

Out2Enroll Partners,

As we enter the **\*ninth\*** open enrollment season, **thank you** for your efforts to share enrollment information and resources with the communities you serve. While we have made many significant gains in advancing LGBTQ+ health under the Affordable Care Act, now is the time to expand these efforts and ensure that our community has affordable, comprehensive coverage.

**Millions of LGBTQ+ Americans can enroll in affordable, even free, coverage through HealthCare.gov.**

It should be **easier than ever before** for LGBTQ+ people to find affordable health insurance thanks to new financial help available under the American Rescue Plan Act. New premium savings have led to **record-high enrollment** through the Affordable Care Act over the past six months. There is also additional time to enroll this year thanks to the Biden administration, which extended the annual open enrollment period through January 15, 2022.

But there's more work to do and **your voice is more important than ever**. Now is the time to make sure LGBTQ+ people:

- Know their rights when it comes to **nondiscrimination** in insurance and health care;
- Use **HealthCare.gov** to browse insurance plans;
- Qualify for **financial help** and lower premiums; and
- Sign up for health insurance by **January 15th**.

As in previous years, we have developed graphics, messaging, and sample social media posts to make sharing content hassle-free for you. Feel free to incorporate these messages into your own posts or use them as is. Check our collection of graphics to use whenever and wherever you want. You can even schedule posts ahead of time so you never have to worry: set it and forget it!

Thank you for joining Out2Enroll and our partners across the country as we work once again to help LGBTQ+ people get covered!

Out2Enroll

**Hashtags:** #GetCovered, #EnrollByDec15, #EnrollByJan15, #BeOutBeHealthy, #PrideInOurHealth, #KnowYourRights

### Key Dates and Weeks of Action

- **MONDAY, Nov. 1st:** Marketplaces open!
- **Week of Nov. 7th**
  - Black Americans Week of Action
  - Pre-Existing Conditions/Disability Week of Action
  - Nov. 11th: Veteran's Day
- **Week of Nov. 14th**
  - Latino Week of Action
  - Men's Week of Action
  - Rural Week of Action
  - Early Childhood Education Workers Week of Action
- **Week of Nov. 21st**
  - Thankful for Coverage Week of Action
  - Nov. 17th: Small Business Saturday
- **Week of Nov. 28th**
  - LGBTQ+ Week of Action
  - Nov. 29th: Hanukkah
  - Dec. 1st: World AIDS Day
- **Week of Dec. 5th**
  - Faith Week of Action
  - Gig Workers Week of Action
- **Week of Dec. 12th**
  - AAPI Week of Action
  - American Indians/Alaska Natives/Tribal Week of Action
  - Women's Week of Action
- **WEDNESDAY, Dec. 15th:** Enrollment deadline\* for 2022 coverage at [healthcare.gov](https://healthcare.gov)!
- **Week of Dec. 19th**
  - Give the Gift of Health Care Week
  - Dec. 25th: Christmas
- **Week of Dec. 26th**
  - Health and Wellness/New Year's Resolution Week of Action

- Start the New Year Healthy
- **Week of Jan. 2nd**
  - Young Adult Week of Action (18-34)
  - Young Families
  - Jan. 7th: National Youth Enrollment Day
- **Week of Jan. 9th**
  - Last Chance Week of Action - Deadline Focus and Strong Final Push
- **SATURDAY, Jan. 15th:** Final enrollment deadline\* for 2022 coverage at [healthcare.gov](https://healthcare.gov)!

\*Some states with individual marketplaces may have shortened or extended their open enrollment periods relative to HealthCare.gov. But the dates vary—please double-check the enrollment deadline for [your state's marketplace](#) and remember that **to have coverage that begins on Jan 1st, you must enroll by Dec 15th**. The states with their own marketplace for 2022 are California, Colorado, Connecticut, District of Columbia, Idaho, Kentucky, Maine, Maryland, Massachusetts, Minnesota, Nevada, New Jersey, New Mexico, New York, Pennsylvania, Rhode Island, Vermont, and Washington.

### Key Messages

The best messages are **informational and demonstrate confidence and stability in the marketplaces**. We must let people know that the marketplaces are once again “open for business” for 2022 coverage and that savings are better than ever. These messages are:

- **“The marketplaces are open for business for 2022.”** Many continue to think that the ACA has been repealed or eliminated even though savings are better than ever thanks to the American Rescue Plan Act. Keep messaging apolitical, informative, and confident in the marketplace:
  - Hashtags: #EnrollByDec15 #ReadySetEnroll
  - Open enrollment is BACK and [HealthCare.gov](https://healthcare.gov) is open for business! Do you qualify for lower prices on health insurance for 2022? Visit [HealthCare.gov](https://healthcare.gov) NOW to explore your options and #GetCovered! #EnrollByDec15
  - It's that time of year again – open enrollment is back! From now until Dec. 15th, you can find health insurance that fits your needs and your budget for 2022. Visit [HealthCare.gov](https://healthcare.gov) today to see if you qualify for a discount #GetCovered #EnrollByDec15
  - Got questions about health insurance? We've got you covered – Go to [HealthCare.gov](https://healthcare.gov) TODAY to shop for health insurance that works for you. Make sure you and your loved ones #GetCovered before the December 15th deadline #EnrollByDec15
  - Open enrollment is ON! Shop for health insurance that fits your budget and your life. Visit [HealthCare.gov](https://healthcare.gov), check out your options, and #EnrollByDec15 so you start 2022 off right #ReadySetEnroll #GetCovered
  - Millions now have health insurance thanks to the Affordable Care Act, including many LGBTQ+ people. Make sure you #GetCovered at [HealthCare.gov](https://healthcare.gov) before the December 15th deadline #EnrollByDec15

- [HealthCare.gov](https://www.healthcare.gov) is OPEN for business with new plans and new prices! #GetCovered TODAY before the December 15th deadline! #EnrollByDec15
- Open enrollment means open for ALL, including LGBTQ+ people and families! Spread the word and #GetCovered at [HealthCare.gov](https://www.healthcare.gov) before it's too late #EnrollByDec15
- **“Millions of people qualify for financial help to afford health insurance. See if you’re one of them by visiting [HealthCare.gov](https://www.healthcare.gov) today!”** Affordability remains the biggest focus and challenge for returning consumers and uninsured folks alike. But the American Rescue Plan Act has made marketplace coverage more affordable for millions of people. Financial help is also the best way to make a distinction between the marketplaces (since consumers can only get subsidies through HealthCare.gov).
  - Hashtags: #EnrollByDec15 #GetCovered
  - 4 out of 5 HealthCare.gov customers found a plan for less than \$10/month. Visit HealthCare.gov today to see how affordable quality health coverage really is #GetCovered #BeOutBeHealthy
  - Need health insurance? You might be one of the millions of uninsured people who can get free or low cost health insurance from HealthCare.gov! #GetCovered
  - Do you qualify for FREE health insurance? Millions do! Find out now, only at HealthCare.gov #GetCovered #BeOutBeHealthy
  - Worried about costs? Health plans and prices change every year and you could SAVE BIG. Sign on to [HealthCare.gov](https://www.healthcare.gov) to check out your options and find a deal TODAY #GetCovered #EnrollByDec15
  - Enrolling in health insurance is cheaper & easier than you think! Visit [HealthCare.gov](https://www.healthcare.gov) now to SHOP & SAVE for 2022! #EnrollByDec15
  - Health insurance doesn't have to break the bank - visit [HealthCare.gov](https://www.healthcare.gov) today to see if you qualify for a discount! #EnrollByDec15
  - DYK: last year, 4 out of 5 people could find a health insurance plan with a monthly premium of \$10 or less. Visit [HealthCare.gov](https://www.healthcare.gov) today to see how affordable quality health coverage really is. #EnrollByDec15
  - Don't be fooled by a junk plan with low premiums and limited coverage. [HealthCare.gov](https://www.healthcare.gov) is the only place to find comprehensive plans to protect your health and your wallet. Find the best bang for your buck & #GetCovered TODAY at [HealthCare.gov](https://www.healthcare.gov). #EnrollByDec15
  - Need health care? You're in luck! Millions can SAVE BIG on health insurance thanks to the American Rescue Plan. Visit HealthCare.gov to check out your options and find a deal TODAY #GetCovered
  - Even if you've looked before, it's time to check out your options and find the plan that's right for you #GetCovered #BeOutBeHealthy
  - Do you qualify for a discount on health insurance? Millions of people do! Head to HealthCare.gov TODAY to see how affordable it is for you to #GetCovered #BeOutBeHealthy

- Health insurance can be expensive – but it doesn't have to be! [HealthCare.gov](https://www.healthcare.gov) is the ONLY place you can get a discount on your health insurance. See if you qualify and shop around for the best deal #GetCovered #EnrollByDec15
- **“LGBTQ+ people are protected from discrimination in health care and health insurance.”** LGBTQ+ people and families still have access to financial help for health insurance and should be treated with respect thanks to the Affordable Care Act's nondiscrimination protections.
  - Hashtags: #EnrollByDec15 #KnowYourRights
  - Our community is still protected from discrimination in health insurance, at the hospital or clinic, and with our doctors. You should never be disrespected simply for being who you are #KnowYourRights and enroll in health insurance at [HealthCare.gov](https://www.healthcare.gov) before it's too late #EnrollByDec15
  - Got questions about your rights in health care? Nothing has changed—the Affordable Care Act protects all LGBTQ+ people from discrimination in health insurance and health care. Enroll now at [HealthCare.gov](https://www.healthcare.gov) before it's too late #EnrollByDec15 #KnowYourRights
  - You should never face discrimination for being who you are. Enroll in health insurance at [HealthCare.gov](https://www.healthcare.gov) TODAY knowing that health insurance companies can't discriminate against you for being LGBTQ+ #KnowYourRights #GetCovered #EnrollByDec15
  - Celebrate #LovelsLove and #GetCovered as a family. You can find affordable health insurance that meets your needs, no matter where you live – and you may qualify for financial help! #BeOutBeHealthy
  - All LGBTQ+ people are protected from discrimination in health insurance and health care. What does that mean? Learn more at [out2enroll.org/category/faqs/discrimination/](https://out2enroll.org/category/faqs/discrimination/) and #GetCovered at HealthCare.gov #KnowYourRights
  - All LGBTQ+ people are protected from discrimination in health insurance and health care. What does that mean? Learn more at [out2enroll.org/category/faqs/discrimination/](https://out2enroll.org/category/faqs/discrimination/) and #GetCovered at [HealthCare.gov](https://www.healthcare.gov) before Dec. 15th #KnowYourRights #EnrollByDec15
  - You should NEVER face discrimination no matter who you are or where you live. Enroll with confidence at [HealthCare.gov](https://www.healthcare.gov) #EnrollByDec15
- **“The deadline to enroll for 2022 coverage is December 15th.”** This year's open enrollment deadline is extended through January 15, 2022 so LGBTQ+ people have even more time to enroll in coverage. But, for those who want coverage to begin on January 1, 2022, the deadline to enroll is December 15, 2021. To ensure that as many people can enroll in coverage for the full year, we recommend reminding folks about the December 15 deadline before pivoting to the January 15 deadline.
  - Hashtags: #EnrollByDec15 #GetCovered
  - DYK: the deadline to get health insurance for 2022 is on Dec. 15th?!? Make sure you get the coverage you need to start the new year off right. Don't put it off – visit [HealthCare.gov](https://www.healthcare.gov) TODAY #EnrollByDec15

- [HealthCare.gov](https://www.healthcare.gov) is open for business for 2022 until January 15th. But don't wait – enroll by December 15 to have coverage all year long. Give yourself peace of mind by visiting [HealthCare.gov](https://www.healthcare.gov) today #EnrollByDec15
- Tick tock, tick tock...we're getting closer to the FIRST DEADLINE to enroll in health insurance. Enroll by Dec. 15th – don't miss your chance! Visit [HealthCare.gov](https://www.healthcare.gov) today to get started and give yourself peace of mind #EnrollByDec15
- DYK the FINAL deadline to get health insurance for 2022 is on Jan. 15th? #GetCovered TODAY at [HealthCare.gov](https://www.healthcare.gov) #EnrollByJan15
- Don't delay, enroll today! The first deadline is Dec. 15th but you can avoid the rush and #GetCovered TODAY at [HealthCare.gov](https://www.healthcare.gov) #EnrollByDec15
- Nobody likes waiting in line. Avoid the rush by signing up for health insurance TODAY at [HealthCare.gov](https://www.healthcare.gov). #GetCovered #EnrollByDec15
- **“HealthCare.gov offers free help and personal assistance.”** Consumers are twice as likely to complete enrollment if they receive in-person help, and 80% of LGBTQ+ people want to meet with an assister that understands LGBTQ+-specific issues. Consumers can find free in-person help using our locator tool: <http://www.out2enroll.org/enrollment-help>.
  - Hashtags: #EnrollByDec15 #GetCovered #EnrollByDec15
  - Need help finding health insurance? Worried about how much it will cost? You're not alone! Connect today with a FREE LGBTQ+-friendly expert to make sure you're getting the best deal on coverage. Visit [out2enroll.org/enrollment-help](http://www.out2enroll.org/enrollment-help) and #EnrollByDec15 at [HealthCare.gov](https://www.healthcare.gov).
  - Getting health insurance is easier than ever at [HealthCare.gov](https://www.healthcare.gov)! But if you've still got questions, find a FREE in-person LGBTQ+-friendly assister in your area. Make an appointment today at [out2enroll.com/enrollment-help](http://www.out2enroll.com/enrollment-help) and #GetCovered before it's too late! #EnrollByDec15
  - It's time to #GetCovered at [HealthCare.gov](https://www.healthcare.gov)! If you need a little help, we've got your back! Free in-person or over-the-phone experts are available at [out2enroll.org/enrollment-help](http://www.out2enroll.org/enrollment-help) #EnrollByDec15
  - No need to stress about health insurance – we can help! Free queer-friendly help is available at [out2enroll.org/enrollment-help](http://www.out2enroll.org/enrollment-help)! #EnrollByDec15 at [HealthCare.gov](https://www.healthcare.gov).
  - Ready to shop for health insurance at [HealthCare.gov](https://www.healthcare.gov)? Need extra help? Visit [out2enroll.org/enrollment-help](http://www.out2enroll.org/enrollment-help) to talk to a FREE LGBTQ+-friendly expert to help you #GetCovered #EnrollByDec15
  - Need answers to your trans-related health insurance questions before you choose a [HealthCare.gov](https://www.healthcare.gov) plan? We can help! Connect for FREE with a trans-friendly expert at [out2enroll.org/enrollment-help](http://www.out2enroll.org/enrollment-help) and #EnrollByDec15
- **“Health insurance is better than ever for transgender people who should expect more and demand more.”** Too few trans people have had real health insurance options because of discriminatory exclusions. But the ACA's protections still apply to 2022 health insurance plans, so marketplace plans should NOT have transgender exclusions. In fact, more plans than ever before affirmatively cover transgender-inclusive benefits.
  - Hashtags: #EnrollByDec15 #KnowYourRights #TransHealth

- #TransHealth matters! Thanks to the ACA, trans & GQ ppl are protected from discrimination in health insurance & care. That means access to the transition-related care you need & the right to be treated with respect. #KnowYourRights & #EnrollByDec15 at HealthCare.gov
- We know it can be frustrating to find the health insurance you need, especially for transition-related care. But marketplace plans are better than ever before. Enroll with confidence at [HealthCare.gov](https://www.healthcare.gov) - before it's too late #KnowYourRights #EnrollByDec15
- Nondiscrimination protections for #LGBTQ+ people mean NO #trans exclusions & better coverage. Enroll with confidence at [HealthCare.gov](https://www.healthcare.gov). #EnrollByDec15
- You have the right to the care you need and the respect you deserve, especially when it comes to #TransHealth #GetCovered TODAY at [HealthCare.gov](https://www.healthcare.gov). #EnrollByDec15
- Got trans-related health insurance questions? Before you choose a HealthCare.gov plan, we can help! Connect for FREE with a trans-friendly expert at [out2enroll.org/enrollment-help](https://out2enroll.org/enrollment-help)

**Social Media Shareables**

These social media shareables and other images are available [here](#). Many of this year's materials are unbranded, making it easier for any organization to use them freely. We also plan to update our Google Drive regularly to add more graphics as they are developed.

