

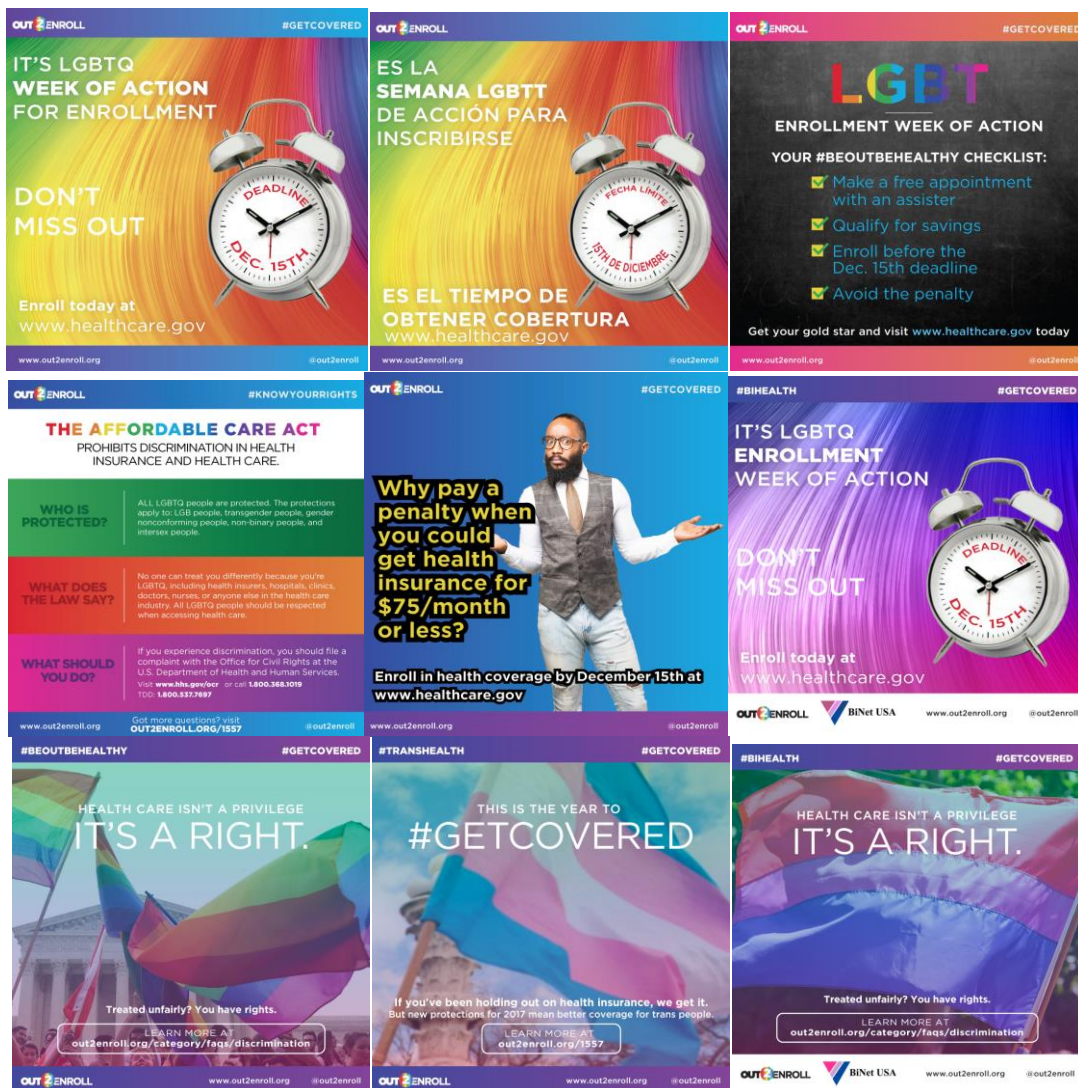


LGBT Enrollment Week of Action Social Media Toolkit – OE4

Thanks for celebrating LGBT Enrollment Week of Action! The purpose of this week—which runs from December 5th to 10th—is to maximize outreach, engagement, and enrollment of LGBT communities ahead of the December 15th enrollment deadline. Out2Enroll, federal partners such as The White House and the U.S. Department of Health and Human Services, and partners across the country will also use this week to promote the importance of LGBT community engagement and enrollment, to educate LGBT consumers about their rights under the Affordable Care Act, and to help ensure that LGBT people are able to access the health coverage and care they need.

Hashtags: #Out2Enroll, #BeOutBeHealthy, #GetCovered

These and other images are available at: <http://out2enroll.org/lgbt-week-action-materials/>





Key Messages

- **1 Week to #GetCovered for 2017!** Deadlines motivate enrollment – let your constituents know about the December 15th deadline to get coverage by January 1st. (Although the final deadline to enroll is January 31st, we’re encouraging as many people to sign up by December 15th so they’re covered in the new year.)
- **Marketplace coverage is affordable.** Many consumers assume that health insurance will be too expensive. But that’s simply not true: 72% of applicants through HealthCare.gov can find a plan for \$75 per month or less.
- **Signing up is easy, and you can get free in-person help from an LGBT-friendly assister.** Consumers are far more likely to enroll if they receive in-person help, and 80% of LGBT people want to meet with an assister that understands LGBT-specific issues. Consumers can find free in-person help using our locator tool: <http://www.out2enroll.org/enrollment-help>.
- **Section 1557 brings new protections for LGBTQ people.** The LGBTQ community has long faced discrimination in health care. But NEW changes for 2017 mean that our community should be treated with respect when it comes to health insurers, doctors, hospitals, and types of health care providers. We need to make sure LGBTQ people understand their new rights and protections when it comes to health.
- **Transgender consumers should expect more and demand more.** Too few trans people have had real health insurance options because of discriminatory exclusions. But NEW changes for 2017 mean that this year’s marketplace plans should NOT have transgender exclusions. So trans consumers should enroll and expect that transition-related health care will be covered. You may still have to fight with your health insurance company by filing an appeal but this is year to enroll if you’ve been holding out.
- **There is a penalty and it may be cheaper to enroll.** Having health insurance is the law. If you don’t have it, you may have to pay a penalty of \$695 or 2.5% of your annual income, whichever is greater. There’s no reason to pay the penalty when most people qualify for coverage that costs the same or less AND you’ll get access to free preventive care and peace of mind from having insurance!
- **Nothing has changed because of the election.** It is business as usual when it comes to enrollment, and consumers should still take advantage of this open enrollment period. If and when there are changes, Out2Enroll will let you know but nothing is expected to change for consumers enrolling now.



Key Digital Events

Monday, December 5

- 3pm ET - #MillennialMon Twitter chat focused on LGBT health and enrollment with Young Invincibles

Wednesday, December 7

- 2pm ET - #WellnessWed Twitter Chat focused on health issues and questions from queer people of color with National Black Justice Coalition, BiNet USA, Trans People of Color Collective, and Moms Rising

Thursday, December 8

- Tumblr Answer Time, in conjunction with HHS, Enroll America and Young Invincibles on millennial health and enrollment [time: TBD]
- National Youth Enrollment day thunderclap

Sample Facebook Posts

- Join us in celebrating LGBT Enrollment Week of Action by encouraging your LGBTQ family and friends to #GetCovered #StayCovered before the December 15th deadline at healthcare.gov. [attach shareable]
- It is easy to #GetCovered this year. Make an appointment to hook up with an LGBTQ-friendly assister in your area at www.out2enroll.org/enrollment-help [attach shareable]
- We love a good \$ale! Most people qualify for \$avings on health insurance and 72% can find a plan for \$75 or less each month. There's no reason not to #GetCovered today at www.healthcare.gov! [attach shareable]
- Don't get stuck without health care in 2017. If you get sick, you'll be on the hook for your medical bills AND may have to pay a penalty! Plus, financial help is available – it's time to #GetCovered today! [attach shareable]
- DYK: The Affordable Care protects all LGBTQ people from discrimination in health insurance and health care. In fact, there's never been a better time to enroll in health insurance at healthcare.gov. Enroll before the deadline on Dec. 15th to \$ave money and have peace of mind. [attach shareable]
- Open enrollment means BIG opportunities for #bisexual+ people, family, and friends. The time is now to #GetCovered – make sure you and your loved ones get the coverage you need by December 15th at www.healthcare.gov.
- If you've been holding out for health insurance, we get it – but there's BIG news for #TransHealth this year! For the first time, health insurance plans sold through healthcare.gov must cover the care you need, including transition-related care. This is the year for trans people to #GetCovered and expect more from your coverage!
- During this Open Enrollment season, learn more about enrolling in health insurance, engaging with your healthcare provider, and become empowered in your healthcare decisions with the National Coalition for LGBT Health's "Get Enrolled. Get Engaged. Get Empowered." guide: <http://tinyurl.com/jaqhdrn>



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Sample Tweets

- Its LGBT Enrollment Week of Action! One more week before the 12/15 deadline #GetCovered #StayCovered! [attach shareable]
- Get free, local, LGBT-friendly help to hook up with health insurance before the 12/15 deadline: www.out2enroll.org/enrollment-help [attach shareable]
- We love a \$ale! DYK: 72% of people can find a plan for \$75/month or less at @HealthcareGov [attach shareable]
- Don't get stuck without health care. If you get sick, you'll be on hook for medical bills AND pay a penalty! [attach shareable]
- #ACA prohibits discrimination & gives affordable health insurance options for #LGBTQ people #GetCovered [attach shareable]
- #LGBTQ have equal access to affordable, quality health insurance and health care we all deserve #GetCovered today! [attach shareable]
- Health care is a right and an equality issue. #BeOutBeHealthy and make sure you and your loved ones #GetCovered by 12/15 [attach shareable]
- Calling all #bisexual+ people and loved ones - now is the time to #GetCovered! Enroll in health insurance by 12/15
- BIG news for #TransHealth: @HealthCareGov plans CANNOT have trans exclusions. #GetCovered now to get the care you need! [attach shareable]
- Learn how to enroll in insurance, engage with providers, be empowered in healthcare decisions w/ @HealthLGBT's guide <http://tinyurl.com/jaqhdrn>
- Learn how to enroll in insurance, engage with providers, be empowered in healthcare decisions w/ @PozHealthy's guide <http://tinyurl.com/htva2vf>
- Learn more about enrolling in and using health insurance after you #GetCovered with @HealthLGBT's guide: <http://tinyurl.com/jaqhdrn>
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