

CMS Division of Tribal Affairs



Centers for Medicare &
Medicaid Services
ACA Outreach and Education
Campaign
for American Indians and
Alaska Natives

2015



Overview

- CMS Division of Tribal Affairs National Outreach Campaign
- CMS Training Events and Webinars
- AI AN Specific Training Slides, Fact Sheets and Assisters' Tips
- How to Order Tribal Products



CMS National Campaign

CMS held focus groups to test AI AN knowledge of the ACA and to obtain feedback on outreach materials, and found:

- Low to moderate knowledge of the ACA
- Strong identification of AI AN symbols, colors, and designs
- Images of individuals or families should be AI ANs
- Messages must be clear and to the point



CMS National Campaign

- Based on the research and audience testing, CMS developed materials centered on four major messaging themes:
 - A New Path to Health Care (general enrollees)
 - Peace of Mind (general enrollees)
 - Get in the Game (childless adults)
 - Communities Need Healthy Men (childless adults)
- Using these themes, CMS developed posters, 30 second radio PSAs, and billboards
- Marketplace research continues in collaboration with NIHB and Area Health Boards



2013 Open Enrollment

A NEW PATH TO HEALTH CARE

Free or low-cost health insurance
for more Native families



For the first time, many more Native families can experience the harmony and peace of mind that comes with better health care.

New free or low-cost health insurance options can expand the coverage you get from Indian Health Service, tribal, or urban Indian health programs. You won't be turned down due to diabetes, heart disease, cancer, or other medical conditions. **Enrolling is private and easy.**

Learn more at
www.healthcare.gov/tribal

1-800-318-2596
1-855-889-4325 TTY/TDD



Health Insurance Marketplace

Local Information

TRIBAL AFFAIRS



2014 Open Enrollment



Get ready. Open Enrollment is coming soon!

November 15, 2014 to February 15, 2015

Healthy Communities start with healthy families. Open enrollment for health insurance starts in November. Don't forget to sign you and your family up!

Contact your local Indian health program to learn how you may qualify, or visit www.healthcare.gov/tribal or www.healthcare.gov.

Have questions?

Call 1-800-318-2596 24 hours a day, 7 days a week (TTY: 1-855-889-4325)



Health Insurance Marketplace

TRIBAL AFFAIRS



Monthly drop-in “news ads”

Indian Country Today
Navajo Times
Juneau Empire
Cherokee Phoenix
Seminole Tribune
Lakota Times
News from Indian Country
The Circle
Native Peoples Magazine
American Indian Magazine

Over 6 million media impressions



**No Health Insurance?
NOT TO WORRY**

“No, don’t be scared. Oh yes, I swear, because **we have affordable health care.**”

Getting insured is easy.

Contact your local Indian health program, visit www.healthcare.gov/tribal, or call **1-800-318-2596** 24 hours a day, 7 days a week. (TTY: 1-855-889-4325)

Listen to the full song at <http://go.cms.gov/nottoworry>

Health Insurance Marketplace

TRIBAL AFFAIRS

February 2015 series



Radio Clips

30-90 second radio clips using the same topic selected for drop-in “news shorts.”

Recorded in five Native languages:

- English
- Navajo
- Lakota
- Ojibwe
- Yupik
- Zuni



**“I’m covered.
Thank you!”**



Healthy children are better students. Make sure your child’s back-to-school supplies include health care coverage.

Medicaid and the Children’s Health Insurance Program (CHIP) offer free or low-cost health coverage for eligible children and other family members. These programs may be called different names in your state.

Learn more about programs in your state:
www.insurekidsnow.gov/state or call **1-877-KIDS-NOW** (1-877-543-7669)

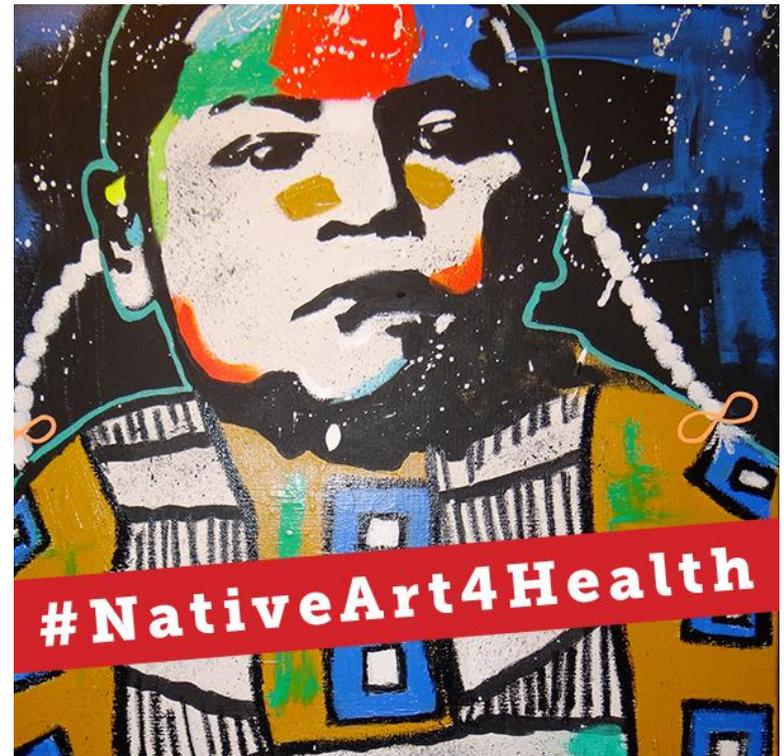


@CMSGov #CMSNativeHealth



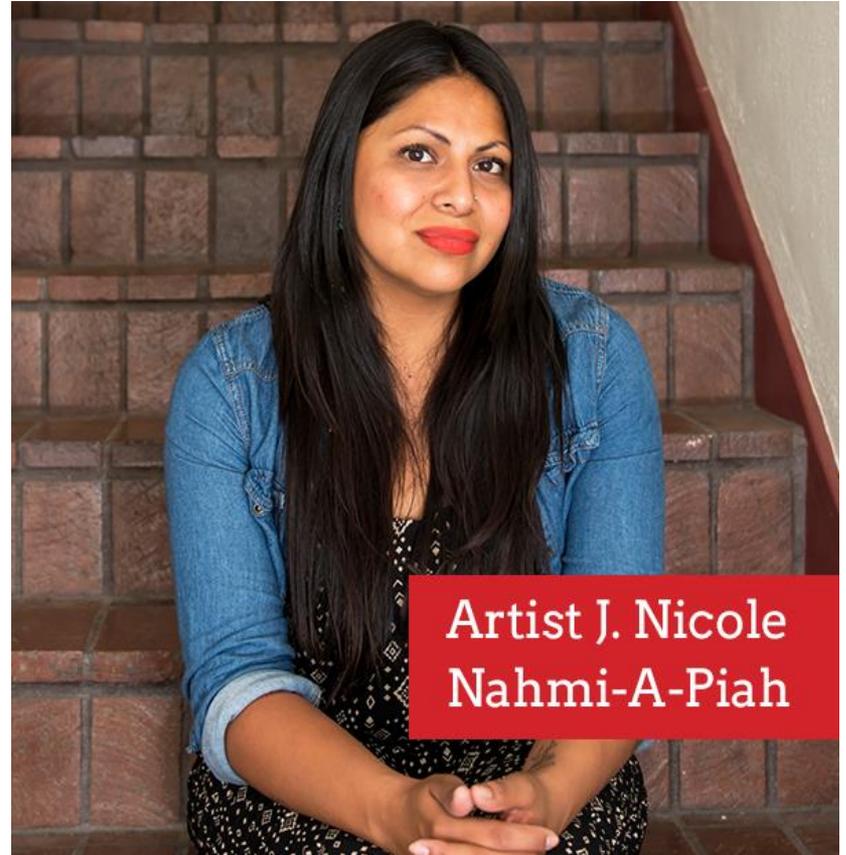
A New Approach

- Artwork with edgier and bolder look
- Inspiration from street art
- AI/AN artist
- Art projection on buildings
- Social media
- www.NativeArt4Health.org



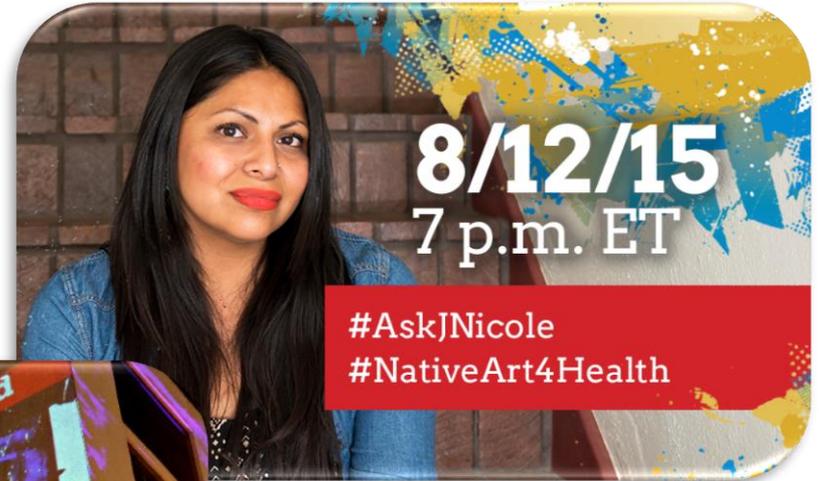
National Call for Artists

- Web content
- Social media
- Media alerts
- Selected artist:
- J. Nicole Nahmi-A-Piah
(Hatfield)
(Comanche/Kiowa)



Philadelphia, PA

August 8-14



Atlanta, GA

Sept. 9-12

Media outreach:

- Indian Country Today
- Native News Online

Shoni Schimmel endorsement!

Tweets, appearance after Sept. 11
home game



Customizable Flyers



Looking for Health Insurance that Fits Your Health Needs and Your Budget?

Medicaid or CHIP May Be the Answer!
You Can Enroll Any Time—But Why Wait?

Medicaid and the Children's Health Insurance Program (CHIP) offer low-cost or free health insurance for you and your family. In many states, more adults than ever before may qualify for Medicaid.

Who may be eligible?

- Children and teens up to age 19
- Parents (and other adults, depending on the state)
- Pregnant women
- People with disabilities
- Youth "aging out" of foster care

Eligibility depends on income, the size of your family and the rules in your state.

When you enroll, you can get:

- Doctor visits
- Preventive care, such as immunizations, mammograms & colonoscopy
- Prenatal and maternity care
- Hospital stays
- Mental health care
- Needed medications
- Children get vision and dental care (adults may get these benefits too)

American Indians and Alaska Natives who are eligible for Medicaid or CHIP:

- Can still get care from your Indian care provider.
- Don't have to pay premiums or co-payments.
- Indian trust income is not counted to determine eligibility and is protected from Medicaid estate recovery rules.

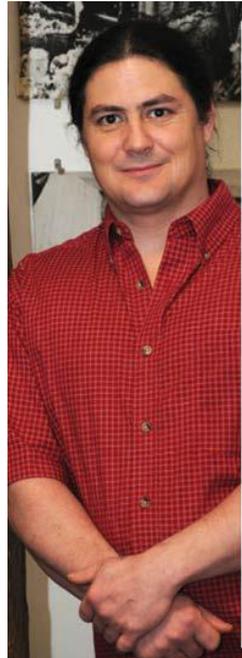
You benefit by having greater access to health care services.

Tribes benefit because their health programs get more resources.

To find out if you qualify, visit HealthCare.gov or call **1-800-318-2596** or contact your local Indian health care provider for help applying.



OMB Product No. 1183-N



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CMS Tribal Affairs Training Events

CMS Division of Tribal Affairs holds face-to-face training events as well as webinars for ITU third party office staff and outreach workers.

Agenda items include:

- Medicaid 101
- Medicare 101
- Medicaid protections for Indians
- Affordable Care Act
- VA benefits
- SSA benefits
- IHS Area specific issues

www.cmsitustrainings.net



Other CMS Training Opportunities

- Medical Coding trainings
- CMS Medicare Learning Network:
<http://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/>
- CMS Open Door Forum Calls:
<http://www.cms.gov/Outreach-and-Education/Outreach/OpenDoorForums/index.html>
- AI AN Long-Term Services and Support (LTSS) Technical Assistance Center is supported by a partnership between CMS, IHS, and ACL.
<http://www.cms.gov/Outreach-and-Education/American-Indian-Alaska-Native/AIAN/LongTermCare.html>



AI AN Specific Training Materials



Medicare Savings Programs Information for American Indians and Alaska Natives:

Get help paying for Medicare costs
if you have limited income and assets

 @CMSSGov #CMSNativeHealth




Moms Daughters Friends
CAREGIVERS AUNTIES
Tribal Members TEACHERS
Partners Mentors SISTERS
Nurses ARTISTS Leaders

HEALTH INSURANCE for **Women** like **You**

Take Care of Your Health Today

www.healthcare.gov/tribal



Health Insurance Marketplace

 @CMSSGov
#CMSNativeHealth



Long-term Service and Supports

Planning for Your Community

 @CMSSGov #CMSNativeHealth

CMS AIAN Website

<http://go.cms.gov/AIAN>

CMS.gov
Centers for Medicare & Medicaid Services

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Learn about [your healthcare options](#) Search

Medicare Medicaid/CHIP Medicare-Medicaid Coordination Private Insurance Innovation Center Regulations & Guidance Research, Statistics, Data & Systems

Outreach & Education

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American Indian/Alaska Native

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[Long-Term Services and Supports Technical Assistance Center](#)

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American Indian/Alaska Native

The Center for Medicare and Medicaid Services (CMS) Tribal Affairs Group works closely with American Indian and Alaskan Native communities and leaders to enable access to culturally competent healthcare to eligible Medicare and Medicaid recipients in Indian Country. CMS collaborates with the Indian Health Service and other federal partners to facilitate access to high quality and timely healthcare.

Through the Medicare, Medicaid and Children's Health Insurance Programs, CMS provides for the delivery of healthcare to American Indian and Alaskan Native (AI/AN) people. Funding from these program accounts for a significant portion of the Indian health care budget. Due to the special relationship between the federal government and Indian Tribes, CMS frequently has special rules when working with the Indian Health Service, Tribes and Urban Indian programs (I/T/Us).

CMS established a Tribal Technical Advisory Group (TTAG) in 2004 to seek input and advice on policies and strategies to increase AI/AN access to CMS programs. TTAG adopted a 2010-2015 Strategic Plan that sets out three targets: (a) establishing and improving access to CMS funded long term care services; (b) implementing strategies to increase AI/AN enrollment in CMS programs; and (c) identifying current and future administrative, regulatory, and legislative policies that affect AI/AN beneficiaries and providers.

Outreach & Education

Home > Outreach and Education > American Indian/Alaska Native > Outreach & Education Resources

American Indian/Alaska Native

Outreach & Education Resources

The CMS Division of Tribal Affairs is responsible for creating and disseminating informational materials to American Indian Alaska Native (AI/AN) beneficiaries, providers, and relevant health professionals on CMS programs. This includes multimedia (video & radio), printed materials, webinars and training materials. Many of these materials were developed in collaboration with HHS (Intergovernmental External Affairs), the Indian Health Service, the CMS TTAG, and national Indian organizations. These materials can be downloaded from this page or ordered from the CMS warehouse. Click on below links to access materials.

[Power Point Presentations](#)

[Tribal Specific Brochures](#)

[Tribal Specific Fact Sheets](#)

[Medicaid Flyers](#)

[Posters](#)

[Public Service Announcements \(PSAs\)](#)

[Radio PSAs](#)

[Videos](#)

[Webinars](#)

[How to Order Tribal Products](#)

[Click to view the CMS tribal playlist & videos](#)

Power Point Presentations

[American Indians and Alaska Natives in the Marketplace](#)



CMS AIAN Website

<http://go.cms.gov/AIAN>

Spotlight

Tribal Consultation

Tribal Technical Advisory Group (TTAG)

All Tribes Calls

Affordable Care Act

Children's Health Insurance Program (CHIP)

Long Term Services & Supports Technical Assistance Center

Medicine Dish Broadcasts

Outreach & Education Resources

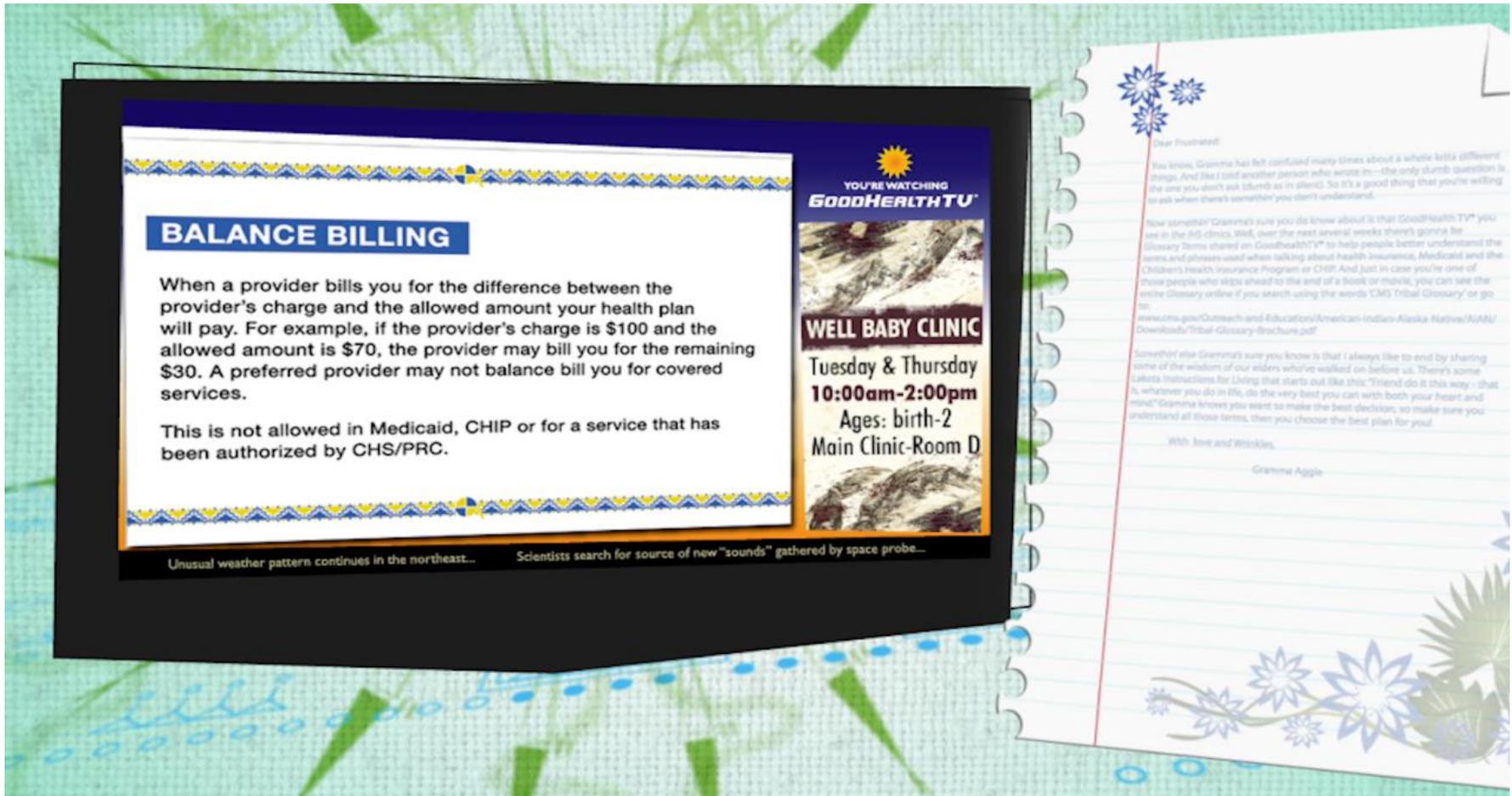
State Tribal Relations on Health Care

Trainings/Webinars

How To Order CMS Tribal Products



GoodHealth TV



Collaboration with Federal Agencies

Administration for Children and Families (ACF)

Interagency Agreement with CMS to increase knowledge and awareness to tribal programs:

- ✓ Head Start
- ✓ Child Care
- ✓ LIHEAP
- ✓ TANF
- ✓ Child Welfare
- ✓ Administration for Native Americans



Grassroots Engagement



- ❖ Secured exhibit space to perform outreach and disseminate ACA outreach materials.
- ❖ Distribution of **180,000** CMS ACA outreach products!



How to Order Tribal Products

The screenshot shows the CMS.gov website interface. At the top right, there are navigation links: Home | About CMS | Newsroom Center | FAQs | Archive | Share | Help | Email | Print. The CMS.gov logo and 'Centers for Medicare & Medicaid Services' are on the left. A search bar is located below the navigation links. A horizontal menu contains categories: Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations and Guidance, Research, Statistics, Data and Systems, and Outreach and Education. The breadcrumb trail reads: Home > Outreach and Education > American Indian/Alaska Native > How to Order Tribal Products. The left sidebar lists links: American Indian/Alaska Native, Spotlight, Tribal Consultation, Affordable Care Act, All Tribes Calls, and Children's Health Insurance Program. The main content area is titled 'How to Order Tribal Products' and includes the heading 'Tribal Product Ordering Website:'. The text explains that first-time users should go to <http://productordering.cms.hhs.gov> and create an account, while CMS partners should click 'Create An Account'. Previous users should enter their username and password and click 'Sign In'.

If this is your **first time ordering**, visit:
<http://productordering.cms.hhs.gov>



Useful Links

<https://go.cms.gov/AIAN> DTA Website

www.healthcare.gov/tribal for tribal info

www.partnerships.cms.gov for materials

www.healthcare.gov to apply

www.cmsitustrainings.net for trainings and webinars

www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/ for Medicare Learning Network

<http://www.cms.gov/Outreach-and-Education/Outreach/OpenDoorForums/index.html> for Open Door Forums



Thank you!

CMS Division of Tribal Affairs

Questions?

