

The image features a white horizontal band across the middle. Below this band, the background is filled with a dense cluster of colorful balloons in shades of blue, yellow, purple, red, and green. The balloons are of various sizes and are slightly out of focus, creating a festive and celebratory atmosphere. The text is overlaid on the white band.

APIAHF
ASIAN & PACIFIC ISLANDER
AMERICAN HEALTH FORUM

ACA Turns 2!

www.apiahf.org/hcr



TABLE OF CONTENTS

ACA TURNS 2 ACTIVITIES

ACA Birthday Challenge	3
ACA Social Media	4
Share Your ACA Story	11
Past ACA Birthday Activities	15

ACA RESOURCES

ACA Talking Points	17
ACA Press Release Template	20
ACA Op-Ed Template	21
ACA Toolkit	23
ACA Factsheets	56
Resources from HHS	67

ACA TURNS 2 ACTIVITIES

Our baby is growing up! The Affordable Care Act (ACA) is turning 2 this year and we want to celebrate twice as hard as last year! Last year, we had the best celebration yet, with 23 communities from across the country celebrating with their elected officials to say thank you for passing health care reform.

ACA BIRTHDAY CHALLENGE

Last year, many of you built relationships with your elected officials, brought visibility to your communities, and educated your communities on the benefits of health care reform. Do you think your community has what it takes to top your actions from last year's ACA birthday celebration? And, if you are new to celebrating the ACA, can you and your community take some action similar to what has been done before by recognizing the significance of this day?

Take the ACA birthday challenge! Send us your plan of action by March 21, 2012 at 3:00pm PST and send us a brief story (this can be in video, picture slideshow or written format) of your actions by March 30, 2012 to win a prize from APIAHF. If you can get your stories in by March 26, 2012 at 9:00am PST you get extra brownie points! Please send all materials to atitong@apiahf.org.

The winner will be an organization or coalition partner who can top their previous actions and/or creatively engage with their community and elected officials to celebrate ACA's 2nd birthday. All activities must be safe, respectful of others, educational and empowers community leaders and elected officials. Challenge winners will be announced April 6, 2012 with their celebration stories featured through social media.

ACA SOCIAL MEDIA

TWITTER

March 23, 2012 marks the two-year anniversary of the largest overhaul of health care system in the United States. Health care reform lowers the cost of health care, increases the number of health care providers, holds health insurance companies accountable, improves the quality of health care and extends health coverage to 32 million people. Post a message to your Representatives and Senators on Twitter and Facebook to let them know you are celebrating health care reform!

For the U.S. House of Representatives:

1. Find your Representative at 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 to find the Twitter page 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 Twitter page, click on the Twitter icon to visit the page.
4. Copy or remember your Representative’s Twitter handle ([@username](#)). We also encourage you to follow your Representative.
5. Log in to your Twitter account and post a Twitter message.

For the U.S. Senate:

1. Find your Senators at 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 to find Twitter information for your Senators. Senators are listed in alphabetical order by state.
3. If your Senators have Twitter pages, click on the Twitter icons to visit the pages.
4. Copy or remember your Senators’ Twitter handles ([@username](#)). We also encourage you to follow your Senators.
5. Log in to your Twitter account and post a Twitter message.

Post a Twitter message to your Representative and your Senators:

Important: Please use the hashtag **#HCRturns2** in all of your Twitter messages. Using hashtags helps to aggregate data on what people are talking about on Twitter and will also help us measure the breadth of this online campaign. You can also include hashtags for your city and state, such as #SF (San Francisco), #BayArea (San Francisco Bay Area), #DC (Washington, DC), and #DMV (DC/Maryland/Virginia)

Sample Messages:

[@maziehirono](#) Today marks the 2 yr anniversary of **#HCR**. Celebrate with me as we all commit to keep families in #HI healthy! #HCRturns2

@jim_moran Happy Birthday ACA! I am celebrating the 2 yr anniversary of #HCR & the benefits it brings to our #VA communities. #HCRturns2

@SpeakerBoehner Happy Birthday ACA! I celebrate #HCR and the access to care it brings to communities in #OH. #HCRturns2

Important: You are only allowed to use 140 characters in a Twitter message. The message may need to be changed depending on the length of the twitter handle (@username), use of the hashtag #HCRturns2, as well as use of hashtags for your city and state, and other factors.

FACEBOOK

Send Your Representatives a Message on Facebook:

1. Find your Representative at 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 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.

Sample Message:

As your constituent, I am celebrating the two-year anniversary of health care reform and wanted my Representative to know it is important to our 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 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 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.

Sample Message:

As your constituent, I am celebrating the two-year anniversary of health care reform and wanted my Representative to know it is important to our 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."

Sample Message:

Rep. **@[type in Facebook username]**, as your constituent, I am celebrating the two-year anniversary of health care reform and wanted my Representative to know it is important to our 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.

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!

Hashtag: **#HCRTurns2**

People to follow: [@HealthCareGov](#) [@APIAHF](#) [@APIAHFPolicy](#)

Resourceful Links: www.healthcare.gov and www.apiahf.org/hcr

Date	Subject	Sample Twitter Tweet	Sample Facebook Update
03.19	Morning: Recognize HCRTurns2	This year we're celebrate 2x hard! Follow #HCRTurns2 for up to date news on the #ACA and see what your community is doing to celebrate!	This week we'll be celebrating the two-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!
	Morning: Share some facts	What is #ACA? http://bit.ly/ACALegislation #HCRTurns2	
	Lunch: Share a story from your community	Surveys will include collection+reporting of race, ethnicity, primary language,+disability status." http://bit.ly/SusanACAStory #HCRTurns2	"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 http://bit.ly/SusanACAStory
	Afternoon: Post a resource from your own agency or a partner organization	What's the impact? #HCR 2 provide coverage 2 many uninsured + underinsured #AA & #NHPI. http://bit.ly/HCRImpact #HCRTurns2	
	Afternoon: Post an event that's happening for ACA	Let's get together for #HCRTurns2! Register today for http://bit.ly/HealthEquityAndTheACA webinar!	
	End of Day: Share a fact about your community	#Insurers prohibited from barring individuals or charging ^ premiums 4 preexisting conditions> #cancer http://bit.ly/ACAandCancer #HCRTurns2	
03.20	Morning: Recognize HCRTurns2	We are 3 days from celebrating #HCRTurns2! What are you doing to celebrate this momentous occasion? Share with us at #HCRTurns2!	We are 3 days from celebrating #HCRTurns2! What are you doing to celebrate this momentous occasion? Share with us on our FB wall or follow us at #HCRTurns2 on Twitter!
	Morning: Share some facts	Insurers can no longer set lifetime limits on coverage + annual limits will be phased out by 2014. http://bit.ly/ACAandHIVAIDS #HCRTurns2	
	Lunch: Share a story from your community	STORY: I will be able 2 get information abt insurance in plain language + #culturally appropriate. http://bit.ly/KazukoACAStory #HCRTurns2	"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

			http://bit.ly/KazukoACASStory
	Afternoon: Post a resource from your own agency or a partner organization	Advocates' Guide to #HCR Implementation in 15 states! Check it out: http://bit.ly/ACAStateResources #HCRTurns2	
	End of Day: Share a fact about your community	FACT: 9.2% #AsianAmericans + 13.3% of #NativeHawaiian & #PacificIslander groups are likely 2 benefit from #Medicaid expansion? #HCRTurns2	
03.21	Morning: Recognize HCRTurns2	What did you do last year for #HCRbirthday? How are you celebrating #HCRTurns2? We want to know!	What did you do last year to celebrate ACA's first birthday and how are you celebrating this year? Share with us on our FB wall or follow us at #HCRTurns2 on Twitter!
	Morning: Share some facts	FACT: Did you know 23 #AsianAmerican + #NativeHawaiian & #Pacific Islander comm celebrated #HCR w their #electedofficials last year?	
	Lunch: Share a story from your community	#ACA "has increased our HIV-positive patients' access to medical services in a timely manner." http://bit.ly/APICHAACASStory #HCRTurns2	"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." http://bit.ly/APICHAACASStory
	Afternoon: Post a resource from your own agency or a partner organization	What's Changing and When? http://1.usa.gov/ACATimeline via @healthcaregov #HCRTurns2	
	Afternoon: Post an event that's happening for ACA	Let's get together for #HCRTurns2! Register today for http://bit.ly/HealthEquityAndTheACA webinar!	
	End of Day: Share a fact about your community	Impact of #HCR #AsianAmerican #Native Hawaiian #PacificIslander Survivors #DomesticViolence bit.ly/HCRImpactDomesticViolence #HCRTurns2	
Morning: Recognize HCRTurns2	Tomorrow we celebrate #ACA! What is your favorite ACA celebration story from last year? #HCRTurns2	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 us at #HCRTurns2 on Twitter!	
Morning: Share some facts	Need more resources on what kind of impact #ACA brings to #PacificIslanders? http://bit.ly/HCRImpactPacificIslanders #HCRTurns2		
Lunch: Share a story from your community	STORY: "HCR is important 2 me because I was unable to afford insurance and now I can..." http://bit.ly/KijoongACASStory #HCRTurns2	"Health care reform is important to me because I was unable to afford insurance and now I can get health insurance." – Kijoong Shin http://bit.ly/KijoongACASStory	
Afternoon: Post a	Need more facts on families w/ children		

	resource from your own agency or a partner organization	and the #ACA? http://1.usa.gov/ACAFamiliesChildren @healthcaregov #HCRTurns2	
	End of Day: Share a fact about your community	FACT: 1/5 #AsianAmerican #YoungAdults + 30% of #NativeHawiians & #PacifcIslanders likely to benefit from #Medicaid exp. #HCRTurns2	
03.23	Morning: Recognize HCRTurns2	#March23 marks the 2yr anniversary of the largest overhaul of the #healthcare system in the #US! Happy Birthday #ACA! #HCRTurns2	@apiahf wants to wish a HAPPY 2 nd BIRTHDAY to the AFFORDABLE CARE ACT! Thank you to @Obama for signing the bill and to our policy makers for giving our communities access to affordable health care! <i>*share an article from a major news source</i>
	Morning: Share some facts	FACT: 2014-private insurers prohibited frm taking account person's pre-existing condition such as #DomesticViolence #HCRTurns2	
	Morning: Share some facts	FACT: #SmallBusinesses w 100 employees able to buy health coverage through a state-based small Business health options program. #HCRTurns2	
	Lunch: Share a story from your community	STORY: "HCR is important to me because now I have access to..." http://bit.ly/Chi-HsinACAStory #HCRTurns2	"Health care reform is important to me because now I have access to quality, affordable coverage with a minimum benefit package which includes doctor's and hospital visits, prescription medication, and mental health." – Chi-Hsin Chang http://bit.ly/Chi-HsinACAStory
	Afternoon: Post a resource from your own agency or a partner	@apiahf + 39 CBOs dedicated 2 #health + #wellbeing of #AA & #NHPIs filed historic #AmicusBrief http://bit.ly/APIAHFamicusBrief #HCRTurns2	
	Afternoon: Share your stories	Want to read more #ACA stories from the community? Check out: http://bit.ly/ACASories #HCRTurns2	
	Afternoon: Share a fact about your community	FACT: 40% #Samoans, 30% #Tongans + #30% #NativeHawaiian #YoungAdults to benefit from #Medicaid expansion. #HCRTurns2	
	End of Day: Closing	http://bit.ly/APIAHFamicusBrief	The Asian & Pacific Islander American Health Forum (APIAHF), on behalf of 39 community-based organizations dedicated to improving the health and well-being of Asian Americans, Native Hawaiians and Pacific Islanders, filed a historic amicus brief before the U.S. Supreme Court supporting the Affordable Care Act (ACA). The brief –

			<p>APIAHF’s first appearance before the U.S. Supreme Court – is the only brief that specifically highlights the needs of Asian American, Native Hawaiian and Pacific Islander (AA and NHPI) communities.</p> <p>http://bit.ly/APIAHFAmicusBrief</p> <p><i>*Tag organizations in this post</i></p>
--	--	--	---

SHARE YOUR ACA STORY

One of the best ways to have your voice heard is to practice storytelling. Share your story today! Has ACA changed your life? Let's share how ACA has changed people's lives for the better and spread awareness using our personal stories. Please check out the APIAHF Story Collection Form and submit your own stories that can be featured online and shared through our social media networks.

Sample Story:

Susan Matsuko Shinagawa

Cancer Survivor and Advocate

Before health care reform, I was denied a biopsy for a prominent and painful breast lump by a surgical oncologist who admonished me that, "Asian women don't get breast cancer". After seeking a second opinion and undergoing a surgical biopsy, I was eventually diagnosed with infiltrating breast cancer at the age of 34, and underwent a modified radical mastectomy, followed by combination chemotherapy. Ten years later, routine mammography revealed an unrelated breast cancer in my left breast, for which I underwent a second mastectomy. I have been advocating for better minority health data for the 20 years since my first breast cancer diagnosis. Yet, I continue to meet (primarily young) AA and NHPI women diagnosed with breast cancer who were initially told by their health care providers that "Asian women don't get breast cancer."

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. These data are critical to improving our understanding of health disparities affecting Asian American, Native Hawaiian and Pacific Islander communities, and may be key to preventing other health care professionals from repeating the fallacy that "Asian women don't get breast cancer" to their AA and NHPI patients who present to them with suspicious breast findings.

In the U.S., cardiac disease continues to be the overall leading cause of death among all U.S. population groups with the exception of AA and NHPI women, for whom cancer has been the number one killer since 1986 – more than 25 years! In California (where I was born and raised), research has shown that Japanese American women have the fastest rising breast cancer incidence rates and Filipinas have the overall poorest breast cancer survival rates among all California women. Yet, we don't know the reasons behind these disparities. ACA-mandated data collection and reporting will provide researchers with the detailed information and tools needed to answer these perplexing and troublesome questions.

APIAHF Story Collection Form

Please provide the following information and submit the completed form to atitong@apiahf.org.

Legal first and last name _____

Address: _____

Email: _____ Phone (home/work/cell): _____

Occupation: _____

Employment status (full time, part time, independent): _____

Race/Ethnicity: _____ Age: _____ Sex: _____

My story is about:

- Medicaid expansion
- Pre-Existing Condition Insurance Program
- Extension of dependent insurance coverage up to age 26
- Guaranteed issue requirement
- Language access
- Small business needs
- Workforce
- Data collection
- Other

Issue/problem: Before health care reform, I ...

Solution: Health care reform is important to me because ...

Additional comments:

- I certify that all of the statements and information I've provided are, to the best of my knowledge, true and factually correct.
- I authorize APIAHF to make my story publically available in any print, online or other medium for the purposes of educating the public about the benefits of the health care reform law.
- I am including a picture or video with my story. *(If you are checking this box, please be sure to fill out the release form attached.)*

Signature: _____

Date: _____



CONSENT AND RELEASE

I, hereby authorize the Asian & Pacific Islander American Health Forum (APIAHF), and its contractors, grantees and national programs to photograph, film, audiotape and/or interview me, and to use such photographs, video, audio and interview information (hereafter, collectively "Materials") in any publications, presentations, Web sites or other media or form, whether now or hereafter known, for any purpose that, in the view of APIAHF in its sole discretion, advances the APIAHF's goals, including education, training, research, public relations, marketing and use by or for the news media.

I further understand and agree that I have no rights in the Materials, and that these Materials may be edited, used, published, distributed, republished and/or licensed by APIAHF, now or at any time in the future, for the purposes set forth above. I waive all right to inspect or approve the use of the Materials, now or in the future. I understand and agree that I will receive no monetary compensation for my participation or for the use of these Materials.

I forever release and discharge any and all actions or claims which I, my family members or my heirs may have against the Photographer and APIAHF, its officers, employees, contractors, co-funders and/or agents, and any other third party contracting with APIAHF, arising for any reason whatsoever from any use, editing, publication, distribution or republication of these Materials in accordance with this Consent and Release at any time now or in the future. This release shall inure to the benefit of the assigns, licensees and legal representatives of APIAHF and the Photographer as well as the party(ies) for whom the photographs were taken.

IF SUBJECT IS NOT A MINOR

I represent that I am 18 years of age or older and that I understand and agree to the terms set forth above.

Printed Name _____

Signature _____

Date _____

Address _____

City _____

State _____

Zip _____

Phone _____

Email _____

IF SUBJECT IS A MINOR

I represent that I am the parent or legal guardian of the Minor and that I have full authority to execute the Consent and Release on behalf of the Minor. I understand and agree to the terms set forth above.

Printed Name of Parent/Legal Guardian _____

Signature of Parent/Legal Guardian _____

Date _____

PAST ACA BIRTHDAY ACTIVITIES

Here is a refresher of last year's amazing work around the ACA birthday:

Phoenix, Arizona – Asian Pacific Community in Action, Parenting Arizona, and Health through Action Arizona: ACA birthday celebration at Parenting Arizona (mainstream and ethnic media invited). Office visit with cake and birthday cards to Rep. Ed Pastor (AZ-04). Media advisory, op-ed, and online mobilization strategy.

Fullerton, California – Samoan National Nurses Association, Pacific Islander Health Partnership, Guam Communications Network, and Empowering Pacific Islander Communities: ACA birthday celebration with Pacific Islander Health Partnerships targeting CSU Fullerton Native Hawaiian and Pacific Islander students. Online mobilization strategy.

Long Beach, California – Samoan National Nurses Association, Pacific Islander Health Partnership, Guam Communications Network, and Empowering Pacific Islander Communities: Office visits with birthday cards to Reps. Laura Richardson (CA-37) and Linda Sanchez (CA-39)*. Online mobilization strategy.

Oakland, California – Asian Health Services, Asian & Pacific Islander American Health Forum, Asian Pacific Partners for Empower, Advocacy, and Leadership, Association of Asian Pacific Community Health Organizations, and Asians and Pacific Islanders with Disabilities of California: ACA birthday celebration at Asian Health Services. Office visit with cake and birthday cards to Rep. Barbara Lee (CA-09). Online mobilization strategy.

San Diego, California – Samoan National Nurses Association, Pacific Islander Health Partnership, Guam Communications Network, and Empowering Pacific Islander Communities: Organizing community calls and emails to Rep. Susan Davis (CA-53). Online mobilization strategy.

San Francisco, California – Asian Health Services, Asian & Pacific Islander American Health Forum, Asian Pacific Partners for Empower, Advocacy, and Leadership, Association of Asian Pacific Community Health Organizations, and Asians and Pacific Islanders with Disabilities of California: ACA birthday celebration at Asian & Pacific Islander American Health Forum. Office visit with cake and cards to Leader Nancy Pelosi (CA-08). Op-ed and online mobilization strategy.

Atlanta, Georgia – Center for Pan Asian Community Services and Georgia Asian Pacific Islander Community Coalition: ACA birthday celebration party bus. Office visits with cake and birthday cards to Reps. John Lewis (GA-05) and Hank Johnson (GA-04). Op-Ed and online mobilization.

Honolulu, Hawai'i – Kokua Kalihi Valley Comprehensive Family Services, Lei Hipu`u, Medical Legal Partnership for Children in Hawai'i: Office visits with cake and birthday cards to Sens. Daniel Inouye and Daniel Akaka's Honolulu and Washington, D.C. offices and Reps. Mazie Hirono (HI-02) and Colleen Hanabusa's (HI-01) Honolulu and Washington, D.C. offices.

New Orleans, Louisiana – Vietnamese American Young Leaders Association of New Orleans and Mary Queen of Vietnam Community Development Corporation: ACA birthday celebration at VAYLA-NO. Party invitations sent to representatives and city health officials. Op-ed and online mobilization strategy.

Minneapolis-St. Paul, Minnesota – Minnesota Asian/American Health Collaborative and Asian & Pacific Islander American Health Forum: ACA birthday celebration as part of the "Health Equity Mini-Day at the Capitol". Office visits planned to Sens. Al Franken and Amy Klobuchar, and Reps. Betty McCollum (MN-04) and Keith Ellison (MN-05).

Biloxi, Mississippi – Gulf Coast R.E.A.C.H. and Mississippi Coalition for Vietnamese American Fisherfolk and Families: ACA birthday celebration at Gulf Coast R.E.A.C.H. Office visit planned to Rep. Steven Palazzo (MS-04). Media advisory and online mobilization strategy.

Albuquerque, New Mexico – New Mexico Asian Family Center: Office visits with cake and birthday cards planned to Sens. Jeff Bingaman and Tom Udall, and Martin Heinrich (NM-01). Media advisory and online mobilization strategy.

New York City, New York – Project CHARGE made up of the following organizations (Asian Americans for Equality, Asian Pacific Islander Coalition on HIV & AIDS, NYU Center for Study of Asian American Health, Charles B. Wang Community Health Center, Child Center of New York, Chinese-American Planning Council, Coalition for Asian American Children and Families, Family Health Project, Henry Street Settlement, Kalusugan Coalition, Inc., Korean Community Services of Metropolitan New York, MAAWS for Global, Inc., New York Asian Women’s Center, South Asian Health Initiative): Office visits with birthday cards planned to Sens. Charles Schumer and Kirsten Gillibrand and Reps. Nydia Velazquez (NY-12), Gary Ackerman (NY-05), Joseph Crowley (NY-07), Rep. Carolyn Maloney (NY-14) and Jerrold Nadler (NY-08). Op-ed and online mobilization strategy.

Cleveland, Ohio – ASIA, Inc. and Ohio Asian American Health Coalition: Office visits with cake and birthday cards to Reps. Dennis Kucinich (OH-10)*, Marcia Fudge (OH-11), Betty Sutton (OH-13), John Boccieri (OH-16), and Tim Ryan (OH-17). Op-ed and online mobilization strategy.

Columbus, Ohio – ASIA, Inc. and Ohio Asian American Health Coalition: Office visit with cake and birthday cards to Sen. Sherrod Brown. Op-ed and online mobilization strategy.

ACA RESOURCES

ACA TALKING POINTS

Top-line Talking Points

- In the two years since the ACA was enacted, millions of individuals – including Asian Americans, Native Hawaiians and Pacific Islanders – have benefited from the ACA's consumer protections and efforts to increase the availability of quality, affordable care.
- We view the ACA as a necessary step in moving our nation toward health equity and ensuring that all communities have access to high quality and affordable care.
- We will continue to work with health advocates and policy makers at the local, state and national levels to make sure that all communities realize the promise of health care reform.
- In just a few days, the U.S. Supreme Court will hear arguments for and against the ACA. We believe the ACA is constitutional. It's within Congress' powers to address issues of national importance. It is a national solution to a national problem.
 - [If your organization signed onto the APIAHF amicus brief] This is why we joined the Asian & Pacific Islander American Health Forum (APIAHF)'s amicus brief to the U.S. Supreme Court. The brief included a number of stories that demonstrate the real life impact the ACA has already had on our communities.

Affordable Care Act (Coverage Benefits)

- The ACA was designed to improve access to affordable and high quality care for many in our communities.
- AAs and NHPs are disproportionately uninsured compared to white Americans.
 - Of the nearly 47 million Americans that are uninsured, 1 in 7 are Asian American, Native Hawaiian or Pacific Islander.
 - These disparities in coverage are even more pronounced among ethnic subgroups. For example, Japanese Americans are the least likely to be insured (at 8%) while an estimated 21-23% of Bangladeshis, Cambodians, Koreans and Pakistanis are uninsured.
- Coverage for Young Adults
 - Thanks to the ACA, young adults can now remain on their parent's insurance plans up to age 26.
 - This provision has already helped 97,000 Asian American young adults get health insurance coverage.

- Medicaid
 - Racial and ethnic minorities constitute a disproportionate number of the uninsured and will especially benefit from the ACA's expansion of the Medicaid program, helping them get access to health care they otherwise would not be able to afford.
 - Currently, nearly one in 10 Asian Americans and one in 7 Native Hawaiians and Pacific Islanders are enrolled in Medicaid.
 - In 2014, nearly half of the uninsured population in the U.S. will be eligible for the program under this expansion.
- Exchanges
 - Starting in 2014, exchanges will serve as a one-stop shopping site where consumers can shop for, compare and enroll in health insurance coverage.
 - More than one in ten AA families and one in eight NHPI families will be eligible for subsidies and tax credits, helping to make coverage more affordable in the Exchanges.
- Small Business Health Options Program Exchange (SHOP)
 - Starting in 2014, the SHOP will serve as a marketplace where small businesses can shop for and enroll in coverage for their employees.
 - Businesses with less than 50 or 100 employees (depending on the state) will be eligible to purchase insurance through the SHOP.
 - Currently, certain small businesses can receive a tax credit to help offset the cost of providing insurance for their employees. This credit can total thousands of dollars and has already helped many small businesses provide coverage.
 - An estimated 300,000 AA and NHPI-owned small businesses will be eligible to purchase coverage in the SHOP and receive small business tax credits.

Affordable Care Act (Quality and Data Collection)

- AAs and NHPs experience a number of health and health care related disparities due to high rates of uninsurance and difficulties accessing culturally and linguistically appropriate care. The ACA contains a number of provisions aimed at improving the quality of care, such as through increased data collection.
- AA and NHPI communities are very diverse in terms of ethnic, linguistic and socioeconomic status.
- Traditionally, many health surveys grouped our communities into the category of “other,” and so our diversity was masked or we were not counted at all.
- Under the ACA, the U.S. Department of Health and Human Services recently released new data collection standards for race, ethnicity and primary language.
 - These new standards require federal health surveys to disaggregate a number of Asian, Native Hawaiian and Pacific Islander subgroups.
 - The new standards will help promote consistency in data collection, allow for more accurate assessments of community health and help policy makers make funding decisions and craft tailored solutions.

Community Impact

- [Discuss stories from your community that show the impact the ACA has had on AAs and NHPs.]
- [APIAHF has compiled a collection of stories collected by AA and NHPI community-based organizations from around the nation. The stories are available [here](#).]

Demographic Profile of AAs and NHPs

- AAs and NHPs represent more than 49 ethnic groups and 100 language groups.
- According to the 2010 Census, there are 17.3 million Asian Americans (5.6%) and 1.2 million Native Hawaiians and Pacific Islanders (4.2%) (US Census 2010).
- The U.S. Asian American population alone grew 46% between 2000 and 2010, and the NHPI alone population grew 40% in the same time frame.
- The Census Bureau projects that the number of Asian Americans, Native Hawaiians, and Pacific Islanders will be 40.6 million or 9.2% of the population by the year 2050 (US Census 2008).
- According to the 2009 American Community Survey, over 55 million people speak a language other than English at home.
 - More than 8 million people in the United States speak Asian and Pacific Islander languages at home and more than 4 million of them are considered “limited English proficient,” meaning they speak English less than “very well” or not at all.

ACA PRESS RELEASE TEMPLATE

[Organization Logo]

[Your organization] Celebrates Health Care Reform's Second Anniversary

**For Immediate Release
March 23, 2012**

**Contact [Your name]
[Phone]**

[Location] – Today [Your Organization] celebrated the second anniversary of the enactment of the Affordable Care Act (ACA). [Insert quote from your organization addressing importance of the ACA generally and/or to specific community.]

[Insert description of anniversary activities.]

In the two years since the law went into effect, millions of individuals, including many Asian American, Native Hawaiian and Pacific Islanders, have already benefited from expanded access to affordable health insurance and improved protections for consumers. Young adults are now eligible to remain on their parent's health plans until age 26 – a provision that has resulted in 97,000 Asian American young adults gaining coverage. In addition, children can no longer be denied insurance on the basis of a pre-existing condition and individuals with chronic diseases now have access to health insurance in the newly created Pre-existing Condition Insurance Plans.

The ACA also makes a number of long term investments in our nation's health system. By 2014, an additional 30 million individuals will have access to affordable health insurance through the one-stop shopping portals known as the Exchanges and expansion of the Medicaid program.

[Insert paragraph about what your organization has done to educate the public and policy makers about the ACA.]

For more information about the Affordable Care Act, visit our resources here [insert link].

[Insert boilerplate information about your organization here]

###

[Insert your organization's name and address in the footer of the document]

ACA OP-ED TEMPLATE

We have included a template op-ed in this packet for you to use if you want to write an op-ed about the ACA provisions that will make health care coverage more affordable for small businesses. Because many organizations will be submitting op-eds the week of March 23rd, we encourage you to reach out to your local ethnic press to increase the likelihood that you will be published.

When writing your op-ed, be sure to change the template to fit your writing style – to speak in your voice. The italicized text with brackets in **red** are sections that you should change to tell a story about a small business owner in your community that would benefit from the ACA. Use those sections to present information about your community and the work you do.

Template Op-Ed

Health Care Reform is Making a Difference in Our Communities

This week marks the second anniversary of the enactment of the Affordable Care Act (ACA), our country's historic health care reform law. The ACA makes considerable investments in our nation's health system and will help millions of uninsured and underinsured individuals access affordable health care coverage. Despite these important gains, opponents have challenged the law on a number of fronts, including in the court room. In fact, in just a few days, the U.S. Supreme Court will hear oral arguments for and against the law, and likely render a final decision on its constitutionality this summer.

As health advocates, we know that the ACA was an historic achievement for our communities and a necessary step to ensuring that all persons have access to affordable and high quality care. Asian American, Native Hawaiian and Pacific Islander (AA and NHPI) communities are already benefiting from many of the law's provisions that expand access to health insurance, improve the quality of care and ensure consumers receive good value for their money.

[For example, we recently heard from Sarah a Vietnamese small business owner in Grand Rapids, Michigan. Since she started her business, Sarah has found it difficult to provide affordable health insurance for her employees as she cannot afford the expensive premiums and high deductibles. In addition, as a small employer, she has had a hard time bargaining for better rates. As a result, Sarah and her employees do not have health insurance and worry each day about what might happen if they become ill.]*

[Sarah] is not alone. Many small businesses find it incredibly difficult to provide health coverage for their employees. Currently, more than three-quarters of employees in businesses with less than 100 workers are uninsured. In addition, many small businesses that do provide coverage for their employees pay higher premium rates than larger groups.

That's why the health care reform law is so important to small business owners like [Sarah]. The ACA expands access to more affordable health insurance in a number of ways. For example, right now, certain small business owners can receive a tax credit to help offset the cost of providing insurance. This credit can total thousands of dollars for some employers, and has already helped small business owners like [Sarah], afford insurance for their staff. Starting in 2014, [Sarah] can also shop for high quality, affordable small group plans offered through new insurance marketplaces called the "Small Business Health Options Program (SHOP) Exchange." The SHOP will operate as an online shopping venue where insurers can compete for business and small employers can compare and select plans with lower out-of-pocket costs.

The SHOP and small business tax credit are especially important for AA and NHPI-owned small businesses, many of whom operate small family-owned businesses and struggle to provide affordable health coverage for their employees. Thanks to the ACA, an estimated 300,000 AA and NHPI-owned small business in the U.S. will be eligible to purchase coverage in the SHOP exchange and receive the small business tax credits.

Expanding access to affordable insurance will help both small business owners and their employees in the long run. We already know that insurance helps individuals lead healthier lives and promotes access to consistent care. These benefits, in turn, pass to employers in the form of less sick days and increased worker productivity, helping small businesses better compete in the marketplace.

Thanks to health care reform, we are making progress in addressing the health and health care needs of Asian American, Native Hawaiian and Pacific Islander communities and small businesses. As we celebrate the second anniversary of the ACA this week, we look forward to working with [local officials/jurisdiction] to implement the law so that all communities will realize the promise of health care reform.

*Sarah's story is fictional and provided for illustrative purposes only.



HAPPY BIRTHDAY ACA:

PLANNING A BIRTHDAY CELEBRATION
FOR HEALTH CARE REFORM

HAPPY BIRTHDAY ACA: PLANNING A BIRTHDAY CELEBRATION FOR HEALTH CARE REFORM



HEALTH THROUGH ACTION improves the health and well being of Asian American, Native Hawaiian, and Pacific Islander children, adults, and families. Health Through Action seeks to eliminate health disparities among marginalized communities.



THE ASIAN & PACIFIC ISLANDER AMERICAN HEALTH FORUM (APIAHF) influences policy, mobilizes communities, and strengthens programs and organizations to improve the health of Asian Americans, Native Hawaiians, and Pacific Islanders.

PUBLISHED: March 2011

TABLE OF CONTENTS

SIGNIFICANCE OF THE ANNIVERSARY OF HEALTH CARE REFORM	1
HAPPY BIRTHDAY HEALTH CARE REFORM	2
STEP BY STEP EVENT CHECKLIST	3
SAMPLE GREETING CARDS	4
DAY OF ACTION DO'S AND DON'TS	7
A NOTE ON LOBBYING	8
PROMOTE YOUR EVENT	9
ENGAGE THE MEDIA	12
RECORD THE EVENT	18
GET ACTIVE NOW (YEAR-ROUND ACTIVITIES)	22
GET ACTIVE NOW WORKSHEET (FOR FACILITATORS)	28
GET ACTIVE NOW WORKSHEET (BLANK)	26
EVALUATION FORM	27
HEALTH THROUGH ACTION COHORT LEADS	28

SIGNIFICANCE OF THE ANNIVERSARY OF HEALTH CARE REFORM

MARCH 23, 2011 marks the one-year anniversary of the Patient Protection and Affordable Care Act, the largest overhaul of the health care system in decades. The new law will revolutionize our health care system and should be celebrated. Health care reform lowers the cost of health care, increases the number of health care providers, holds health insurance companies accountable, improves the quality of health care and extends health coverage to 32 million people. In this time of economic uncertainty and rising unemployment, health care reform provides much needed security to millions of Americans.

EARLY BENEFITS

In the year since health care reform was signed into law, a number of benefits have already gone into effect. The Patient Protection and Affordable Care Act provides coverage for young adults under their parent's health plan until age 26, provides no-cost preventive services, eliminates lifetime caps on health coverage, and prohibits insurers from denying coverage to children with pre-existing conditions. This is just the beginning of a series of lasting changes that the law will provide.

IMPACT OF HEALTH CARE REFORM

Importantly, health care reform will provide health coverage to uninsured and underinsured Asian Americans, Native Hawaiians, and Pacific Islanders (AAs and NHPs) while also enhancing the quality of care our communities receive. An expanded Medicaid program and new Health Insurance Exchanges will expand access to affordable, quality care for more individuals and families. The new health reform law also provides grants to states to develop or partner with consumer assistance and patient navigator programs. These programs use community workers to help patients access health care, and provide health information in a culturally and linguistically appropriate manner. Health care reform also expands initiatives to increase racial and ethnic diversity in the health professions and offers training grants for providers to strengthen their cultural competency. Federally-funded health programs will also be required to collect data on race, ethnicity, sex, primary language, disability status and geography, which will improve our ability to address disparities facing AAs and NHPs.

In the year since health care reform became law, there have been five major lawsuits challenging the constitutionality of the law and a majority of the states have either introduced legislation or filed ballot measures to block reforms. The House voted to repeal the Affordable Care Act earlier this year and opponents of health care reform in both chambers of Congress continue to consider measures to weaken the law.

CHALLENGES TO HEALTH CARE

In order for the true promise of health care reform to be fulfilled, we must defend it from efforts to repeal or weaken the law. By celebrating the one-year anniversary of health care reform we are highlighting the progress that has been made in creating a more affordable and just health care system. There is much more to come. Reverting to the status quo or dismantling parts of health care reform would be absolutely detrimental. We cannot afford to let this happen. The time is now to celebrate the promise of health care reform.

HAPPY BIRTHDAY HEALTH CARE REFORM

APIAHF has created this toolkit to assist organizations and individuals in planning and hosting a birthday event at your Congressional Member's district office to commemorate the anniversary of the enactment of health care reform. This is by no means a comprehensive guide to planning an event but we hope that it will provide you with some guidance and ideas about how to make your birthday party a success!

This toolkit contains planning tools, media tips, fun event ideas and an evaluation form to document your birthday event. You will also find examples of greeting cards that you can print or photocopy for community members to personalize and sign for your Member of Congress.

To find print-ready versions of the birthday cards, visit our Health Care Reform Resource Center: www.apiahf.org/policy-and-advocacy/health-care-reform-resource-center/community-members.

Ask community members and partner organizations to sign the greeting cards (or create their own) and collect them before your scheduled visit. Deliver the cards to the Member of Congress or staff, along with a birthday cake, balloons or other party items and materials to create a festive celebration!

HOW TO USE THIS TOOLKIT

STEP BY STEP CHECKLIST

2 WEEKS BEFORE THE EVENT

WEEK OF MARCH 7

- Hold a planning meeting to discuss logistics.
- Identify and invite individuals who are willing to participate in the event.
- Schedule an appointment with your elected official.
- Inquire if there are special clearances needed to visit the office.
- Ask if it would be okay to invite media to the event.
- Create and gather materials that you intend to use, these could be one pagers, sample birthday cards, letters, etc.
- Plan transportation arrangements for participants.
- Promote your event using fliers, word of mouth and social media.

1 WEEK BEFORE THE EVENT

WEEK OF MARCH 14

- Conduct a training with your participants that incorporates do's and don'ts.
- Ask participants to create a birthday card.
- Give participants details on how they will get there.
- Follow up and re-confirm meeting with the office you are visiting.
- Prepare a media advisory to invite the local media.
- Determine whether and how you will prepare the birthday cake and other small party items.

THREE BUSINESS DAYS BEFORE THE EVENT

MARCH 18

- Send out the media advisory for the event.
- Follow up with the media in the days leading up to the event.

DAY OF EVENT

DAY OF EVENT MARCH 23

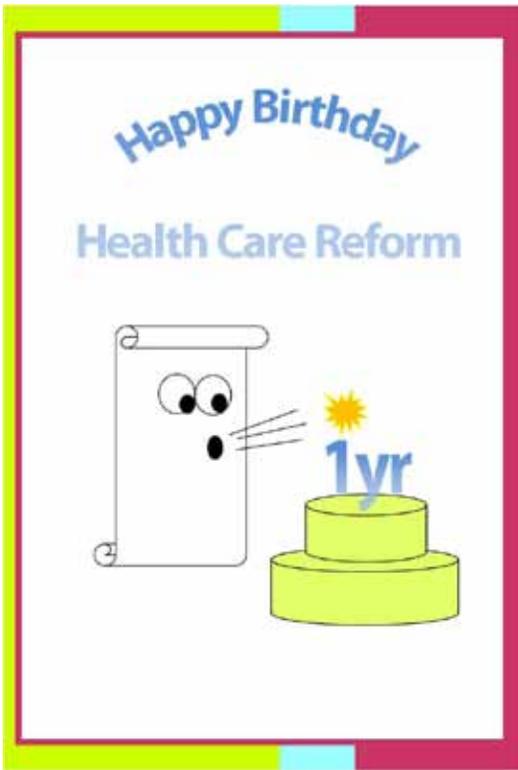
- Show up early and tell the front desk that you have an appointment.
- Present materials, cake and greeting cards to the Congress Member's staff and introduce your group and your work.
- Emphasize that you are located and have members who live in the district.
- Take pictures and videos (with their permission).
- Thank them for their time.

AFTER THE EVENT

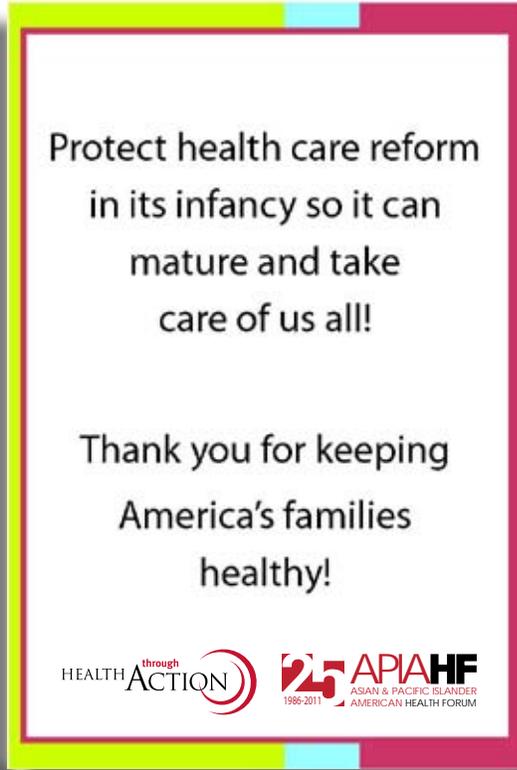
MARCH 23 - APRIL 1

- Send a thank you note to your Member Congress and any staff that met with you and your group.
- Upload your photos and videos and disseminate them through social media.
- Follow up with reporters who attended the event.
- Evaluate your event.
- Follow up with the Asian & Pacific Islander American Health Forum on your event's successes or challenges, and share your pictures.

SAMPLE BIRTHDAY CARDS



Front Cover



Inside Message



Front Cover



Inside Message

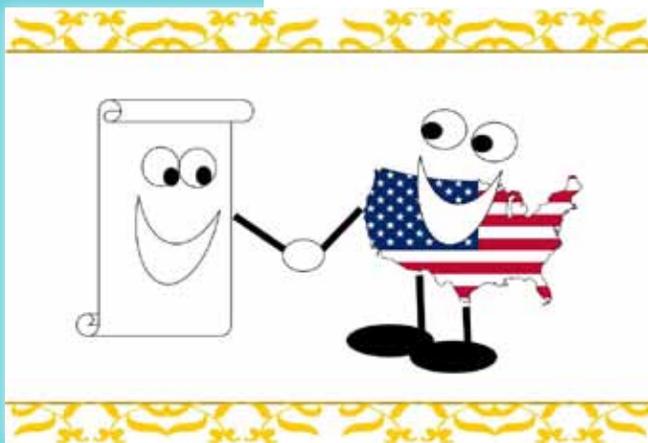


Front Cover

May health care reform
grow to a ripe old age!



Inside Message



Front Cover

*Happy Anniversary
Affordable Care Act and
The United States*

Thank you for making this relationship work!



Inside Message



Front Cover



Inside Message

DAY OF ACTION

DO'S AND DON'TS

DO	DON'T
Call to tell the elected official's office that you are coming.	Show up unexpected because this may pose a threat to security.
Familiarize yourself with parking and mass transit options.	Expect to have parking or mass transit available to the office.
Inquire if it is ok to bring cupcakes or cake.	Show up with cupcakes or cake without telling them.
Ask if it would be okay to invite media to the event.	Show up with the media and assume it is okay with the Member of Congress or their staff.
Research the position of your elected official in order to tailor your visit and messaging.	Show up and assume your elected official is supportive of the Affordable Care Act.
Be early.	Show up late. Many times staffers have back to back meetings.
Wear business or business casual attire.	Wear jeans, t-shirts or flip flops.
Stick to 2-3 points.	Talk about many items.
Be respectful of district staff limitations.	Expect staff to devote resources to this event.
Present and convey your message with clarity and respect.	Be boisterous, rowdy or yell your message.
Introduce the work of your organization.	Leave without establishing a relationship with the staff.
Leave materials from your organization, highlighting your work.	Show up to the event without any materials and contact information.
Consider that district staff are very busy and will have time constraints.	Expect to be at the member's office for more than 30 minutes.
Ask to take a picture.	Assume that picture taking is ok.
Clean up all materials that you bring to elected official's office.	Expect staff to clean up the mess.
Send a thank you note to the staffer you met with.	Forget to do necessary follow-up after the visit.

Research the position of your elected official in order to tailor your visit and messaging.



Leave materials from your organization, highlighting your work.



Send a thank you note to the staffer you met with.

A NOTE ON LOBBYING AS A 501(C)3

For 501(c) 3 organizations, federal rules do allow for lobbying activities. Depending on your organization's status, there is a set amount of time that you can lobby under federal law. In addition, many states have their own laws regulating lobbying activities.

There are two types of lobbying: direct and grassroots.

- Direct lobbying is communicating your views with a legislator on a piece of legislation.
- Grassroots lobbying is communicating with the general public to express a view on a piece of legislation and calling them to action.

Working with volunteers allows you to maximize opportunities under the law. However, the use of organizational resources (such as facilities and materials) can also be counted toward your allocated lobbying limits. It is very important that you track and keep accurate records of the expenses and time spent on lobbying.

For purposes of activities on March 23, you should be careful to explain to your volunteers what they should and should not do under law. Given that the purpose of this event is to celebrate the one-year anniversary of the signing of the Affordable Care Act, you should not use it as an opportunity to lobby on a particular piece of legislation that is currently pending in Congress. Please use caution in crafting your materials to ensure that your organization follows the boundaries provided under law.

For more information on about the federal lobbying rules we recommend that you visit the Alliance for Justice at www.afj.org/for-nonprofits-foundations/about-advocacy/lobbying.html.

PROMOTE YOUR EVENT

Two to three weeks ahead of time, promote your event with invitations, flyers, or posters displayed throughout your workplace and/or neighborhood. Word of mouth is always key, but don't forget to use social media sites such as Facebook, and Twitter to get the word out.

FACEBOOK

There are a number of different ways to promote an event on Facebook. We suggest doing them all. The first thing to do is to create an event on Facebook, and share it using a link. If you have created a digital flier, we encourage you to upload it to your organization's Facebook page as a jpeg. Tag your friends and/or upload it directly onto their walls.

How to create an event and share on Facebook:

1. Type "Events" in the search module at the top of your Facebook page



and click on the Events option.

2. Your Events page should pop up. Click on "Create an Event." From here add details of your event. Be sure to include details and logistics of the event. Make sure to check the boxes "Anyone can view and RSVP" and "Show the guest list on the event page."
3. Click on "Select Guests." Invite as many people as you think is appropriate.
4. To attract your guests to this event include a picture or flier related to the event. You can do this by clicking "Add Event Photo."
5. To publish your event, Click on "Create Event."



Upload a jpeg of your flier to the event page wall. Tag your friends.



Leave a comment on the event page wall.



Send your guests a personal message to invite them to the event.

To ensure that people will participate in the event, you must interact with the guests you have invited. Even if you didn't create the event yourself, consider the tips below.

Leave a comment on the event's wall. And, if one of your guests have commented on the wall, be sure to respond. Doing this will start a dialogue between you and the guests. The more you interact the more engaged. Guests will know more about the event and possibly take the initiative of promoting it as well.

Share your event on your personal Facebook wall. Having your event on your wall will add a personal note to all of your friends. Post the event on groups and fan pages. Go to the event page and click the "share" feature. In the box that pops up, tag the groups, organizations or people [can we tag orgs?] so this event will show up on their walls. This will attract potential new guests who are not in your current guest list.

Send your guests a personal message. You can customize a message to your guests by clicking "Message Guests." Tell them why this event is important to you and ask them to help you promote the event.

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.

"Make sure you're promoting other people and sharing valuable information. People don't like the "me, me, me" strategy. Nobody really minds someone who shares good content, even if some of it is their own. This is also a great way of increasing your visibility beyond your current network." -<http://eventzi.com/blog/how-to-promote-your-event-with-twitter>

Create a hashtag

A **hashtag** will probably be one of your most powerful tools when promoting your event on twitter. You will need to be strategic when naming your hashtag. You want it to be memorable, be relevant, and short so that it will easily fit into a 140 character twitter message.

Your hashtag will help promote the event on Twitter and generate dialogue. When people click on the hashtag they will access a list of tweets containing the hashtag. This allows people to receive real-time updates regarding the event.



TWITTER

Develop a timeline leading up to your event.



Create a hashtag that is memorable, relevant and short.



Reach many more people by tagging other Twitter users in your posts about the event.



Retweet

Retweeting will be one of the easiest ways to help promote the event. If someone has already tweeted about the event, you need to click “retweet.” Messages from organizations or well respected people are most trusted.



Tagging

If you only have a few followers on twitter, don't fret! 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.



ENGAGE THE MEDIA

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.

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.

SEND AN OPINION EDITORIAL TO YOUR LOCAL AND ETHNIC NEWSPAPERS

Track the news and jump at opportunities.



Submit an op-ed when you think you can add to the debate.



Make a single point - well.



Showing is better than discussing.

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.

USE OUR TEMPLATE

We have included a template op-ed in this toolkit for you to use if you want to write an op-ed about the data provisions included in the health care reform law. Make sure to change the op-ed to be in your writing style – to speak in your voice. The italicized text with brackets in the the op-ed are sections that you should change to tell a story about someone in your community who would benefit from better data collection and reporting. Use those sections present information about your community and the work that you do. Talk about how the data provisions will help you in your work or benefit your community.

HOW TO SUBMIT AN OPINION EDITORIAL

Look on your local newspaper's website to find out where to submit an op-ed. Most newspapers also list their guidelines for choosing which op-eds they will print. Be sure to include your contact information, and say whether you have a photo of yourself available. Most papers now accept articles by e-mail.



Template Op-Ed

Health Care Reform Helps Prevent Medical Stereotyping

This week marks the one-year anniversary of the passage of the Patient Protection and Affordable Care Act. Unsuccessful in attempts to repeal the health care reform legislation in both chambers of Congress, opponents have vowed to eliminate funding for large portions of the bill, making it impossible to implement. These policy considerations are not just about dollars and cents, but have life-or-death implications for many of our loved ones and family members.

[Consider the experience of Susan Matsuko Shinagawa, a third-generation Japanese American woman. In 1991, she noticed a lump in her breast during her monthly self-exam. Her mammogram was negative, but a sonogram revealed the lump was a solid mass. A surgeon diagnosed Susan with fibrocystic breast disease – “lumpy breasts” – and refused to do a biopsy because she was too young to have breast cancer and because, “Asian women don’t get breast cancer.”

Months later, Susan sought a second opinion from a doctor who agreed with the initial diagnosis. This time she insisted on a biopsy, which came back positive for cancer. Her experiences with the health care system as she sought treatment strengthened her resolve that other women would not be misdiagnosed because of medical stereotyping.

Susan is now one of our most ardent cancer advocates. With the help of the Asian & Pacific Islander American Health Forum (APIAHF) she formed the Asian & Pacific Islander National Cancer Survivors Network (APINCSN), a coalition that advocates for increased and improved data collection and reporting that gives doctors, researchers, funders and policymakers a clearer picture of cancer’s impact on our communities.

Last year Susan’s work received a major boost] when provisions were included in the health care reform law to increase collection and reporting of data on race, ethnicity, and language. The health care reform law also requires the establishment of uniform categories to be used in the collection of race, ethnicity, sex, and primary language for federally-funded health care and health-related activities.

For Asian Americans, Native Hawaiians, and Pacific Islanders the data provisions are critical in providing our policy makers, public health experts, local leaders and service providers with the necessary information to set priorities and allocate resources to address particular disparities in our communities.

We trace our heritages to more than 50 countries and to dozens of distinct ethnic groups. We speak more than 100 different languages and represent a multitude of cultures, religions and immigration histories. Despite what may be commonly thought, we exist in large numbers outside of states such as New York and California, in cities such as Phoenix, AZ, Minneapolis, MN, Atlanta, GA and Cleveland, OH.

Of course, the health challenges faced by the Samoan community in Salt Lake City, UT differ vastly from those faced by the Vietnamese community in Houston, TX. For instance, among Asians in California we know that Japanese women have the overall highest breast cancer incidence rates, while Filipinas have the overall poorest breast cancer survival rates. We know this because, by law, the California Cancer Registry collects and reports cancer data by detailed ethnicity. But we don’t know what’s happening with cancer in Asian American women in other states.

Requiring all federally-funded population surveys to collect enough data to allow for reliable reporting of racial and ethnic subgroups will greatly improve the ability to document disparities, especially among smaller populations who are typically excluded from survey findings, or grouped as “Other.”

[We’ve made a lot of progress since 1991. Unfortunately, almost twenty years later we still hear stories about Asian American women being told, “Asian women don’t get breast cancer.”] As we continue to encourage women to take preventive steps and get screenings, our leaders in Congress should do the right thing and make sure that our doctors, researchers, funders and policymakers have the information they need to address breast cancer and other health disparities effectively in our communities.

Note: Before inviting the media to your ACA birthday party event make sure that the Member of Congress and staff are informed and agree that it is okay to invite them. Do not show up with the media without notifying the office.

The Media Advisory

Use a media advisory to notify news outlets of the date, time and place of your event. The media advisory will also give news outlets some background information that may entice them to cover the event. Advisories are also a good way to notify news outlets of a change or additions to an already scheduled event. We have provided a media advisory template to use in developing the media advisory for your event.

A media advisory should be sent out several days in advance of your event and should always be followed up by a phone call. Make sure to send your media advisory to the Associated Press Daybook for inclusion in the listing. News outlets use this in planning what they will cover. Visit www.ap.org/pages/contact/contact.html and use the AP Bureaus drop down menu on the right hand side for contact information for your state. Call your local Associated Press Bureau and ask them how you can have your event listed on the AP Daybook.

Sending Out the Advisory

It's time to compile your media list. Do some research and compile a press list of news outlets and key reporters. There are many databases that track contact information for journalists. If those are beyond your budget, use the internet and make some phone calls.

For basic media outreach for an event, you want to make sure you invite the following:

- Major Network Television News (look for the NBC, CBS, ABC and FOX news affiliates in your city)
- Major Network Radio News (again, look for the network news affiliates)
- Major Newspapers
- Ethnic Language Televisions Stations
- Ethnic Language Radio
- Ethnic Language Newspapers
- Neighborhood Newspapers
- Online News Outlets and Bloggers

Television: Find contact information for the news desk or assignment editors. The media advisory should also be sent to a health care reporter and perhaps the reporter who covers politics.

Newspapers: Find contact information for the metro desk. The media advisory should also be sent to a health care reporter and perhaps the reporter who covers politics. Also find contact information for the photography, picture or photo editor (titles differ throughout outlets, so use your best judgment).

Radio: Find contact information for the news director.

For Immediate Release
March 21, 2011

Contact: [Your Name]
[Phone Number]

[INSERT NAME OF ORGANIZATION] TO DELIVER BIRTHDAY CAKE TO [INSERT POLICYMAKER'S NAME] TO CELEBRATE ONE YEAR OF HEALTH CARE REFORM

Washington, DC – As part of a national celebration of the one-year anniversary of passage of the Patient Protection and Affordable Care Act, [insert your organizations name here] and members of other [insert your city or region here] health organizations will deliver a birthday cake to [insert policymaker name here – make sure to use the proper title] and hold a birthday party to celebrate the largest overhaul of the health care system in decades.

In the year since health care reform was signed into law on March 23, 2010, a number of benefits have already gone into effect. Health care reform provides coverage for young adults to stay on their parent's health plan until age 26, provides no-cost preventive services, eliminates lifetime caps on health coverage, and prohibits insurers from denying coverage to children with pre-existing conditions.

**HEALTH CARE REFORM BIRTHDAY CELEBRATION
MARCH 23, 2011
[INSERT TIME]
[INSERT ADDRESS INFORMATION]**

INTERVIEW AND PHOTO OPPORTUNITIES:

[Here you would provide a list of individuals that would spark media interest or describe events that would provide compelling visuals for a television story or for a photographer. This space can also be used to provide a timing breakdown of the event. Because news crews have so much to cover, they may show up just for one quick portion of the event.]

- [insert your organizations name here] presenting a birthday cake for health care reform to [insert policymaker name here – make sure to use the proper title].
- [insert number] community health care advocates celebrating the one-year anniversary of health care reform.

[Insert boilerplate information about your organization here]

###

[Insert your organization's address and contact information in the footer of the document]

CONFIRM THE INVITATION

Call the assignment editor or planning editor. Be vigilant but courteous.



Follow up with the health care and the politics reporter.



Make sure you contact the photo editor.

The News Desk, Assignment Editors and the Metro Desk

The key to getting your event covered by local news outlets is following up with the news desk, the metro desk and assignment editors. After you send out your media advisory (a few days before the event), call the news desks at your local television news stations to make sure they received it. Ask them if they are planning to cover it and give them some information that will entice them to cover it.

Assignment editors (the person covering the metro desk or the news desk may have a different title, but the function is very similar) are extremely busy, so don't get discouraged if they are rushed or seem rude. They aren't trying to be mean. They are simply trying to figure out what the outlet is going to cover that day and may have hundreds or even thousands of requests to choose from. Some outlets have planning editors, who organize potential events a few days ahead of time. Ask the assignment editor if they have a planning editor you can speak with because your event is in a few days.

As the day approaches, keep calling to follow up with the assignment editor. You may talk to different assignment editors during different times of the day. They will tell you when to call back and when a decision will be made. Take note and call back at the time they mention. Be vigilant, but remember to be courteous.

Reporters

You should definitely follow up with reporters who cover the issue that is relevant to your event. Send them the advisory and follow up with emails and phone calls. Remember that they too are very busy and get a lot of requests to cover events. When you speak to them, make appeals that help the reporter understand why your event will be providing information that is relevant and important to their readership.

Photo Editors

Follow up with the photography editor and describe the types of images a photographer will be able to capture at the event. Make sure that your event will have opportunities to take compelling pictures that tell a story.

RECORD THE EVENT

Make sure you that you have someone to document your event. Even if your event is covered by a photographer from a news outlet, make sure you have plenty of photographs to use on your website and disseminate through social media. Some neighborhood and ethnic language newspapers don't have the budget for a staff photographer and will sometimes use your photos if they are a printing a story. Before sending unsolicited photos to news outlets, contact them and inquire if they would like to use photos that you have available.

Content

Good photography creates a sense of identification with the viewer and tells a story without using words. As you think about taking photographs during the event, think about what images will tell the story in a compelling way. Try to take photographs that incorporate your organization's logo or otherwise identify your organization or community.

During your ACA birthday event, make sure you get the following photos.

- Photos of birthday event attendees in action.
- Photos of the birthday cake being presented to your Member of Congress or staff.
- Photos of the Member of Congress, staff and birthday event participants.

Here are some other tips on taking photos from Adam Stoltman, a respected photojournalist and owner of E2productions. More information on Adam's work can be found at www.E2productions.com.

Composition and Balance

A good image has balance. The photographic **principle of the rule of thirds** by which the frame is considered in horizontal and vertical sections of three as in the grid below, is a basic tenet of photographic composition. Points of interest are not placed in the center of the frame necessarily, but rather at the intersection of these lines or within one of the "thirds." This gives the overall composition a feeling of balance and generally makes it more pleasing to the eye. Study pictures in magazines and newspapers or the framing of shots in your favorite movies, and you will see this principal applied again and again.

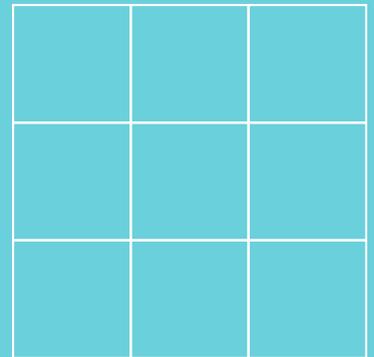
Quality of Light

One of the greatest influencers of mood and feel of a picture is the quality of light. When photographing outdoors, early morning and late afternoon produce the most dramatic light with warm tones and long shadows. Photographs taken in the middle of the day will tend to have harsh and unflattering shadows. Light can be hard or soft, as in a bright overcast day which produces even tones and exposure values. When working with artificial lights a variety of effects are possible. Indoor lighting often has a gritty or documentary feel to it which can be appropriate for certain kinds of situations.

Blogs and video sharing sites such as YouTube give individuals the space

TAKE PICTURES

Note: The general rule of thumb is that for purely editorial uses, a photograph taken in a public place can be published by a news organization or publication without the consent of, or additional permission required from the subject.



RULE OF THIRDS DIAGRAM

This box represents the principle of the rule of thirds. Instead of framing your photo subject in the middle, mentally divide the screen of your camera into nine boxes. Place the subject of your photo in one of the intersections of these lines. It will ensure that you have a compelling background for your photo.

RECORD A VIDEO

to compile their thoughts and opinions, distribute their messages, and immediately interact with their readers and viewers. The rapidly growing network has no filters and generates fierce followings that can propel stories to the front of public consciousness in an instant. Make short videos during the event to upload to YouTube and promote them on your website or through social media such as Facebook and Twitter.

Record the Presentation of the Birthday Cake

Before the event, inform the Congress Member's staff that you would like to record video of the birthday cake presentation. Think about issues of background noise and make sure you can capture remarks by the person presenting the cake and the Member Congress or Staff.

Interview Your Member of Congress

Before the event, speak with the Congress Member's press secretary and request a short interview with the Member. If the Member agrees, prepare two or three specific questions to ask. Ask the press secretary or other staff what they would like to use as a background and be accommodating to the Member. Remember that your Member of Congress has a busy schedule, and make the interview as short and as quick as possible.

Interview Community Members

Interview the people attending the ACA birthday event about why they are participating and what health care reform means to them. Remember to work with the person being interviewed to make the story short, clear and concise.

STORYTELLING TIPS

Prepare

What would you watch? Think about what would be interesting to you, or what would draw others to your posted videos.

What are your objectives? Think about what you want to capture before you film. What does the shot look like? Will you need translation? Who is the best person to talk about the video's topic?

Keep It Short

Powerful videos are often under 2 minutes long. The effort you put into keeping it short will go a long way in helping you focus your message.

Keep It Simple. Try to focus on one main topic (ie. an event, one person's story, a lesson, a testimonial). It's easier to get excited about a video that is focused.

Be genuine. Viewers want to connect with the work that your organization is doing. Focus on content that is compelling rather than what's "cool".

Keep It Fluid. Have a Beginning, a middle, and an end. Catch the audience at the beginning and explain what is happening, build emotion in the middle, and come to some sort of resolution at the end – keep it moving.

Don't forget the importance of audio. Audio adds emotion and excitement to the piece and can offer valuable contextual information. Simple, poignant narration or a great music track can drastically improve your piece.

Keep It Interesting.

Capture varied shots:

Wide shot - establishes the scene

Medium shot - gives more intimacy, focuses on one subject

Close-up - for emotion and direct connection to what is being said or done

Extreme close-up - very intimate, emotional effect.

Keep it Steady

When handhold shooting, make sure you keep your hand steady and avoid jerky movements. When panning, do so very slowly to retain detail.

Use the digital zoom sparingly. When possible, move physically closer to the subject.

Stay focused on your subject the whole time they are speaking so you don't miss any of the action.

If conducting an interview, always use a tripod if one is available. Use a flat surface that allows you to easily move the tripod and camera. Set up close to the subject and offset your subject to one side or the other to keep the frame visually interesting.

Sound

Remember that the microphone is on the camcorder so the closer the subject is to the camcorder, the better the sound will be. Don't cover the microphone with your finger!

Be aware that if you shoot in a place with a lot of background noise it is likely that your subject's voice will be drowned out, so pay attention to your surroundings.

Lighting and Composition

Flip Video Camcorders do well in low-light situations but you will always get the best footage when you have good lighting.

Sunlight is good, but be sure to keep it at the shooter's back. This will help you avoid backlight situations which leave your subject blacked out.

If using artificial light, try to get more than one light source to fill the subject.

Pay Attention to the Background

Make sure that the background behind the person you are interviewing adds to your story.

Remember to brand your organization – get your logo in the shot, or somehow visually remind people what organization is being represented.

Make sure that the traffic (people, etc.) behind the subject adds to the story. If you are in an office interviewing someone, make sure no one walks through your shot. If you are at cultural fair or something like that, try to show how many people are there, while making sure that the sound will come out well.

SHOOTING TIPS

Be aware of background noise.



Make sure the sun is behind the camera and the interview subject is visible.



The scene behind your interview subject should add to your story.

LEARN MORE

Watch lots of videos and see which ones you like and then model yours after theirs. Here are a few resources to learn more about video production:

The folks at <http://www.freevlog.org> have put together an excellent piece about how to create a video blog, from start to finish.

Current TV has put together <http://current.com/participate/resources.htm> for training. There is a lot of useful stuff in there, so dig around.

Blip.tv encourages everyday folks to start making their own episodes, and this is what they have put out for support <http://blip.tv/learning>.

Witness also provides resources for video advocacy.

http://www.witness.org/index.php?option=com_content&task=blogcategory&id=41&Itemid=214

GET ACTIVE NOW: YEAR ROUND ACTIVITIES

Our new health care law is about real problems that people face every day. But not everyone understands what they will gain from the law, and that's why we need your help. There are many ways that you and your community can get involved to make sure health care reform benefits everyone.

APIAHF is working in partnership with local, state and national organizations to engage our communities and our elected officials in understanding the importance of health care reform and why it should be protected. We hope that you will join us. Included below are some examples of activities that you can organize to help build support for health care reform.

Plan a Brown Bag Lunch at Your Workplace

Many workplaces will allow employees to hold lunchtime meetings in a conference room. Ask your human resources department or management about hosting a brown bag lunch where you and your fellow employees can discuss health care reform.

Host a Health Care Reform House Party

One of the most important things we can do to protect health care reform is talk about it in our communities and educate one another about the benefits of health care reform. Host house parties during the State of the Union and political debates. Invite your friends, family members and co-workers over for an educational evening to learn about the issues. This is also a perfect opportunity to organize your community around advocacy activities such as a letter-writing campaign to Members of Congress.

Hold a Rally

Hold a mini-rally at a busy AA and NHPI gathering place in support of health care reform. Encourage members of your community to sign up for updates and take part in our online advocacy actions.

Call your Representatives and Senators

Encourage members of your community to make phone calls or send emails to their lawmakers. Phone calls let legislators know what their constituents are thinking, and this form of grassroots lobbying can have a huge impact. Members of Congress record and track the number of phone calls and emails they receive in favor of or against particular issues or legislation, which helps them decide which way to vote.

Calling your lawmakers is easy! Remember, they are your public servants, and you have the right to let them know how you feel and how they should vote on certain policies. Call the U.S. Capitol switchboard at (202) 224-3121. It's best to call in the morning so you don't have any problems because of different time zones between your state and Washington, D.C. When the switchboard operator answers your call, ask to be connected to the office of your Representative or Senator.

ENGAGE YOUR
COMMUNITY

ENGAGE YOUR
LEGISLATORS

Attend a Town Hall Meeting

During Congressional recesses many legislators hold town hall meetings in their states and districts to hear firsthand the needs and concerns of their constituents. Gather your friends, family members, and other constituents to attend and ask relevant questions as it pertains to AAs and NHPs. To find an upcoming town hall meeting in your community call the nearest district offices of your Senators and Representative or search their websites for information.

Participate in a Signature Drive

- Create postcards for people to sign and mail to a specific target audience. For example, postcards could be directed at insurers and the message could encourage them to be reasonable and do the right thing for our children and families.
- Create a postcard that thanks your elected officials for working to pass health care reform and encourage them to defend it.

Get Their Attention and Make it Fun

- Host a screening of Unnatural Causes and invite community members and policy makers. The makers of the film provide discussion documents and other toolkits to using when hosting viewings: www.unnaturalcauses.org.

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 views 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 others, so if you do get one published use it to your advantage.

Send a Letter to the Editor of Your Local and Ethnic Newspapers

Another effective strategy for advocating for health care reform is responding to stories in your local, ethnic and community newspapers with a letter to the editor. When you think a story could have provided better context to how your community will be affected by health care reform or did not include your community's perspective on an issue, write a letter to the editor that will provide readers with more information.

Use Blogs and Social Media

Talk to your friends, family members and other organizations online. Share your story today and help others learn how health reform will make a big difference in the lives of millions of Americans. Blog about it, upload a video to YouTube, and share it through social media like Facebook and Twitter.

Use Photos

To some opponents of health care reform, insuring someone with a pre-ex condition is the same as insuring a house that already burned to the ground. Help demonstrate that health reform is about people by sharing your photo and uploading it to your organization's Facebook page, APIAHF's Facebook page, or the Keep America's Families Health Facebook page. Whichever you choose, make sure to tag your friends, APIAHF and everyone in the HTA network.

Spread the Word

Use APIAHF's resources to talk about the health reform law to your friends, family, neighbors, and colleagues. Visit www.apiahf.org/hcr for resources on understanding and implementing the law. Keep up to date on the fight to protect the law from repeal and other efforts.

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

Event Lead: _____

Cohort(s) to work with: Lead Communications RED Policy

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?): _____

MESSENGER(s) (Who will they listen to?): _____

SCOPE	DETAILS
1. Scope of Your Event	
2. Estimated Event Budget	
3. Possible Venue	
4. Printed/Web Materials Needed Marketing Needed	
5. Event Program	
6. Follow-Up Details	

Event Lead: _____

Cohort(s) to work with: Lead Communications RED Policy

MARCH 23 DAY OF ACTION

EVENT EVALUATION

Organization Name _____

Type of Event _____

Event Location _____

How satisfied were you with the event's... (1 = Poor, 5 = Excellent)

Organization/Coordination	1	2	3	4	5	N/A
Content/Program	1	2	3	4	5	N/A
Publicity	1	2	3	4	5	N/A
Materials	1	2	3	4	5	N/A
Turnout	1	2	3	4	5	N/A
Venue	1	2	3	4	5	N/A

How many people attended the event? List the organizations and government partners that participated.

What did you like about the event? What worked well?

What would you do differently?

Additional comments:

HEALTH THROUGH ACTION COHORT LEADS

LEADERSHIP COHORT

Lloyd Y. Asato, Community Capacity Program Director
Phone: (415) 568-3338
Email: lasato@apiahf.org

POLICY COHORT

Priscilla Huang, Associate Policy Director
Phone: (202) 466-3550
Email: phuang@apiahf.org

COMMUNICATIONS COHORT

Andrew Sousa, Communications Manager
Phone: (202) 466-3555
Email: asousa@apiahf.org

RESEARCH, EVALUATION AND DATA COHORT

Won Kim Cook, Research, Evaluation, & Data Manager
Phone: (415) 568-3324
Email: wcook@apiahf.org

FOLLOW US ONLINE:

www.apiahf.org
www.facebook.com/apiahf
www.twitter.com/apiahf
www.youtube.com/apiahf

HEADQUARTERS

450 Sutter Street, Suite 600
San Francisco, CA 94108
Phone: (415) 954-9988
Fax: (415) 954-9999

NATIONAL POLICY OFFICE

1828 L Street, NW, Suite 802
Washington, DC 20036
Phone: (202) 466-7772
Fax: (202) 466-6444

FOLLOW US ONLINE:

www.apiahf.org
www.facebook.com/apiahf
www.twitter.com/apiahf
www.youtube.com/apiahf



THE IMPACT OF HEALTH CARE REFORM ON HEALTH COVERAGE FOR ASIAN AMERICANS, NATIVE HAWAIIANS, AND PACIFIC ISLANDERS

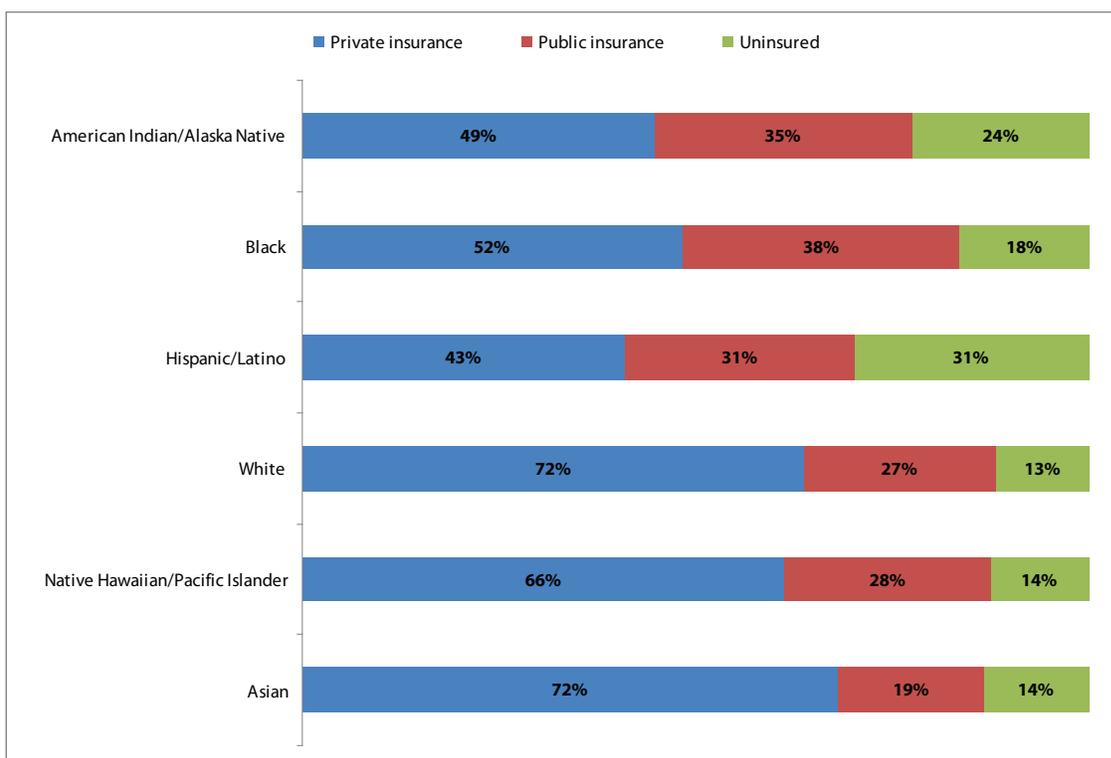
OVERVIEW

Health care reform will provide coverage to countless uninsured and underinsured Asian Americans, Native Hawaiians, and Pacific Islanders (AAs and NHPs). Nearly one in seven Asian Americans and Native Hawaiians and Pacific Islanders are uninsured. An expanded Medicaid program, new Health Insurance Exchanges, the Pre-existing Condition Insurance Plan (also known as the High Risk Pools), the Small Business Health Options Program Exchange, and the extension of coverage for young adults to remain on their parent's health plan until age 26, offers our communities new options for affordable, quality care.

CURRENT COVERAGE LANDSCAPE

Presently, there are 2.3 million Asian Americans and 162,000 Native Hawaiians and Pacific Islanders who are uninsured.

SOURCE OF COVERAGE BY RACE



Source: 2009 American Community Survey 1-Year Estimates

Note: Totals may exceed 100% because individuals may have both private and public insurance.

Most Americans are enrolled in private insurance. While AAs and NHPs have comparable rates of private insurance compared to Whites, they are more likely to be uninsured. Native Hawaiians and Pacific Islanders are also more likely to be enrolled in public insurance than both Asians and Whites.

Headquarters
 450 Sutter Street, Suite 600
 San Francisco, CA 94108
 (P) (415) 954-9988
 (F) (415) 954-9999

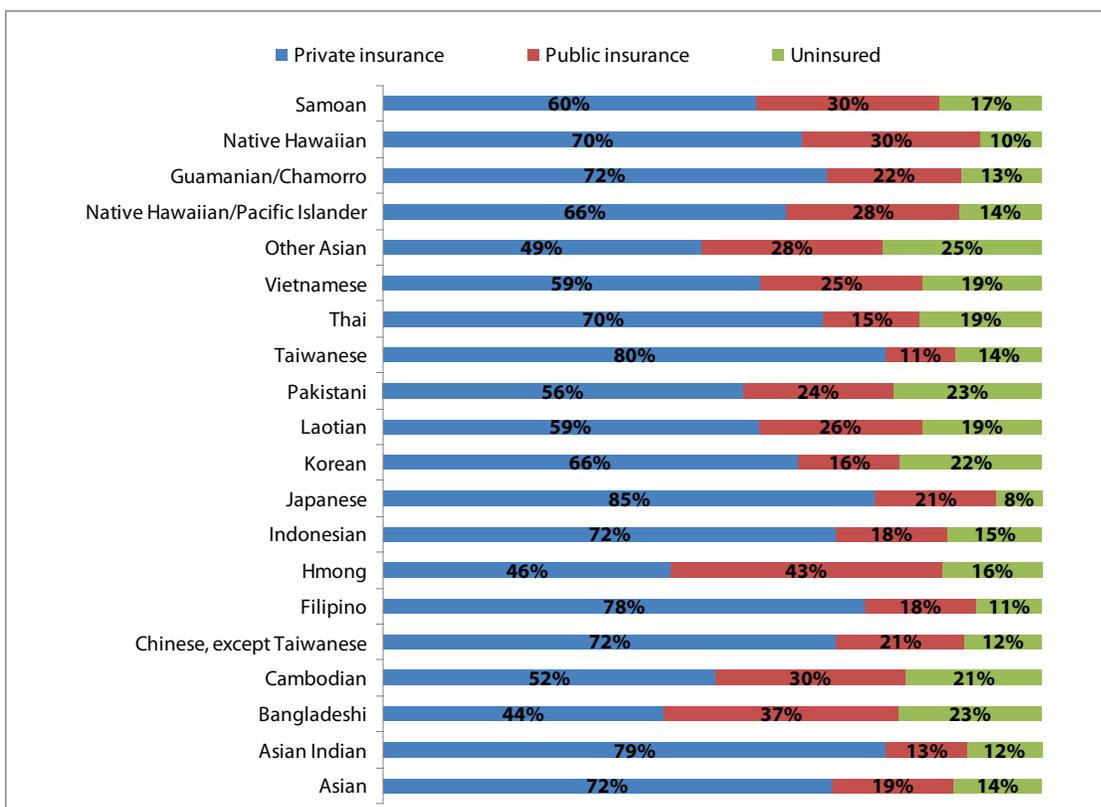
National Policy Office
 1828 L Street, NW, Suite 802
 Washington, DC 20036
 (P) (202) 466-7772
 (F) (202) 466-6444

Follow us online:
www.apiahf.org
www.facebook.com/apiahf
www.twitter.com/apiahf
www.youtube.com/apiahf

Revised

DECEMBER 2011

SOURCE OF COVERAGE BY AA AND NHPI ETHNIC GROUP



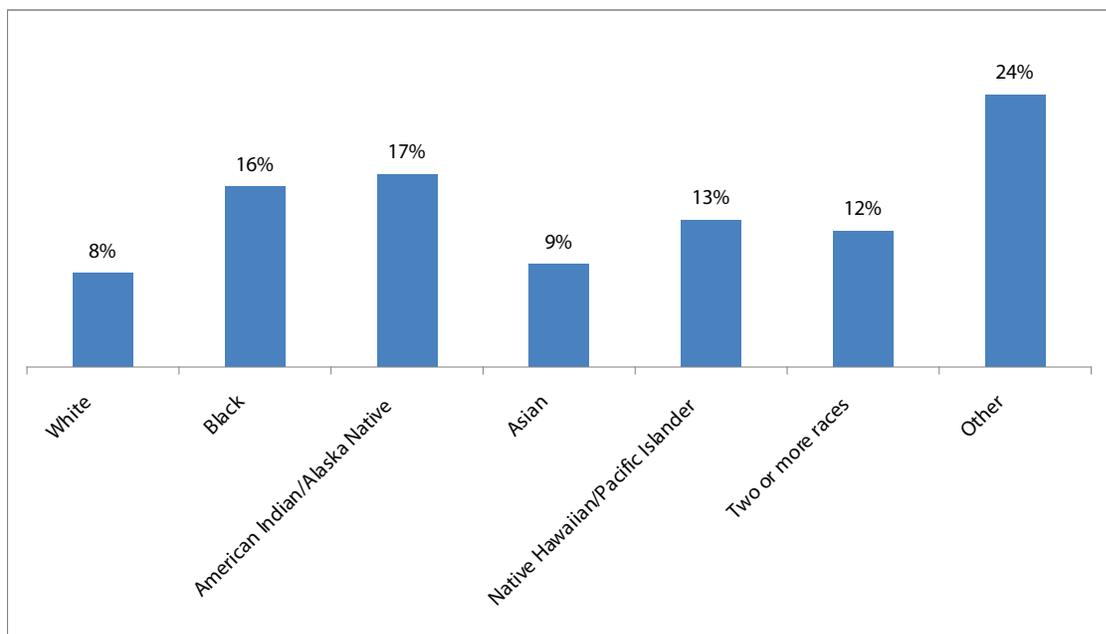
Source: 2009 American Community Survey 1-Year Estimates

Note: Totals may exceed 100% because individuals may have both private and public insurance.

There is wide variation in health coverage among AA and NHPI ethnic subgroups. Private insurance rates range from as low as 44 percent among Bangladeshis to a high of 85 percent among Japanese. Reliance on public coverage ranges from 11 percent among Taiwanese to 43 percent among Hmong, and uninsured rates range from 8 percent among Japanese to 23 percent among Pakistanis. The Japanese are the least likely to be uninsured at 8 percent while more than two in five Bangladeshis, Cambodians, Koreans and Pakistanis are uninsured.

MEDICAID EXPANSION

PROJECTED MEDICAID GAINS BY RACE



Source: APIAHF analysis of 2009 American Community Survey Public Use Microdata Sample (PUMS)

Headquarters

450 Sutter Street, Suite 600
 San Francisco, CA 94108
 (P) (415) 954-9988
 (F) (415) 954-9999

National Policy Office

1828 L Street, NW, Suite 802
 Washington, DC 20036
 (P) (202) 466-7772
 (F) (202) 466-6444

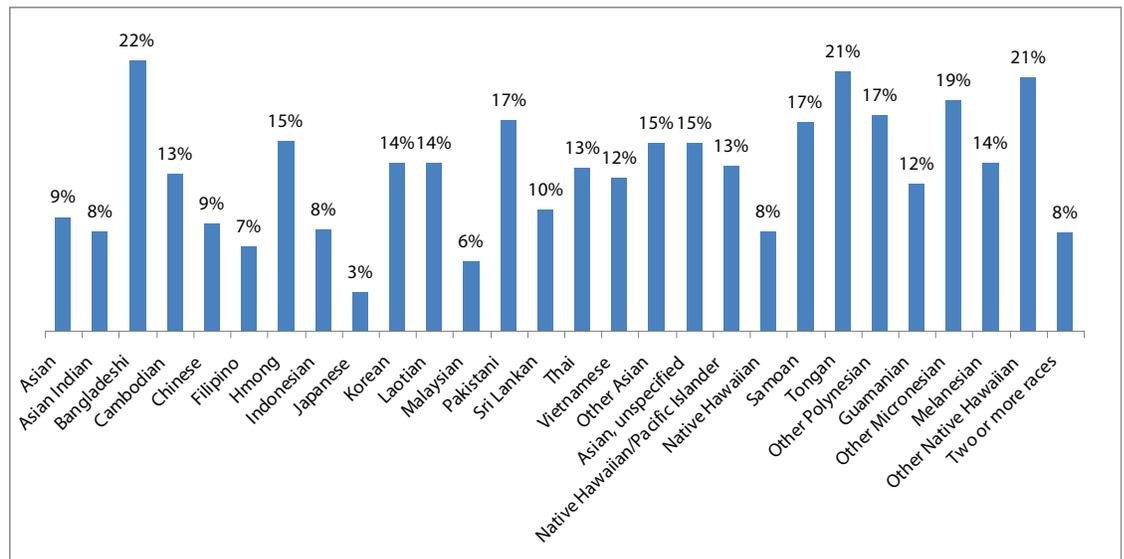
Follow us online:

www.apiahf.org
 www.facebook.com/apiahf
 www.twitter.com/apiahf
 www.youtube.com/apiahf

Revised

Beginning in 2014, Medicaid will be expanded to cover eligible children and families with incomes at or below 133 percent of the Federal Poverty Level, including childless adults. Currently, nearly one in 10 Asian Americans and one in seven Native Hawaiians and Pacific Islanders are enrolled in Medicaid. Nearly half of the current uninsured population, or 21 million people, would be eligible for coverage under this expansion. The Medicaid expansion is expected to provide the largest increase in the number of people with health insurance than any other coverage expansion measure in the law, with nearly one in 10 AAs and more than one in eight NHPIs projected to gain Medicaid coverage. The gains in coverage will be even more pronounced for certain ethnic subgroups; more than two in five Bangladeshis and Tongans are projected to gain coverage under an expanded Medicaid program. In California alone, it is estimated that over 140,000 Asian Americans, Native Hawaiians and Pacific Islanders would be eligible for coverage under an expanded Medi-Cal program (the state's Medicaid program).

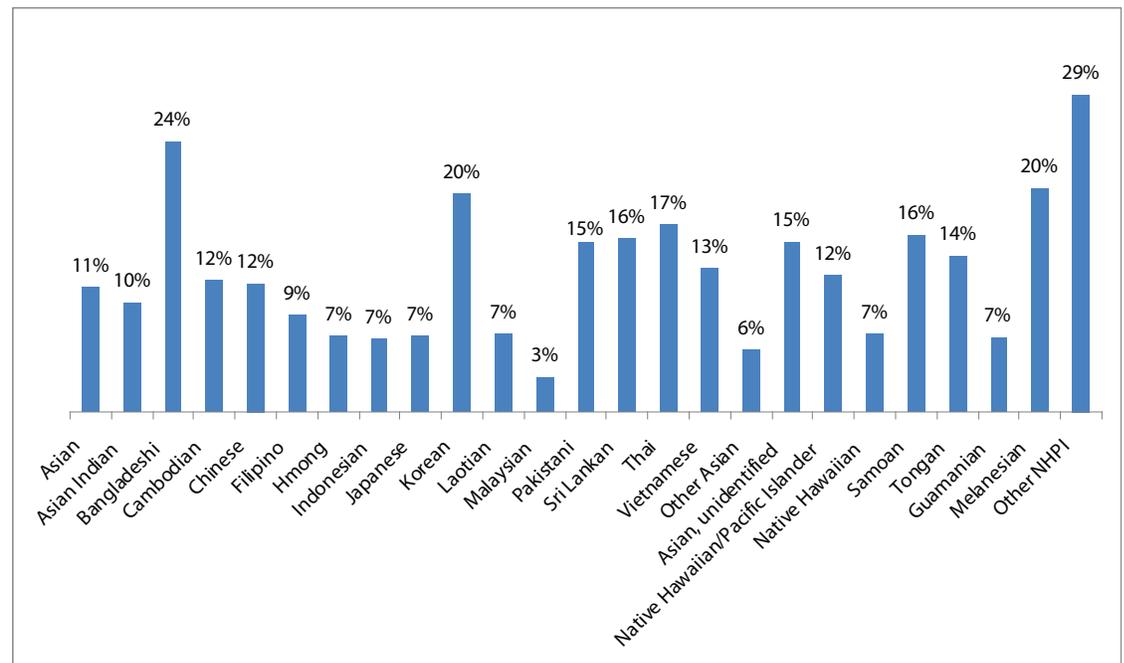
PROJECTED MEDICAID GAINS BY AA AND NHPI ETHNIC GROUP



Source: APIAHF analysis of 2009 American Community Survey Public Use Microdata Sample (PUMS)

HEALTH INSURANCE EXCHANGES

PROJECTED EXCHANGE SUBSIDY ELIGIBILITY BY AA AND NHPI ETHNIC GROUP



Source: APIAHF analysis of 2009 American Community Survey Public Use Microdata Sample (PUMS)

Headquarters
 450 Sutter Street, Suite 600
 San Francisco, CA 94108
 (P) (415) 954-9988
 (F) (415) 954-9999

National Policy Office
 1828 L Street, NW, Suite 802
 Washington, DC 20036
 (P) (202) 466-7772
 (F) (202) 466-6444

Follow us online:
www.apiahf.org
www.facebook.com/apiahf
www.twitter.com/apiahf
www.youtube.com/apiahf

Revised

Under the health reform law, each state will create its own Health Insurance Exchange (HIE), or the federal government will operate one for them. The HIE will serve as a one-stop marketplace for purchasing private insurance coverage, with all plans containing an “Essential Benefits Package,” a minimum set of benefits to be provided. Starting in 2014, individuals and families with incomes between 133 and 400 percent of the Federal Poverty Level will be eligible for subsidies to buy health insurance in the Exchange. Nearly one in five families who are currently uninsured will be eligible for subsidies in the Exchange. More than one in ten AA families and one in eight NHPI families are expected to be eligible for subsidies in the Exchange. For certain AA and NHPI ethnic groups, subsidies will have a significant impact on closing the coverage gap, with nearly one in four Bangladeshis and one in five Koreans and Melanesians projected to be eligible for subsidies.

PRE-EXISTING CONDITION INSURANCE PLAN

Health care reform established the Pre-existing Condition Insurance Plan (also known as the High-Risk Pools). Prior to health care reform, insurance companies could deny health coverage to individuals with pre-existing conditions. Now, insurance companies are prohibited from this type of discrimination, allowing individuals living with chronic conditions to access the life-saving testing and treatment services that have been inaccessible to them in the past.

Currently, eligible individuals with chronic diseases can apply for coverage under the “Pre-existing Condition Insurance Plan.” Today, nearly one in five adults with a chronic condition lacks health insurance coverage. Among Asian Americans, three in ten are living with asthma, diabetes or hypertension. AAs and NHPIs are also disproportionately affected by certain chronic diseases. About 1.3-1.5 million people in the U.S. are chronically infected with Hepatitis B, the leading cause of liver cancer, with AAs and NHPIs accounting for over 50 percent of the chronic Hepatitis B cases. An estimated 9.4 percent of Asian Americans have diabetes^{xi}, with Japanese, Chinese, Filipinos, and Koreans exhibiting higher prevalence rates than the non-Hispanic White population. In addition, while AAs and NHPIs have lower cancer rates than non-Hispanic Whites, they experience higher rates of certain kinds of cancer including lung, breast, cervical, liver and stomach.

It is unknown how many AAs and NHPIs have been denied coverage because of a pre-existing condition, but the Pre-Existing Condition Plan will provide an affordable, quality coverage option to those who are living with hepatitis B, diabetes, cancer, heart disease or other chronic conditions.

SMALL BUSINESS HEALTH OPTIONS PROGRAM EXCHANGE

Many small businesses struggle to provide health coverage for their employees. More than three-quarters of small business employees in businesses with less than 100 workers are currently uninsured. Starting in 2014, small businesses with up to 100 employees will be able to buy health coverage through a state-based Small Business Health Options Program (SHOP) Exchange. The SHOP Exchange will offer better health coverage options at a lower price for small businesses than what is currently available. Nearly 18 million small business employees could gain coverage through the SHOP Exchange.

Health care reform also establishes tax credits to help small businesses pay for health coverage for their employees. An estimated 4 million small businesses are eligible for these credits.

Both the SHOP Exchange and small business tax credits will provide relief for the more than 1.5 million Asian American, Native Hawaiian or Pacific Islander-owned businesses in the U.S.

Headquarters

450 Sutter Street, Suite 600
San Francisco, CA 94108
(P) (415) 954-9988
(F) (415) 954-9999

National Policy Office

1828 L Street, NW, Suite 802
Washington, DC 20036
(P) (202) 466-7772
(F) (202) 466-6444

Follow us online:

www.apiahf.org

www.facebook.com/apiahf

www.twitter.com/apiahf

www.youtube.com/apiahf

Revised

DECEMBER 2011

Under health care reform, parents can elect to keep their young adult children on their health plans until age 26. Before health care reform, adult children could be kicked off their parent's health plan at age 19 (older if the child was a full-time student). Currently, nearly one in four Asian American and three in ten Native Hawaiian and Pacific Islander young adults (18-24 year olds) are uninsured. More than 300,000 AA and NHPI young adults could gain insurance under this reform.

REFERENCES

2009 American Community Survey 1-Year Estimates.

Kaiser Family Foundation and Asian & Pacific Islander American Health Forum (2008). "Race, Ethnicity, and Health Care."

APIAHF analysis of 2009 American Community Survey Public Use Microdata Sample.

Asian & Pacific Islander American Health Forum (2010). "Native Hawaiian and Pacific Islander Health Disparities."

Collins, Sara R. (2010) "How the Affordable Care Act of 2010 Will Help Low- and Moderate-Income Families." The Commonwealth Fund.

APIAHF analysis of 2009 American Community Survey Public Use Microdata Sample.
California Pan-Ethnic Health Network (2010). "Equity Through Implementation." Available at: <http://www.cpehn.org/pdfs/Implementing%20Reform.pdf>.

The Kaiser Commission on Medicaid and the Uninsured (2010). "The Uninsured: A Primer – Supplemental Data Tables." Available at: http://www.kff.org/uninsured/upload/7451-06_Data_Tables.pdf.

APIAHF analysis of 2009 American Community Survey Public Use Microdata Sample.

Russell, Lesley (2010). "Easing the Burden: Using Health Care Reform to Address Racial and Ethnic Disparities in Health Care for the Chronically Ill." Washington, D.C: Center for American Progress.

United States Department of Health and Human Services (2007). Centers for Disease Control and Prevention. National Center for Health Statistics. National Health Interview Survey.

United States Department of Health and Human Services (2011). Centers for Disease Control and Prevention. Health Disparities and Inequalities Report – United States - 2011.

Asian & Pacific Islander American Health Forum (2009). "Asian American, Native Hawaiian and Pacific Islander Population Demographics."

Small Business Majority and Families USA (2010). "A Helping Hand for Small Businesses: Health Insurance Tax Credits."

Minority Business Development Agency. "Minority-Owned Business and Global Reach." U.S. Department of Commerce. Available at: http://www.mbda.gov/sites/default/files/Minority-OwnedBusinessGrowthandGlobalReach_0.pdf.

For more information about the health care reform law, please visit our Health Care Reform Resource Center at www.apiahf.org/hcr.

Headquarters

450 Sutter Street, Suite 600

San Francisco, CA 94108

(P) (415) 954-9988

(F) (415) 954-9999

National Policy Office

1828 L Street, NW, Suite 802

Washington, DC 20036

(P) (202) 466-7772

(F) (202) 466-6444

Follow us online:

www.apiahf.org

www.facebook.com/apiahf

www.twitter.com/apiahf

www.youtube.com/apiahf

Revised

COVERAGE GAINS FOR ASIAN AMERICAN, NATIVE HAWAIIAN AND PACIFIC ISLANDER CHILDREN UNDER HEALTH CARE REFORM

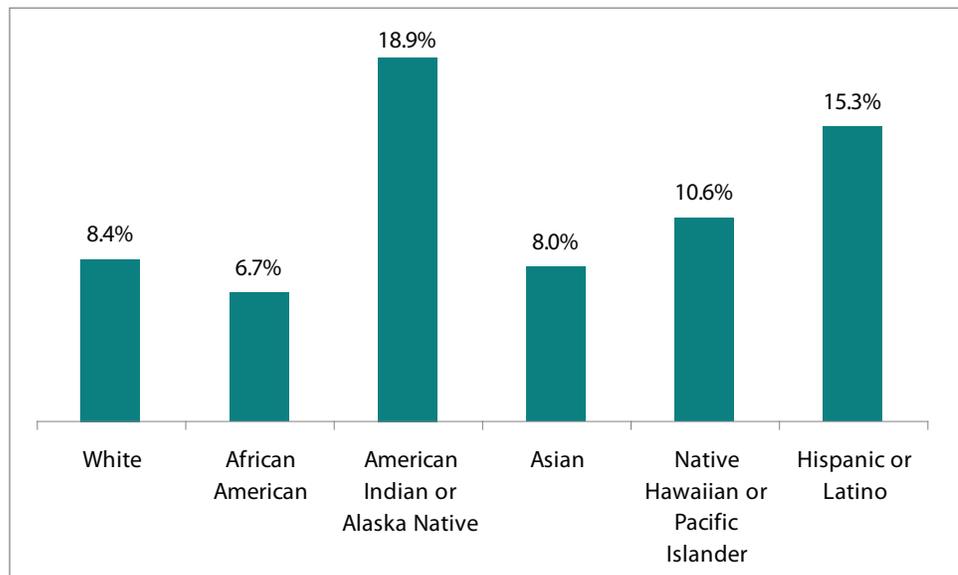
OVERVIEW

Health care reform will provide coverage to countless uninsured and underinsured Asian American, Native Hawaiian, and Pacific Islander (AA and NHPI) children. Approximately eight percent of Asian American children and 11 percent of Native Hawaiian or Pacific Islander children were uninsured in 2009.ⁱ An expanded Medicaid program, the continuation of the Children's Health Insurance Program (CHIP) through 2019, new state Health Insurance Exchanges, and the extension of coverage for young adults to remain on their parent's health plan until age 26, provide new options for quality, affordable care for AA and NHPI children.

CURRENT COVERAGE LANDSCAPE

There are nearly 75 million children in the U.S. under the age of 18, four percent of whom are AA and 0.2 percent are NHPI.ⁱⁱ Most American children (51 percent) get their coverage through their parent's employer.ⁱⁱⁱ However, Asian American, Native Hawaiian, and Pacific Islander children are less likely to have employer-sponsored insurance than non-Hispanic White children, and are more likely to be uninsured.^{iv}

UNINSURED BY RACE



Source: 2007 National Health Interview Survey

Uninsured Children

According to the 2009 National Health Interview Survey, 8 percent (over 6 million) of U.S. children under the age of 18 were uninsured. Among AAs and NHPIs, nearly 240,000 Asian American and 34,000 Native Hawaiian or Pacific Islander children are uninsured. Uninsured children are less likely to have a primary care physician, be in poorer health, and have unmet health needs. Children without coverage are also more likely than children with child-only coverage to lack a usual source of care.

Headquarters

450 Sutter Street, Suite 600
 San Francisco, CA 94108
 (P) (415) 954-9988
 (F) (415) 954-9999

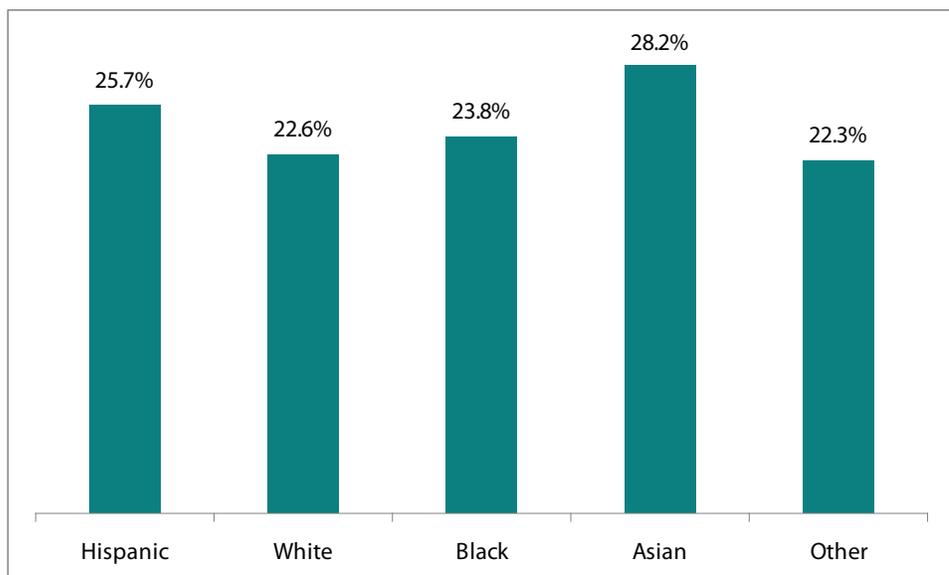
National Policy Office

1828 L Street, NW, Suite 802
 Washington, DC 20036
 (P) (202) 466-7772
 (F) (202) 466-6444

Follow us online:

www.apiahf.org
www.facebook.com/apiahf
www.twitter.com/apiahf
www.youtube.com/apiahf

UNDERINSURED BY RACE

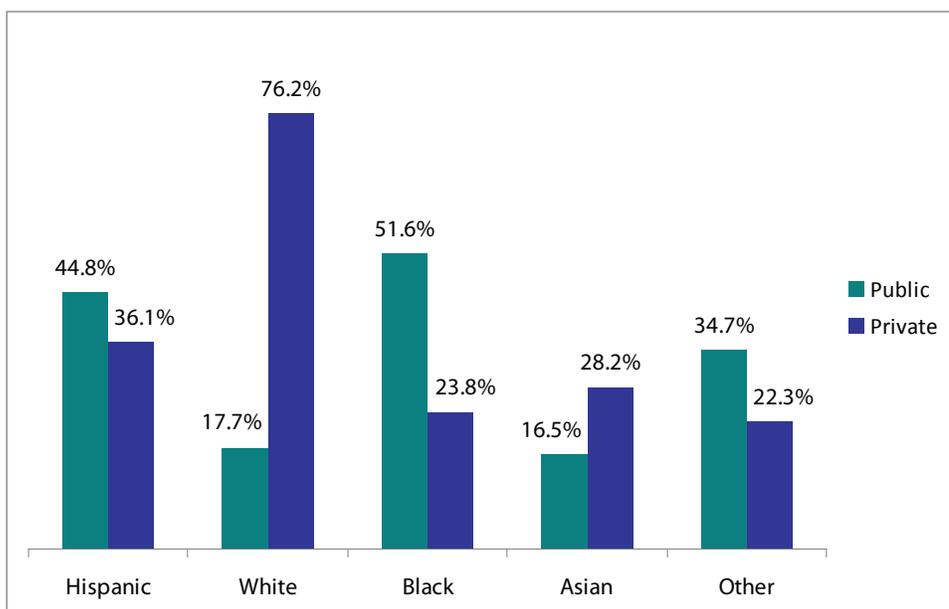


Source: 2007 National Survey of Children's Health

Underinsured Children

In 2007, nearly one in five U.S. children (14.1 million) were underinsured, defined as having continuous but inadequate health coverage^{vii}, exceeding the number of children who lacked any kind of insurance.^{viii} AA children are the most likely to be underinsured, with nearly three in ten Asian American children being underinsured (28 percent).^{ix,x} Underinsured children are more likely to lack a medical home, to have delayed or foregone care, and often have some difficulty obtaining specialist care. The most common reasons for underinsurance include costs, inadequate benefits, and the inability to see needed providers under their coverage plan.^{xi}

PUBLIC vs. PRIVATE COVERAGE



Source: 2007 National Survey of Children's Health

Child Coverage in Public Programs

The Children's Health Insurance Program (CHIP) and Medicaid serve as a critical safety net for children. Currently, most states provide Medicaid and/or CHIP coverage for children up to 200 percent of the federal poverty level.^{xii} In 2009, 40 million^{xiii} children were insured through CHIP or Medicaid. Taken together, Medicaid and CHIP covered one in three children in 2009.^{xiv} Medicaid and CHIP provide coverage for almost half of all Hispanic and black children, and 17 percent of Asian children.^{xv} Currently, nearly one in four AA or NHPI children are enrolled in Medicaid.

Headquarters
 450 Sutter Street, Suite 600
 San Francisco, CA 94108
 (P) (415) 954-9988
 (F) (415) 954-9999

National Policy Office
 1828 L Street, NW, Suite 802
 Washington, DC 20036
 (P) (202) 466-7772
 (F) (202) 466-6444

Follow us online:
www.apiahf.org
www.facebook.com/apiahf
www.twitter.com/apiahf
www.youtube.com/apiahf

These programs also provide needed coverage for children who face barriers to enrollment and care based on language and immigration status. Nearly one in seven AA children are limited English proficient.^{xvi} Limited English proficient children are more likely to have Medicaid or CHIP coverage than private health insurance. In addition, while low-income immigrant adults who have been in the U.S. for less than five years are not eligible for Medicaid, states may elect to provide Medicaid or CHIP coverage to immigrant children and pregnant women, regardless of their date of entry, under a provision in the Children's Health Insurance Program Reauthorization Act. Undocumented immigrant children are not eligible for Medicaid or CHIP.

Medicaid and CHIP provide critical coverage for low-income children, yet there are gaps in the quality of care that children enrolled in these programs receive. Children enrolled in Medicaid or CHIP are nearly five times as likely as those with private insurance to be in fair or poor health.^{xvii} Asian and Pacific Islander children enrolled in Medicaid and CHIP report the lowest patient-centeredness ratings of all racial/ethnic groups.^{xviii} Furthermore, three in ten publicly insured AA children report receiving a well-child visit in the past year, compared to 45 percent of white publicly insured children, the lowest of all racial/ethnic groups.^{xix}

Private Insurance Child-Only Policies

According to estimates from America's Health Insurance Plans, about 6 percent of policies in the individual market are child-only. The Obama Administration estimates that there are between 100,000-700,000 children in the individual market.^{xx}

NEW AND EXPANDED COVERAGE OPTIONS UNDER THE ACA

The Affordable Care Act expands the Medicaid program, continues the Children's Health Insurance Program (CHIP) through 2019, creates new state Health Insurance Exchanges, and enables young adults to remain on their parent's health plan until age 26, providing new options for quality, affordable care for Asian American, Native Hawaiian, and Pacific Islander children.

Medicaid Expansion

Starting in 2014, states will provide coverage under Medicaid for all children regardless of age with family income up to 133% of the federal poverty level. It is difficult to estimate how many AA or and NHPI children will be newly eligible for Medicaid, but nearly one-fourth of CHIP enrollees are expected to move into Medicaid.^{xxi} The Medicaid expansion will help provide relief to more than 4.75 million children who are currently uninsured.^{xxii}

Children who "age out" of the foster care system will be able to maintain their Medicaid coverage up to age 26, starting in 2014. Eligibility rules for immigrant children remain the same.

Children's Health Insurance Program

The Affordable Care Act continues the Children's Health Insurance Program (CHIP) through 2019, with federal funding available through fiscal year 2015 provided that states maintain their current coverage and eligibility levels.^{xxiii} States may continue to expand coverage to children under the program consistent with current law. Starting in fiscal year 2016, states will receive a 23 percentage point increase in their federal CHIP match rate.

Children of state employees are also now eligible for CHIP if they are eligible for family coverage under a state health care employee plan. Eligibility rules for immigrant children will remain the same.

Headquarters

450 Sutter Street, Suite 600
San Francisco, CA 94108
(P) (415) 954-9988
(F) (415) 954-9999

National Policy Office

1828 L Street, NW, Suite 802
Washington, DC 20036
(P) (202) 466-7772
(F) (202) 466-6444

Follow us online:

www.apiahf.org
www.facebook.com/apiahf
www.twitter.com/apiahf
www.youtube.com/apiahf

State Health Insurance Exchanges

By 2014, each state will create its own Health Insurance Exchange (HIE), or the federal government will operate one for them. The HIE will serve as a one-stop marketplace for purchasing insurance coverage, with all plans containing an “Essential Benefits Package,” which sets the minimum benefits to be provided. The Essential Benefits Package will include pediatric oral and vision care, prenatal and postnatal care, and rehabilitative services. In addition to the Essential Benefits Package, plans in the Exchange must also include a comprehensive set of age-appropriate “Bright Futures” preventive services for children recommended by the American Academy of Pediatrics at no cost. These preventive services include immunizations, well-child visits, vision and hearing tests, health and behavioral assessments, and developmental screenings. Starting in 2014, individuals and families with incomes between 133 and 400 percent of the Federal Poverty Level will be eligible for subsidies to buy health insurance in the Exchange.^{xxiv} One in 11 uninsured children are part of families whose income levels will qualify for subsidies in the Exchange. Undocumented immigrant children will not be able to obtain coverage through the Exchanges.

Young Adult Coverage

Under health care reform, parents can elect to keep their young adult children on their health plans until age 26, whether or not they live with their parents, are a student, if they are married or even if they are no longer a dependent on their parents’ tax return. Before health care reform, adult children could be kicked off their parent’s health plan at age 19 (older if the child was a full-time student). Currently, nearly one in four Asian American and three in ten Native Hawaiian and Pacific Islander young adults (18-24 year olds) are uninsured. More than 300,000 AA and NHPI young adults^{xxv} could gain insurance under this reform.

Catastrophic coverage (“young invincible”) individual plans will also be available in the Exchanges for individuals under the age of 30. These low premium, high deductible plans provide basic health coverage for young adults.

For more information about the health care reform law, please visit our Health Care Reform Resource Center at www.apiahf.org/hcr.

ⁱ Bloom B, Cohen RA, Freeman G (2010). Summary health statistics for U.S. children: National Health Interview Survey, 2009. National Center for Health Statistics. Vital Health Stat 10(247). Estimates for Native Hawaiian or Other Pacific Islander children are unreliable given the small sample size from this population.

ⁱⁱ U.S. Census Bureau, 2005-2009 American Community Survey.

ⁱⁱⁱ McMorrow, Stace, Genevieve M. Kenney and Christine Coyer (2011). “Addressing Coverage Challenges for Children Under the Affordable Care Act.” Robert Wood Johnson and the Urban Institute.

^{iv} The Kaiser Commission on Medicaid and the Uninsured (2010). “The Uninsured: A Primer – Supplemental Data Tables.” Available at: http://www.kff.org/uninsured/upload/7451-06_Data_Tables.pdf.

^v Bloom, Cohen, Freeman (2010). Estimates for Native Hawaiian or Other Pacific Islander children are unreliable given the small sample size from this population.

^{vi} Kogan, Michael et al. (2010). “Underinsurance among Children in the United States.” *New England Journal of Medicine* 363:9. 841-851.

^{vii} Ibid.

^{viii} Ibid.

^{ix} Child and Adolescent Health Measurement Initiative (2007). 2007 National Survey of Children’s Health, Data Resource Center for child and Adolescent Health website. Retrieved July 11, 2011 from www.nchsdata.org.

^x Kogan et al. (2010)..

^{xi} Ibid.

^{xxi} Center for Children and Families (2010). Summary of Medicaid, CHIP, and Low-Income Provisions in Health Care Reform. Retrieved February 19, 2011 from ccf.georgetown.edu.

^{xxiii} U.S. Department of Health and Human Services (2010). CHIPRA Annual Report on the Quality of Care for Children in Medicaid and CHIP.

^{xxiv} McMorrow, Kenney and Coyer (2011).

Headquarters

450 Sutter Street, Suite 600
San Francisco, CA 94108
(P) (415) 954-9988
(F) (415) 954-9999

National Policy Office

1828 L Street, NW, Suite 802
Washington, DC 20036
(P) (202) 466-7772
(F) (202) 466-6444

Follow us online:

www.apiahf.org
www.facebook.com/apiahf
www.twitter.com/apiahf
www.youtube.com/apiahf

- ^{ix} Child and Adolescent Health Measurement Initiative (2007). 2007 National Survey of Children's Health, Data Resource Center for child and Adolescent Health website. Retrieved July 11, 2011 from www.nchsdata.org.
- ^{xvi} U.S. Census Bureau, 2005-2009 American Community Survey. "Children" refers to those respondents who are between the ages of 5 and 17. "Limited English proficient" refers to respondents who indicated they speak English "not well" or "not at all."
- ^{xvii} Berdahl T, Owens P, Dougherty D, McCormick M, Pylypchuk Y, Simpson L. (2010). Annual report on health care for children and youth in the United States: Racial/ethnic and socioeconomic disparities in children's health care quality. *Academic Pediatrics*. March-April 2010;10(2):95-118. The patient-centeredness rating is a composite of four components—1) whether the doctor usually or always listened; 2) whether the doctor usually or always explained things; 3) whether the doctor usually or always showed respect; 4) whether the doctor usually or always spent enough time with a patient and parent.
- ^{xix} Ibid.
- ^{xx} Aizenman, N.C. (2010). The Washington Post. "Some insurers halt new child-only policies." <http://www.washingtonpost.com/wp-dyn/content/article/2010/09/20/AR2010092006682.html>.
- ^{xxi} Kaiser Family Foundation (2010). "Financing New Medicaid Coverage Under Health Reform: The Role of the Federal Government and States."
- ^{xxii} The Kaiser Commission on the Uninsured (2010).
- ^{xxiv} Ibid.
- ^{xxv} U.S. Census Bureau, 2009 American Community Survey.

Headquarters

450 Sutter Street, Suite 600
San Francisco, CA 94108
(P) (415) 954-9988
(F) (415) 954-9999

National Policy Office

1828 L Street, NW, Suite 802
Washington, DC 20036
(P) (202) 466-7772
(F) (202) 466-6444

Follow us online:

www.apiahf.org
www.facebook.com/apiahf
www.twitter.com/apiahf
www.youtube.com/apiahf

RESOURCES FROM HHS

Update from HHS on Anniversary Week:

We here in HHS Intergovernmental and External Affairs have some new updates and resources to share with you as you and your organization prepare for the week-long celebration of the ACA 2nd Anniversary.

1. ACA State-by-State Numbers
2. ACA PowerPoints
3. ACA Fact Sheets on Healthcare.gov
4. My Care (Be sure to scroll down for more info on the new initiative!)

ACA State-by-State Numbers

Two years after the passage of the ACA, it has continued to provide thousands of Americans with insurance protections, preventive benefits, and resources to improve care. For more information on the benefits of the law in a particular state, please go to <http://www.healthcare.gov/law/resources/index.html>.

ACA PowerPoints

We have recently posted educational PowerPoints about the ACA online. Please go to <http://www.hhs.gov/inter-governmental/acaresources/> to find these PowerPoints. There are both PowerPoint versions which include a presentation guide in the notes section as well as a PDF version. The PDF version does not yet include the presentation guide but that information will be coming short, please check back in the next few days if you need it.

ACA Fact Sheets on Healthcare.gov

We also have a ton of fact sheets on health care.gov that will be helpful to you. I have attached some of the key links below. Here is the link to the general brochure/fact sheet page <http://www.healthcare.gov/news/brochures/index.html>.

The Top Five Things You Need to Know

- Families with Children (PDF – English 7.27 MB, Spanish 1.23 MB)
- Health Care Providers (PDF – English 2.71 MB, Spanish 517 KB)
- People with Disabilities (PDF – English 2.56 MB, Spanish 931 KB)
- Seniors (PDF – English 11.3 MB, Spanish 1.54 MB)
- Small Business Owners (PDF – English 4.22 MB, Spanish 646 KB)
- Young Adults (PDF – English 6.56 MB, Spanish 919 KB)
- Information for Consumers and Small Businesses
- The Health Care Law & You (PDF – English 8.99 MB)
- Information for Small Businesses (PDF – English 763 KB)

My Care

My Care (#MyCare) is a new initiative we launched today to educate Americans about different parts of the Affordable Care Act through stories from real people. Each day next week (March 19-23) we will be releasing a new video about a different provision of the law, and what it meant for a person or family. Check it out: www.healthcare.gov/mycare.

You can participate by helping us get the word out about this initiative. Some ways to do this using your organizations' or personal online networks include:

- An email to your lists
- Tweeting, re-tweeting
- Cross-posting the blogs/videos
- Posting photos, creating new videos
- Anything else you can think of help spread the word and encourage people to share their stories using the #MyCare frame.

PLEASE encourage people to use the hashtag #MyCare when on twitter. Or they can share stories at [Facebook.com/HealthCareGov](https://www.facebook.com/HealthCareGov).

Here is some content that we've already posted, if you can spare a RT:

From @Healthcaregov: Introducing #MyCare, a new initiative to share stories about the #hc law and you. Check it out! <http://www.healthcare.gov/mycare>

<https://twitter.com/#!/HealthCareGov/status/180683524586737664>

From @HHSgov: We're featuring new videos abt what #hcr means for people from across America <http://1.usa.gov/x9h4Vt> Share your story with #MyCare hashtag.

<https://twitter.com/#!/HHSGov/status/180712574441095170>

Blog: <http://www.healthcare.gov/blog/2012/03/mycare031612.html>

Introducing MyCare

Posted March 16, 2012

Every day, we hear stories of hard-working people struggling with the old health care system, like being denied care when they need it most or making choices between buying groceries and filling their prescription drugs. The good news is that things are changing because of the health care law, the Affordable Care Act.

For Steven, the law helped him get coverage under his parents' health plan, which helped him fight cancer and finish college. And it gave Steven's mom greater peace of mind that her son was getting the care he needed to be healthy and live the life of an active 23 year-old. Helen, a Senior in the "donut hole" coverage gap, got help with her prescription drug costs and can now get preventive health screenings without breaking the bank.

These are just a few examples of how everyday Americans are no longer at the mercy of insurance companies; these are our friends and neighbors. Thanks to "Steven-Care," many young adults can get covered under their parents' health plans, and thanks to "Helen-Care," Seniors are getting help paying for prescription drugs. To help explain what different parts of the health law mean for people, like Steven and Helen, we are launching "MyCare" – featuring new videos about people from across the country who have been affected by the law.

You can find the videos at Healthcare.gov/mycare.

After watching each video, we encourage you to share your story – in your own words or images – about how parts of the law may have helped you. Post your story on twitter with the hashtag #MyCare, or share your story at [Facebook.com/HealthCareGov](https://www.facebook.com/HealthCareGov).

Feel free to get creative, and share stories, photos, or even videos.

The health care law is about people like Steven and Helen. It is about your care, and it is about my care.