native Hawaiians, and Pacific Islanders in the collection and reporting of local, state, and national health data.

Our work derives from three core values:

**RESPECT** because we affirm the identity, rights, and dignity of all people.

**FAIRNESS** in how people are treated by others and by institutions, including who participates in decision making processes.

**EQUITY** in power, opportunities, and resources to address obstacles hindering vulnerable communities and groups from living the healthiest lives.

## MISSION

APIAHF influences policy, mobilizes communities, and strengthens programs and organizations to improve the health of Asian Americans, Native Hawaiians, and Pacific Islanders.

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Dear Health Care Supporter,

Just three years ago, President Obama signed the Affordable Care Act (ACA) into law with the help of leaders in Congress and community members across the country. The law makes historic changes to our country's health care system, including new affordable health care options for uninsured and underinsured Americans and consumer protections against discriminatory health insurance practices. Many of these benefits can be seen today, from dependent children being able to stay on their parents' insurance plan up to age 26, to free preventive services at the provider's office.

On the first day of 2014, many more positive changes are slated to go into effect. This means 2013 is a critical year for us. As community leaders and health advocates, we need your help to ensure Asian American, Native Hawaiian, and Pacific Islander communities understand the many benefits they are eligible for in the law.

This year's birthday activities will highlight the important role that community groups play in the public education process. Celebrate the ACA's third birthday on March 23, 2013, by educating your community members about the new coverage options that will help up 1 in 10 Asian Americans and 1 in 8 Native Hawaiians and Pacific Islanders gain health insurance. We know that equipping our communities with the right tools will only help them benefit from the law. Open enrollment for the new health insurance marketplaces will begin on October 1, 2013, so now is the time to start educating our communities, especially those who are limited English proficient, immigrant and low-income.

Thank you for your continued work in advancing the health of Asian American, Native Hawaiian and Pacific Islander communities. We hope that your event will be a huge success! Please let us know if you have any questions and we look forward to hearing about your continued adventures.

Sincerely,

**APIAHF**  
ASIAN & PACIFIC ISLANDER  
AMERICAN HEALTH FORUM

# CELEBRATE

## Plan an ACA Third Birthday With A Community Event

The ACA's third birthday is right around the corner and 2013 is shaping up to be a critical year for health reform. Right now, states around the country are working feverishly to implement the law, including developing new online shopping centers called Health Insurance Marketplaces. Each state will have a Marketplace where individuals and families will be able to shop for, compare, and enroll in new coverage options.

There are a lot of big changes coming in the months ahead and open enrollment in the new Marketplaces starts October 1st! That means now is a critical time to get the word out and educate your community about the ACA's benefits and start preparing people to use the new Marketplaces to shop for a health insurance plan that works for them.

To celebrate the ACA's third birthday, we encourage you to host a community education event. Below are some ideas to help get you started! A sample worksheet on how to effectively plan an ACA related activity can be found on page 6 and 7.

- **Host a community forum:** Work with local community leaders and host a community forum that provides a space to educate people about the ACA's benefits and answer common questions. See the resource section on page 32 for links to ready-to-use consumer education tools.
- **Host a town hall:** Invite local legislators and public health officials to participate talk about what they've been doing to prepare your state for open enrollment on October 1. Use the town hall as an opportunity to ask questions about how policymakers will reach out to limited English proficient individuals, immigrants and other community members who may need some extra help to get enrolled.
- **Host a webinar:** A webinar is a great way to cost-effectively reach a large number of people. APIAHF has already developed a number of webinars explaining what health reform means to AA and NHPI communities, available at [www.apiahf.org](http://www.apiahf.org).
- **Host a potluck:** Everyone loves food! Invite your friends, families and neighbors to gather for an informal conversation about the ACA. Share a story about how you or someone you know has already benefited from the law, and tell them how the ACA will help them.
- **Host a social media campaign:** Educate and engage your community using social media sites such as Twitter and Facebook to spread your message on the ACA. Share facts and news about the ACA that will lead your audiences to helpful resources.

Whatever you do, make sure that you include the take action activity and help ensure that health reform works for everyone. This is a great way to involve community members and get them excited about health reform. See page 8 for details and instructions.

In this toolkit is a section on how to engage your community using social media. There are sample tweets that you may copy and paste into your own social media sites. We encourage you to join us for the #ACATurns3 Twitter Storm on March 22 at 11:00am EST. See page 27 for more details.

We've also included an easy-to-read handout on page 11 that explains what the new health insurance marketplaces will provide, who can participate and how individuals can get enrolled. You can tailor the handout to meet your community's needs and add your organization's logo.

# Get Active Now Worksheet (Facilitator Version)

GOAL (What do you want?): \_\_\_\_\_

TARGET(s) (Who can give this to you?): \_\_\_\_\_

MESSAGE(s) (What do they need to hear?): \_\_\_\_\_

TIMING/MEDIUM (When do we message/How?): \_\_\_\_\_

MESSENGER(s) (Who will they listen to?): \_\_\_\_\_

SCOPE	DETAILS
1. Scope of Your Event	<ul style="list-style-type: none"> <li>» Define Your Event and Goals</li> <li>» Have Staff or Volunteers Assist You With Event Planning</li> <li>» Select the Best Date for Your Event</li> <li>» Create an Event Fact Sheet and Timeline</li> <li>» Refer to Web Resources on Event Planning</li> </ul>
2. Estimated Event Budget	<ul style="list-style-type: none"> <li>» Determine Funding and Create an Event Budget</li> </ul>
3. Possible Venue	<ul style="list-style-type: none"> <li>» Find an Appropriate Venue for Your Event</li> <li>» Confirm Your Venue. See if Permits are Required, etc.</li> </ul>
4. Printed/Web Materials Needed Marketing Needed	<ul style="list-style-type: none"> <li>» Find a way to advertise/ broadcast your event and draw people to take notice</li> <li>» Materials Creation/ Distribution Timeline and Guidelines</li> </ul>
5. Event Program	<ul style="list-style-type: none"> <li>» Use Event Planning Tools and Worksheets</li> <li>» Brief Your Event Sponsor and Provide Speaking Remarks as necessary.</li> </ul>
6. Follow-Up Details	<ul style="list-style-type: none"> <li>» Evaluate Your Event</li> <li>» Finalize the Billing, if any</li> </ul>

Event Lead: \_\_\_\_\_

# Get Active Now Worksheet

GOAL (What do you want?): \_\_\_\_\_

TARGET(s) (Who can give this to you?): \_\_\_\_\_

MESSAGE(s) (What do they need to hear?): \_\_\_\_\_

TIMING/MEDIUM (When do we message/How?): \_\_\_\_\_

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SCOPE	DETAILS
1. Scope of Your Event	
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4. Printed/Web Materials Needed Marketing Needed	
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6. Follow-Up Details	

Event Lead: \_\_\_\_\_

# TAKE ACTION

## Make Sure Health Reform Works for Our Communities

In just 8 months, millions of Americans will be able to shop for and enroll in new health insurance options in the Health Insurance Marketplaces. The state Marketplaces will act as online shopping centers and provide an easier way to shop for health insurance. An estimated 1 out of 4 people in the Marketplaces will speak a language other than English at home. That's why it's critical that federal and state officials implementing health reform provide translated applications and language services for individuals who do not speak English.

You can help make sure that health reform works for everyone! Included in this toolkit are sample post cards that make the case for why the successful enrollment of Asian American, Native Hawaiian, and Pacific Islander communities will depend on the availability of translated materials.

### HOW TO USE THE POST CARDS

We've provided post card templates and sample taglines that you can use to create your own post cards. Use the post cards at your next health reform education event or any of the event suggestions discussed in this toolkit. The cards include taglines that people can translate into their native languages. There are also taglines with key facts that you can share if you don't speak another language.

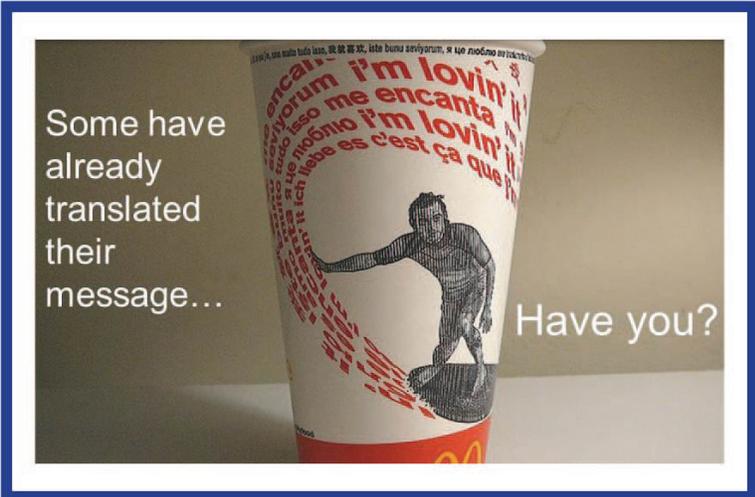
#### INSTRUCTIONS

1. Print out a card for each person (you can use regular paper or cardstock)
2. Encourage community members to handwrite the taglines in languages other than English or share a key fact if they don't speak another language
3. Group the cards as a package and mail them to:

Asian & Pacific Islander American Health Forum  
1828 L Street NW, Suite 802  
Washington DC 20036

Once we have a good collection of cards, we will package them up and send them to the federal agencies working on implementing health reform.

# ACA Post Card Samples

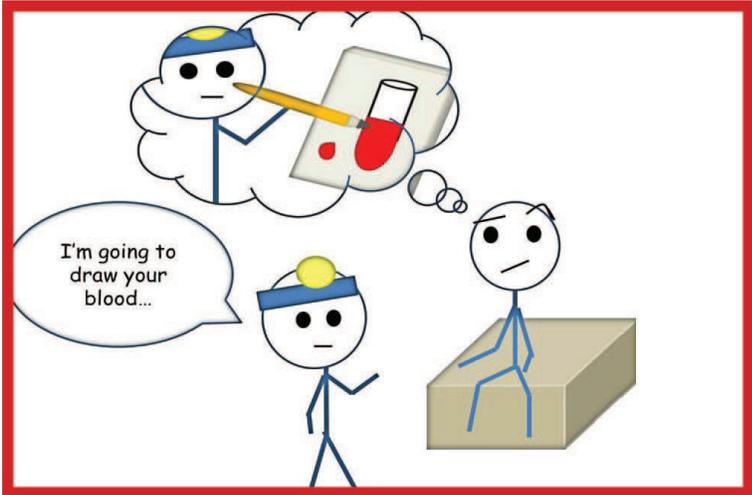


front

**One in four people** in the Marketplace will **speak a language other** than English.

**I Support Language Access!**

back



front

Over **24 million people** in the U.S. speak **English less than "very well."**

**I Support Language Access!**

back

# ACA and Language Access Sample Messaging

## Sample intro text:

In 2014, millions of Americans will realize the benefits of health reform. One in 10 Asian Americans and 1 in 8 Native Hawaiians and Pacific Islanders will qualify for new coverage options in the Marketplaces and expanded Medicaid. Yet, language barriers could prevent many from learning about, shopping for and enrolling in coverage. As the fastest growing racial and ethnic groups in the nation, enrolling Asian Americans, Native Hawaiians, and Pacific Islanders will be key to the success of health reform.

## Sample taglines to translate:

I deserve health care that meets my needs [write this out in your native language if you speak a language other than English]

Health reform needs to work for me. [Write this out in your native language if you speak a language other than English]

Health reform needs to work for my community. [Write this out in your native language if you speak a language other than English]

## Option for those who speak English

One in four people in the Marketplaces will speak a language other than English. I support language access!

Over 24 million people in the U.S. don't speak English or speak English less than "very well." I support language access!

# THE HEALTH INSURANCE MARKETPLACE

## **What is the new Health Insurance Marketplace?**

This fall, the new health care law creates a new way to buy insurance: the Health Insurance Marketplace. Individuals and families can shop for, purchase and enroll in health insurance that meets their budget all in one competitive marketplace. The Marketplace will be online and allow you to easily compare the price, benefits, and out-of-pocket costs between plans so you can choose a plan that works for you.

## **Am I eligible to participate in the Marketplace?**

Citizens and lawfully present individuals living in the U.S. can participate. Undocumented immigrants are not eligible to purchase insurance plans sold in the Marketplace.<sup>1</sup> Even if you aren't a citizen, you can still purchase coverage in the Marketplace for your children or other family members who do qualify. More than one in ten Asian American families and one in eight Native Hawaiian and Pacific Islander families will be eligible to participate in the Marketplace.

## **Will I be able to afford these new insurance plans?**

You could get a break on costs and might even be eligible for subsidies or new tax credits that you can use right away to help fit health insurance into your budget. If you make between \$15,417-\$43,560 as an individual, or \$25,571-\$74,120 for a family of three, you will qualify for these new options that will lower your monthly costs.<sup>2</sup>

Thanks to the new health care law, these new coverage options will provide good value for your money. All the new plans in the Marketplace will cover a core set of essential health benefits including preventive care and prescription drug coverage. And insurance companies won't be able to deny coverage to people with pre-existing conditions or chronic illnesses like cancer or diabetes.

## **Will buying and enrolling in coverage in the new Marketplace be safe?**

Sensitive information like your social security number or tax identification number must be provided only if you are applying for your own health insurance coverage. If you are applying for insurance for your spouse or child, you only need to provide this information for those parties and not for yourself.

It's important to remember that when the application asks about the applicant's (that's the person who is requesting insurance) immigration status, that information will only be used to determine if they are eligible to enroll. Providing information about one's immigration status will not be used for immigration enforcement or other purposes.

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1 For more information regarding immigrant eligibility please visit the National Immigration Law Center at <http://www.nilc.org/health-publicbens.html>.

2 Visit Kaiser Family Foundation's Health Reform Subsidy Calculator at <http://healthreform.kff.org/subsidycalculator.aspx>

### **How can I enroll in the new Marketplace?<sup>3</sup>**

Open enrollment begins on October 1, 2013. Because your state's Marketplace will be accessible online through HealthCare.gov, you can shop and sign-up for your insurance plan at your convenience. The Marketplace's streamlined application process ensures a no "wrong door" system so even if you apply for private insurance through the Marketplace, you will be seamlessly redirected to Medicaid if you are eligible. For those with limited access to on-line services, traditional paper applications are also available as are toll-free helplines and in-person application assistance.<sup>4</sup>

### **What can I do to prepare or learn more?**

Right now you can learn more about the new Marketplace at HealthCare.gov where you can find "7 things to do to get ready now", a checklist to help you prepare. You can also sign up for text and email alerts so you stay on track and get ready to enroll in the fall.

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<sup>3</sup> Factsheets are available in Chinese, Korean, Tagalog, and Vietnamese in the Resources Toolkit available at <http://www.cms.gov/outreach-and-education/outreach/HIMarketplace/index.HTML>.

<sup>4</sup> All states must provide enrollment experts who can help you in choosing the insurance plan that is right for you, your family, your health care needs, and your budget. These experts are called In-person "Assistors" and health insurance "Navigators." Please contact us if you would like additional information regarding these services.

# Health Insurance Marketplace Checklist for Individuals and Families

- Learn about different types of health insurance. Through the Marketplace, you'll be able to choose a health plan that gives you the right balance of costs and coverage.
- Make a list of questions you have before it's time to choose your health plan. For example, "Can I stay with my current doctor?" or "Will this plan cover my health costs when I'm traveling?"
- Make sure you understand how insurance works, including deductibles, out-of-pocket maximums, copayments, etc. You'll want to consider these details while you're shopping around. Visit Insurance Basics to learn more about how insurance works.
- Start gathering basic information about your household income. Most people will qualify to get a break on costs, and you'll need income information to find out how much you're eligible for.
- Set your budget. There will be different types of health plans to meet a variety of needs and budgets, and breaking them down by cost can help narrow your choices.
- Find out from your employer whether they plan to offer health insurance, especially if you work for a small business.
- Explore current options. You may be able to get help with insurance now, through existing programs or changes that are in effect already from the new health care law. Use our resources to get information about health insurance for adults up to age 26, children in families with limited incomes (CHIP), and Medicare for people who are over 65 or have disabilities.

*\*A resource from HealthCare.gov*

## Health Insurance Marketplace Checklist for Small Businesses

- ❑ Make sure you understand how insurance works. For example, you'll want to understand the difference between premiums and out-of-pocket costs, like deductibles and copayments. You'll want to compare these details to help determine which plans are right for you and your employees. Visit [Understanding Insurance](#) to learn more about how insurance works.
- ❑ Learn about different types of health insurance. Through the Marketplace, you'll be able to choose a level of coverage that gives you and your employees the right balance of cost and benefits.
- ❑ Start thinking about when to begin coverage. You'll need to choose a month to start coverage. Consider what timing would work best for you and your employees.
- ❑ Set your budget. Think about how much money you're able to spend for group coverage. You'll also need to consider how much your employees can spend for their coverage.
- ❑ Get organized. You'll want to have basic information about your business organized and available, like a list of employees you plan to cover and your tax ID number.
- ❑ Make a list of questions you have before it's time to choose which health plans you'll offer. Consider what's most important for your budget and your employees.
- ❑ Look for help. If you already use a health insurance agent or broker, they'll be able to help you figure out your options. Brokers sell many different insurance products and are usually paid by insurance companies. Agents work for just one insurance company.

*\*A resource from [HealthCare.gov](#)*

# SPREAD THE WORD

## Use Social Media as a Tool to Educate the Community on Important Information About ACA

Social media is one of the leading tools today in getting information out quickly and easily. Use social media to educate the community about health care. It's fun, easy to use, not to mention, free! We will outline some helpful tips for you and provide sample messaging that you can easily cut and paste into your social media sites. Let's learn about the different social media tools that can be used to help educate the community about ACA!

### FACEBOOK

Facebook was one of the first social media sites to really connect people and their interests. Today, it is used to stay connected with family and friends, organize events and groups, market your brand, and address campaigns and important issues. One of the best ways to promote your organization is to create a fan page. On your fan page you can share a status update, photos and videos. Facebook is one of few social media sites that will let you do all three on the fan page itself.

#### What to Remember About Facebook

**Sharing** is what makes Facebook interactive and engaging. You can share a message about the ACA (blog post, article, or your own message), and people can take what you've shared and further spread that word. You can also share others' messages about the ACA, which can help connect you and your organization to the issue, a news article, or resource. Sharing is done in many ways via a status update, message, the share button, and tagging. Nowadays, most sites allow you to share articles, images, and videos from their site onto your page.

Clicking **Like** is a way to give positive feedback and connect with things you care about. Your Facebook personality can be judged by your "likes." Remember, people can see what issues, updates or news you like, so make sure whatever you like is relevant to what your organization believes in. Show and let people know what you like about the ACA!

A **Tag** links a person, page, or place to something you post, like a status update or a photo. For example, you can tag a photo of an ACA event or post a status update and say who you're with. Tagging is important because it helps you call attention or gain attention from your followers and audiences.

To tag, go to your Facebook page status update box and type the below sequence as it appears in the image to the right:

*"@name of organization/person"*



example

Share

Like

@

buttons to be familiar with

### Send Your Representatives a Message on Facebook:

1. Find your Representative at [www.house.gov](http://www.house.gov) by entering your zip code into the "Find Your Representative" widget at the top left hand side of the page. When the search results page loads, pay attention to your Representative's name and district number.
2. Visit [www.govsm.com/w/house](http://www.govsm.com/w/house) to find Facebook information for your Representative. Representatives are listed in alphabetical order by state and listed by district number. Scroll down to your state and look for your Representative by your district number.
3. If your Representative has a Facebook page, click on the Facebook icon to visit the page.
4. Log in to your Facebook account. In order to interact with your Representative you will need to "like" his or her fan page.



**cut and paste this message to post on your representative's Facebook page...**

As your constituent, I am celebrating the three-year anniversary of health care reform and wanted my Representative to know it is important to our Asian American, Native Hawaiian, and Pacific Islander communities! Health care reform has already provided a number of benefits, including providing no-cost preventive services and prohibiting insurers from denying coverage to children with pre-existing conditions.

### Send Your Senators a Message on Facebook:

1. Find your Senators at [www.senate.gov](http://www.senate.gov) by entering your zip code into the "Find Your Senator" widget at the top left hand side of the page.
2. Visit [www.govsm.com/w/senate](http://www.govsm.com/w/senate) to find Facebook information for your Senators. Senator are listed in alphabetical order by state.
3. If your Senators have a Facebook page, click on the Facebook icon to visit the page.
4. Log in to your Facebook account. In order to interact with your Senators you will need to "like" their fan pages.



**cut and paste this message to post on your senator's Facebook page...**

As your constituent, I am celebrating the three-year anniversary of health care reform and wanted my Senator to know it is important to our Asian American, Native Hawaiian, and Pacific Islander communities! Health care reform has already provided a number of benefits, including providing no-cost preventive services and prohibiting insurers from denying coverage to children with pre-existing conditions.

### Post a message on your own profile and tag your Representatives and Senators.

1. To tag your Representative or Senator in a Facebook post, in the message box, type @username.
2. A drop-down box will appear populating names as you enter it in.
3. Select the name and it will be highlighted in your status update.
4. Complete the message and click "share."



### cut and paste this message to post on your own Facebook page...

Rep. @[type in Facebook username], as your constituent, I am celebrating the three-year anniversary of health care reform and wanted my Representative to know it is important to our Asian American, Native Hawaiian, and Pacific Islander communities! Health care reform has already done a lot, including providing no-cost preventive services and prohibiting insurers from denying coverage to children with pre-existing conditions.

### Post a picture or video on your wall and partner organization's walls.

Put a face to the Affordable Care Act and show your elected officials and community how the ACA changed your life for the better. Take a picture of yourself with a message that says how the ACA changed your life. You may use the template in this packet by printing it out and write brief message on how the ACA has changed your life.

1. Save your photo on the desktop of your computer.
2. Log into your Facebook account and search for fan page, person, or group you want to post on.
3. On the wall of the page click on the tab that says "photo" and click "upload."
4. Click on "Choose File" and upload the photo you saved on your desktop.
5. After uploading your picture be sure to write a message similar to the ones in the Sample Messages above and click "share."
6. To upload a video follow the same steps above.

## TWITTER

Twitter is one of the most used social media sites for businesses, non-profits, media, public leaders, celebrities, and your everyday people to share news. In just 140 characters, people post on Twitter more often than they do on Facebook or any other social media site. Twitter is probably the fastest social media medium that provides you with up to date news happening all over the world. You can follow anyone and anyone can follow you, unless you have privacy settings.

Develop a Twitter **timeline** leading up to your event. The best way to outreach and create a buzz about your event is to start early by sharing links to the event, talking about who will be there, and what activities will happen. Share thoughts, comments, and interesting facts about the event. If you can share 2 or 3 comments a day leading up to your event, people will know something big is happening and will want to take part, and will most likely share the buzz by retweeting your updates.

### What to Remember About Twitter

#### #Hashtag

##### *What is a #hashtag?*

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages. A #hashtag is probably one of the most important aspects of tweeting. By including the “#” sign next to a term, phrase, and or trending topic, your Twitter message will reach far and wide.

#### @Reply & @Mention

##### *What is a @Reply and an @Mention?*

An @reply is any update posted by clicking the Reply button on a Tweet. A mention is any Twitter update that contains “@username” anywhere in the body of the Tweet. (Yes, this means that @replies are also considered mentions.)

Any Tweet that is an @reply or mention to you begins with your username and will show up in your Mentions tab on the Connect page. @Reply and mentions are important because you can tag your partner organizations or people you want to read your Twitter update. We use this often to connect with policy makers and partner organizations

#### Retweet

##### *What does it mean to retweet?*

A Tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter. Retweeting is another great way to share information and get noticed by other people on Twitter.



example

## Tagging

### Why is tagging important?

You have the potential to reach many more people by **tagging** other Twitter users in your posts. Some of the people, organizations and media that you are connected to have hundreds and even thousands of followers, and you can reach them by tagging them. Be familiar with those people or organizations you want to connect with and tag them in your message using the @ sign and their Twitter username.

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**@apiahf**  
APIAHF

**@VAYLANOLA @projectcharge  
@APANONews @CPACS @cacf  
@MAAHC @AAHCHOPEClinic  
@apcaaz please follow HTA Long Beach  
at <http://on.fb.me/hJrSha>!**

28 Feb via web ☆ Favorite ↻ Reply 🗑 Delete

#### Mentioned in this Tweet



**cacf** cacf

*Coalition for Asian American Children and Families is a pan-Asian children's advocacy organization in NYC.*



**projectcharge** Project CHARGE

*As part of Health through Action, Project CHARGE focuses on increasing health access for Asian Americans in NYC.*



**CPACS** CPACS

*Creating and delivering culturally competent and comprehensive social and health services*



**APANONews** APANO

# ACA Social Media Timeline

We have created a social media timeline to give you sample tweets and updates for your Twitter and Facebook accounts. Follow along with APIAHF. Also, feel free to use the content or link to your own resources!

## Hashtags

[#ACATurns3](#) [#ACA](#)

## Follow

[@HealthCareGov](#) [@APIAHF](#) [@APIAHFPolicy](#)

## Links

[www.healthcare.gov](http://www.healthcare.gov) and [www.apiahf.org/hcr](http://www.apiahf.org/hcr)

## Tips

- If you don't have time to keep up with all the ACA social media activity, HootSuite is a free social media site that helps you pre-generate tweets and updates days and weeks ahead of time.
- Use the upcoming ACA event as a way to connect to partners and organizations who do similar work as you.
- Sometimes you may get comments that oppose your messages, this is okay. If you can, respond back with factual information or resources from a trusted site.
- Monitor the hashtags above, you might come across information you've never learned before! Don't forget to share it if the information is valuable to you.
- TRACK your social media activity! Count all the tweets, retweets, mentions, tags, likes, and shares during these ACA activities. This is good way to measure how much influence you've made.

## SOCIAL MEDIA TIMELINE WEEK BEFORE ACA BIRTHDAY

DATE	TIME & SUBJECT	TWITTER	FACEBOOK
MONDAY 03/11	MORNING News about ACA	3/23 will be 3 yrs. since Pres. @ BarackObama signed #ACA! Follow us to learn about ACA implementation and the Oct. #EnrollACA  What is #ACA and how does it impact you? <a href="http://www.healthcare.gov/law">http://www.healthcare.gov/law</a> #ACATurns3	In the next 2 week we'll be celebrating the three-year anniversary of the largest overhaul of the health care system in the United States. Please stay tuned for news and stories from our community in celebration for the Affordable Care Act!
	AFTERNOON Share a story about ACA	ACA STORY: #ACA is important to Susan Shinagawa. Read story on surviving cancer + why ACA matters: <a href="http://bit.ly/SusanACASStory">http://bit.ly/SusanACASStory</a> #ACATurns3  How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	
	EVENING Share a fact about ACA	#ACA is critical because it provides coverage to many uninsured & under-insured AA & NHPI <a href="http://bit.ly/HCRImpact">http://bit.ly/HCRImpact</a> #ACATurns3	
TUESDAY 03/12	MORNING News about ACA	3/23 will be 3 yrs. since Pres. @ BarackObama signed #ACA! Follow us to learn about ACA implementation and the Oct. #EnrollACA	"Health care reform is important to me because national health surveys will now include collection and reporting of race, ethnicity, primary language, and disability status." – Susan Shinagawa
	AFTERNOON Share a story about ACA	ACA STORY: #ACA is important to #HIV- patients. Read about an HIV provider's perspective on ACA. <a href="http://bit.ly/APICHAACASStory">http://bit.ly/APICHAACASStory</a> #ACATurns3  How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	
	EVENING Share a fact about ACA	ACA RESOURCE: See how much #ACA has grown since it has been signed into law 3 yrs ago! <a href="http://1.usa.gov/ACATimeline">http://1.usa.gov/ACATimeline</a> #ACATurns3	

WEDNESDAY 03/13	MORNING News about ACA	3/23 will be 3 yrs. since Pres. @ BarackObama signed #ACA! Follow us to learn about ACA implementation and the Oct. #EnrollACA  What is #ACA and how does it impact you? <a href="http://www.healthcare.gov/law">http://www.healthcare.gov/law</a> #ACATurns3	Are you familiar with the Health Insurance Marketplace? If you haven't read up about it yet, check out this link for helpful information and checklists to help you prepare for the October Health Insurance Marketplace Enrollment!
	AFTERNOON Share a story about ACA	ACA STORY: I'll be able 2 get info about insurance in plain language + culturally appropriate. #ACA-turns3 <a href="http://bit.ly/KazukoACAS-tory">http://bit.ly/KazukoACAS-tory</a>	
	EVENING Share a fact about ACA	#Insurers prohibited from barring individuals or charging ^ premiums 4 preexisting conditions> #cancer <a href="http://bit.ly/ACAandCancer">http://bit.ly/ACAandCancer</a> #ACATurns3	

THURSDAY 03/14	MORNING News about ACA	3/23 will be 3 yrs. since Pres. @ BarackObama signed #ACA! Follow us to learn about ACA implementation and the Oct. #EnrollACA	@Families USA has created a helpful toolkit on Health Action and ACA. Check out their resources and day to day news and activities! <a href="http://familiesusa.org/toolkit-2013/">http://familiesusa.org/toolkit-2013/</a>
	AFTERNOON Share a story about ACA	How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	
	EVENING Share a fact about ACA	ACA RESOURCE: Impact of #ACA on #AA and #NHPI #DomesticViolence Survivors <a href="http://bit.ly/HCRImpactDomesticViolence">bit.ly/HCRImpactDomesticViolence</a>	

FRIDAY 03/15	MORNING News about ACA	3/23 will be 3 yrs. since Pres. @ BarackObama signed #ACA! Follow us to learn about ACA implementation and the Oct. #EnrollACA  What is #ACA and how does it impact you? <a href="http://www.healthcare.gov/law">http://www.healthcare.gov/law</a> #ACATurns3	It's almost been three years since the Affordable Care Act was signed into law. Have you figured out what every detail of the law means? Read @Kaiser Family Foundation guide to the Supreme Court's ACA Decision. <a href="http://www.kff.org/healthreform/8332.cfm">http://www.kff.org/healthreform/8332.cfm</a>
	AFTERNOON Share a story about ACA	Last yr. @apiahf + 39 CBOs dedicated 2 #health of #AAs #NHPIs filed historic #AmicusBrief <a href="http://bit.ly/APIAHFamicusBrief">http://bit.ly/APIAHFamicusBrief</a> #ACATurns3  How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	
	EVENING Share a fact about ACA	FACT: 9.2% #AsianAmericans + 13.3% of #NativeHawaiian & #PacificIslander groups are likely 2 benefit from #Medicaid expansion? #ACATurns3	

SATURDAY 03/16	MORNING News about ACA	FACT: 40% #Samoans, 30% #Tongans + #30% #NativeHawaiian #YoungAdults to benefit from #Medicaid expansion. #ACATurns3	Have our ACA related posts on Facebook and Twitter been helpful? What kind of resources on health care implementation would be helpful to you?
	AFTERNOON Share a story about ACA	How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	
	EVENING Share a fact about ACA	RESOURCE: Advocates' Guide to #ACA Implementation in 15 states! Check it out: <a href="http://bit.ly/ACAStateResources">http://bit.ly/ACAStateResources</a> #ACATurns3	

SUNDAY 03/17	MORNING News about ACA	ACA FACT: Insurers can no longer set lifetime limits on coverage by 2014. <a href="http://bit.ly/">http://bit.ly/</a>	Sometimes looking at a picture can help us see the bigger picture. What does the Affordable Care Act look like throughout our country? <a href="http://healthreform.kff.org/en/coverage-expansion-map.aspx">http://healthreform.kff.org/en/coverage-expansion-map.aspx</a>
	AFTERNOON Share a story about ACA	ACA STORY: "ACA is important 2 me because I was unable to afford insurance and now I can..." <a href="http://bit.ly/KijoongACAStory">http://bit.ly/KijoongACAStory</a>  How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	
	EVENING Share a fact about ACA	RESOURCE: What's Changing and When? <a href="http://1.usa.gov/ACATime-line">http://1.usa.gov/ACATime-line</a> via @healthcaregov #ACA-turns3 #ACA	

**SOCIAL MEDIA TIMELINE WEEK OF ACA BIRTHDAY**

DATE	TIME & SUBJECT	TWITTER	FACEBOOK
MONDAY 03/18	MORNING News about ACA	How does #ACA impact our immigrant community? <a href="http://bit.ly/CIRMakeOpportunityForAllReality">http://bit.ly/CIRMakeOpportunityForAllReality</a> #CIR	This week we'll be celebrating the three-year anniversary of the largest overhaul of the health care system in the United States. Please stay tuned for news and stories from our community in celebration for the Affordable Care Act!
	AFTERNOON Share a story about ACA	ACA STORY: "ACA is important to me because now I have access to..." <a href="http://bit.ly/Chi-HsinACAS-tory">http://bit.ly/Chi-HsinACAS-tory</a>  How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	
	EVENING Share a fact about ACA	ACA RESOURCE: Need more resources on how #ACA impacts #PacificIslanders? <a href="http://bit.ly/HCRImpactPacificIslanders">http://bit.ly/HCRImpactPacificIslanders</a> #ACA-Turns3  How does #ACA impact our immigrant community? <a href="http://bit.ly/CIRMakeOpportunityForAllReality">http://bit.ly/CIRMakeOpportunityForAllReality</a> #CIR #ACATurns3	
TUESDAY 03/19	MORNING News about ACA	OPINION: A Blueprint to Improve Health Care for Minorities <a href="http://politi.co/ZkfBH4">http://politi.co/ZkfBH4</a> #ACATurns3 via @Politico	
	AFTERNOON Share a story about ACA	How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	
	EVENING Share a fact about ACA	ACA RESOURCE: Need more facts on families w/ children and the #ACA? <a href="http://1.usa.gov/ACA-FamiliesChildren">http://1.usa.gov/ACA-FamiliesChildren</a> @healthcaregov #ACATurns3	What is the Health Insurance Marketplace? @HealthCare.Gov breaks it down for us in this video: <a href="https://www.youtube.com/watch?v=2Rrq8GzWxs8">https://www.youtube.com/watch?v=2Rrq8GzWxs8</a>

WEDNESDAY 03/20	MORNING News about ACA	ACA IMPACT: How does the #ACA law impact you? Click here to learn more: <a href="http://bit.ly/ACAImpact">http://bit.ly/ACAImpact</a> #ACATurns3  Lost in translation: HMO enrollees w poor health have hardest time communicating w doctors. <a href="http://bit.ly/10eDxhr">http://bit.ly/10eDxhr</a> #ACATurns3 #LanguageAccess	
	AFTERNOON Share a story about ACA	How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	"Health care reform is important to me because I will be able to get information about insurance in plain language and in a culturally appropriate manner." – Kazuko Davis
	EVENING Share a fact about ACA	ACA FACT: 1/5 #AsianAmerican #YoungAdults + 30% of #Native-Hawaiians & #PacificIslanders likely to benefit from #Medicaid exp. #ACATurns3  @APIAHF on Fixing Our Immigration System: Make Health Part of the Equation <a href="http://bit.ly/FixingOurImmigrationSystem">http://bit.ly/FixingOurImmigrationSystem</a> #CIR #ACATurns3	

THURSDAY 03/21	MORNING News about ACA	LEARN: Why is the Health Insurance Marketplace important to you? Click here: <a href="http://www.healthcare.gov/marketplace/index.html">http://www.healthcare.gov/marketplace/index.html</a> #ACATurns3	@Families USA has created a helpful toolkit on Health Action and ACA. Check out their resources and day to day news and activities! <a href="http://familiesusa.org/tool-kit-2013/">http://familiesusa.org/tool-kit-2013/</a>
	AFTERNOON Share a story about ACA	How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	"The Affordable Care Act (ACA), particularly aspects related to pre-existing conditions, has increased our HIV-positive patients' access to medical services in a timely manner." <a href="http://bit.ly/APICHAACAStory">http://bit.ly/APICHAACAStory</a>
	EVENING Share a fact about ACA	How has #ACA helped you and the people you care about? Share your thoughts with #ACATurns3	

FRIDAY 03/22	MORNING News about ACA	ACA RESOURCE: Things to know about the Oct. #MarketplaceEnrollment #ACAturns3 <a href="http://www.healthcare.gov/marketplace/get-ready/index.html">http://www.healthcare.gov/marketplace/get-ready/index.html</a>	
	AFTERNOON Share a story about ACA	ACA STORY: Want to read more #ACA stories from the community? Check out: <a href="http://bit.ly/ACAStories">http://bit.ly/ACAStories</a> #ACAturns3  How has #ACA helped you and the people you care about? Share your thoughts with #ACAturns3	"Health care reform is important to me because I was unable to afford insurance and now I can get health insurance." – Kijoong Shin
	EVENING Share a fact about ACA	FACT: #SmallBusinesses w 100 employees	

SATURDAY 03/23	MORNING News about ACA	3 years ago today, Pres. @BarackObama signed into law #ACA  ACA RESOURCE: How does #ACA benefit you? Find out here: <a href="http://www.healthcare.gov/law/information-for-you/benefits.html">http://www.healthcare.gov/law/information-for-you/benefits.html</a> #ACAturns3  ACA RESOURCE: What is #ACA like in your region? Check out the Health Care Law + You Webinar Series @ <a href="http://bit.ly/ACAWebinars">http://bit.ly/ACAWebinars</a> #ACAturns3	@apiahf wants to wish a HAPPY 3rd BIRTHDAY to the AFFORDABLE CARE ACT! Thank you to President @Barack Obama for signing the bill and to our policy makers for giving our communities access to affordable health care!
	AFTERNOON Share a story about ACA	How has #ACA helped you and the people you care about? Share your thoughts with #ACAturns3  ACA RESOURCE: How does #ACA benefit you? Find out here: <a href="http://www.healthcare.gov/law/information-for-you/benefits.html">http://www.healthcare.gov/law/information-for-you/benefits.html</a> #ACAturns3	Have you been following the ACA stories from our communities on our Facebook wall? Do you have a story? Share with us on our FB wall or follow #ACAturns3 on Twitter!
	EVENING Share a fact about ACA	ACA FACT: Ppl w/o insurance go w/o #PreventiveCare, + may die prematurely. #ACAturns3 <a href="http://familiesusa.org/issues/uninsured/">http://familiesusa.org/issues/uninsured/</a>  ACA RESOURCE: Key parts of #ACA take effect 2014. What do you need to know? <a href="http://www.healthcare.gov/marketplace/index.html">http://www.healthcare.gov/marketplace/index.html</a> #ACAturns3	If you had to make a wish for the Affordable Care Act in the coming year, what would it be?

# #ACAturns3 Twitter Storm Sample Tweets

FRIDAY 03/22 | 11:00 AM EDT.

APIAHF will be hosting an ACA Twitter storm on March 22, 2013 at 11:00 a.m. EDT. Please join us using the hashtag **#ACAturns3**. Below are some sample tweets that you may use or customize to your liking. If you have your own messaging and resources to share, don't be shy and tweet with us!

## ACA Facts, Articles, and Stories on AAs and NHPs

ACA FACT: Ppl w/o insurance go w/o #PreventiveCare, + may die prematurely. #ACAturns3 <http://familiesusa.org/issues/uninsured/>

ACA FACT: #SmallBusinesses w 100 employees able to buy health coverage through a state-based small Business health options program. #ACAturns3

ACA FACT: 1/5 #AsianAmerican #YoungAdults + 30% of #NativeHawaiians & #PacificIslanders likely to benefit from #Medicaid exp. #ACAturns3

Lost in translation: HMO enrollees w poor health have hardest time communicating w doctors. <http://bit.ly/10eDxhr> #ACAturns3 #LanguageAccess

ACA RESOURCE: Need more facts on families w/ children and the #ACA? <http://1.usa.gov/ACAFamiliesChildren> @healthcaregov #ACAturns3

OPINION: A Blueprint to Improve Health Care for Minorities <http://politi.co/ZkfbH4> #ACAturns3 via @Politico

ACA STORY: "ACA is important to me because now I have access to..." <http://bit.ly/Chi-HsinACAStory>

ACA STORY: "ACA is important 2 me because I was unable to afford insurance and now I can..." <http://bit.ly/KijoongACAStory>

How does #ACA impact our immigrant community? <http://bit.ly/CIRMakeOpportunityForAllReality> #CIR #ACAturns3

## ACA Language Access

Lost in translation: HMO enrollees w poor health have hardest time communicating w doctors. <http://bit.ly/10eDxhr> #ACAturns3 #LanguageAccess

A Blueprint for Success: Bringing Language Access to Millions of Californians <http://www.cpehn.org/pdfs/Sb853briefScreen.pdf> #ACAturns3

Language barriers affect the integration and participation of AA and NHPI in federal programs. We need #LanguageAccess. #ACAturns3

Over 60% of #AAs + 30% PIs living in the US are foreign-born, representing a full spectrum of immigrant status. #ACAturns3 #LanguageAccess

46M ppl in US dnt spk English as their primary language. More than 21M spk English less than “very well”. #ACATurns3 <http://bit.ly/ZxMNwn>

How does #LanguageAccess impact our communitiies? Check out this blog post: Why Don't They Learn #English?<http://www.hepg.org/her/booknote/54> #ACATurns3

#LEP Chinese patients in US received less health education vs. patients w/ language-concordant providers. #ACATurns3 <http://bit.ly/14Dpt1A>

#LEP Vietnamese patients in US received less health education vs. patients w/ language-concordant providers. #ACATurns3 <http://bit.ly/14Dpt1A>

English-speaking patients who used interpreter services received more rec. preventive services. #ACATurns3 <http://bit.ly/ZxMNwn>

### **October Health Insurance Marketplace Enrollment**

INFOGRAPHIC: Check out this visual on the New Health Insurance Options <http://bit.ly/Y0tjyU> #ACATurns3

WATCH: Need a 101 on the Health Insurance Marketplace ? Check this out: <http://www.youtube.com/watch?v=2Rrq8GzWxs8> #ACATurns3

### **ACA Resources to Tweet**

ACA RESOURCE: How does #ACA benefit you? Find out here: <http://www.healthcare.gov/law/information-for-you/benefits.html> #ACATurns3

ACA RESOURCE: What about #SmallBusinesses and #ACA? <http://bit.ly/SHOPbrief> #ACATurns3

ACA RESOURCE: What is #ACA like in your region? Check out the Health Care Law + You Webinar Series @ <http://bit.ly/ACAWebinars> #ACATurns3

ACA RESOURCE: Want to see what we know about #ACA? Visit our #ResourceCenter @ [www.apiahf.org/hcr](http://www.apiahf.org/hcr) #ACATurns3

ACA RESOURCE: Key parts of #ACA take effect 2014. What do you need to know? <http://www.healthcare.gov/marketplace/index.html> #ACATurns3

ACA RESOURCE: ACA and the digital age, what's the connection? <http://www.cpehn.org/pdfs/EquityInTheDigitalAge2013.pdf> #ACATurns3

## Engage the Media

### Send an opinion editorial to your local and ethnic newspapers.

Policymakers read the opinion section of their local newspapers to understand the opinions of their constituents. Take a shot and write an opinion editorial (op-ed) to your local newspaper and ethnic newspaper. The more you write, the better you will get at it. News articles and op-eds can also give credibility to your arguments when meeting with your legislators, so if you do get one published, use it to your advantage.

The following are some helpful tips based on information from David Jarmul at Duke University. For more of his helpful tips, visit [http://news.duke.edu/duke\\_community/oped.html](http://news.duke.edu/duke_community/oped.html).

**Track the news and jump at opportunities.** Timing is essential. Your op-ed should be relevant to current affairs and of interest to your local newspaper's readers. Look for news stories in your local paper about the health care reform debate at the national, state or local level. Submit an op-ed when you think you can add to the debate.

**Limit the article to 750 words.** Shorter is even better. Unfortunately, newspapers have limited space to offer, and editors generally won't take the time to cut a long article down to size.

**Make a single point – well.** You cannot solve all of the world's problems in 750 words. Be satisfied with making a single point clearly and persuasively. If you cannot explain your message in a sentence or two, you're trying to cover too much.

**Tell readers why they should care.** Put yourself in the place of the busy person looking at your article. At the end of every few paragraphs, ask out loud: "So what? Who cares?" Explain why. Appeals to self-interest are usually the most effective.

**Offer specific recommendations.** An op-ed does not simply describe a situation; it is your opinion about how to improve matters. Don't be satisfied with analysis, in an op-ed article you need to offer recommendations.

**Showing is better than discussing.** People remember colorful details better than dry facts. When writing an op-ed article, therefore, look for great examples that will bring your argument to life.

**Use short sentences and paragraphs.** Look at some stories in the New York Times or your local newspaper, and count the number of words per sentence. You'll probably find the sentences to be quite short. You should use the same style, relying mainly on simple declarative sentences. Cut long paragraphs into two or more shorter ones.

**Don't be afraid of the personal voice.** Personal stories can make facts and statistics come alive and make your point memorable to your audience. Seek out stories or examples that tie into your audience's feelings. Keep the plot simple and vivid – not every detail is important.

**Avoid jargon.** If a technical detail is not essential to your argument, don't use it. When in doubt, leave it out. Simple language doesn't mean simple thinking; it means you are being considerate of readers who lack your expertise and are sitting half-awake at their breakfast table or computer screen.

**Use the active voice.** Active voice is nearly always better than passive voice. It's easier to read, and it leaves no doubt about who is doing the hoping, recommending or other action.

# RESOURCES

## APIAHF ACA RESOURCES

Opportunities and Challenges in the Affordable Care Act for Asian American, Native Hawaiian, and Pacific Islander Small Businesses

<http://www.apiahf.org/sites/default/files/PA-brief07-12.pdf>

Updated- The Impact of Health Care Reform on Health Coverage for Asian American, Native Hawaiians and Pacific Islanders

<http://www.apiahf.org/sites/default/files/PA-Factsheet0613-2012.pdf>

Coverage Gains for Asian American, Native Hawaiian and Pacific Islander Children Under Health Care Reform

[http://www.apiahf.org/sites/default/files/PA-factsheet09-2011\\_0.pdf](http://www.apiahf.org/sites/default/files/PA-factsheet09-2011_0.pdf)

Opportunities and Challenges: Implementation of the Patient Protection and Affordable Care Act and the U.S. Pacific Territories

<http://www.apiahf.org/sites/default/files/PA-factsheet05-2011.pdf>

Health Care Reform and its Impact on Asian American, Native Hawaiian, and Pacific Islander Populations: Frequently Asked Questions – Also available in: Bengali, Chinese, Hindi, Korean, and Vietnamese

<http://www.apiahf.org/sites/default/files/APIAHF-Factsheet10d-2010.pdf>

The Impact of Health Care Reform on the Prevention and Treatment of Cancer in Asian American, Native Hawaiian, and Pacific Islander Populations

[http://www.apiahf.org/sites/default/files/PA\\_Factsheet02a\\_2011.pdf](http://www.apiahf.org/sites/default/files/PA_Factsheet02a_2011.pdf)

The Impact of Health Care Reform on the Prevention, Diagnosis and Treatment of HIV/AIDS in Asian American, Native Hawaiian, and Pacific Islander Populations

[http://www.apiahf.org/sites/default/files/PA\\_Factsheet02b\\_2011.pdf](http://www.apiahf.org/sites/default/files/PA_Factsheet02b_2011.pdf)

The Impact of Health Care Reform on Asian American, Native Hawaiian, and Pacific Islander Survivors of Domestic Violence

[http://www.apiahf.org/sites/default/files/PA\\_Factsheet03\\_2011.pdf](http://www.apiahf.org/sites/default/files/PA_Factsheet03_2011.pdf)

Health Care Reform Implementation Timeline

<http://www.apiahf.org/sites/default/files/APIAHF-Factsheet06z-2011.pdf>

The Affordable Care Act: Medicaid Expansion and the Health Insurance Exchange in our States

[http://www.apiahf.org/sites/default/files/Impact\\_Infographic\\_09.12.pdf](http://www.apiahf.org/sites/default/files/Impact_Infographic_09.12.pdf)

State Resources on Health Care Reform Implementation

<http://www.apiahf.org/policy-and-advocacy/health-care-reform-resourcecenter/state-resources>

### **EXTERNAL ACA RESOURCES**

Health Action 2013 Conference Central Toolkit - FamiliesUSA

<http://familiesusa.org/tool-kit-2013/>

Affordable Care Act Implementation FAQs - Set 12 - CMS

[http://cciio.cms.gov/resources/factsheets/aca\\_implementation\\_faqs12.html](http://cciio.cms.gov/resources/factsheets/aca_implementation_faqs12.html)

Learn About the New Law – Enroll America

<http://www.enrollamerica.org/get-enrolled/learn-about-the-new-law>

Illustrating Health Reform: How Health Insurance Coverage Will Work – Kaiser Family Foundation

<http://healthreform.kff.org/profiles.aspx>

“How Does Health Reform Help Small Businesses?” - Alliance for Health Reform

[http://www.youtube.com/watch?feature=player\\_embedded&v=CCNdjSRD754](http://www.youtube.com/watch?feature=player_embedded&v=CCNdjSRD754)

Health Reform Resources – Alliance for Health Reform

<http://www.allhealth.org/issues.asp?wi=16>

“How Does Health Reform Expand Medicaid--and Who Pays?” – Alliance for Health Reform

[http://www.youtube.com/watch?feature=player\\_embedded&v=qmwF4-UJ-g0](http://www.youtube.com/watch?feature=player_embedded&v=qmwF4-UJ-g0)

What the Affordable Care Act Means for You – HealthCareandYou.Org

<http://www.healthcareandyou.org/>

HealthCare.gov

<http://www.healthcare.gov/>