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Attention: Assistor Agency Supervisors

ARPA Tax Credits Extended Beyond 2022

Good news! President Biden's signing of the Inflation Reduction Act allows New Yorkers to continue to receive expanded financial assistance for health insurance under the American Rescue Plan Act (ARPA). These federal tax credits make getting coverage more affordable for current and new enrollees who qualify, including higher income New Yorkers who were not previously eligible. The move to extend ARPA will help New Yorkers maintain their coverage. State Health Commissioner Dr. Mary T. Bassett's statement on the signing of the Inflation Reduction Act is available [here](#). The federal Public Health Emergency (PHE) continuous coverage rules are slated to continue beyond the end of 2022 as well. We expect to hear more on the PHE extension soon.

NY State of Health Ads, Text Campaigns and Educational Materials Available

NY State of Health continues efforts to engage hard-to-reach communities across the State, sharing messaging about the important changes taking place after the PHE ends. "Unable to Connect" digital and out-of-home ad placements will continue this Fall. These 15 and 30-second ads (now available in [Spanish](#) and [Mandarin](#)) can be found in our [Outreach Tool Kit](#), along with a variety of educational materials. Printable PDF versions of the updated materials are available [here](#).

The ads encourage New Yorkers to update their account information and sign up for NY State of Health text alerts, to get updates and learn how to get ready for enrollment. Additionally, these text reminders are now also available in Spanish. To subscribe to the Spanish text alerts, text the Spanish word "INICIAR" instead of the English word "START" to the subscription phone number 1-866-988-0327.



NY State of Health Dives Deep to Enhance Public Health Emergency Outreach

NY State of Health is working with ICHOR Strategies, a consulting firm, to help develop strategies and best practices for outreach to diverse communities in Bronx, Queens, Brooklyn, and Buffalo. The focus of this project is on developing strategies to retain current NY State of Health enrollees when the COVID-19 PHE ends. Through a series of community dialogues, we expect to get a clearer picture of the different challenges and opportunities, identify new outreach partners and ways to expand and improve our outreach to these diverse communities, especially as it relates to working with high uninsured and low-income populations. We will extend the valuable insights and best practices learned to communities across the state. We also expect that a host of new partnership opportunities will emerge from this project.

Help Students and Their Families Get Covered for the Upcoming School Year!

NY State of Health is reaching out to educational communities, supporters, students, and parents to help families prepare for the upcoming school year and learn about getting coverage to protect their health.

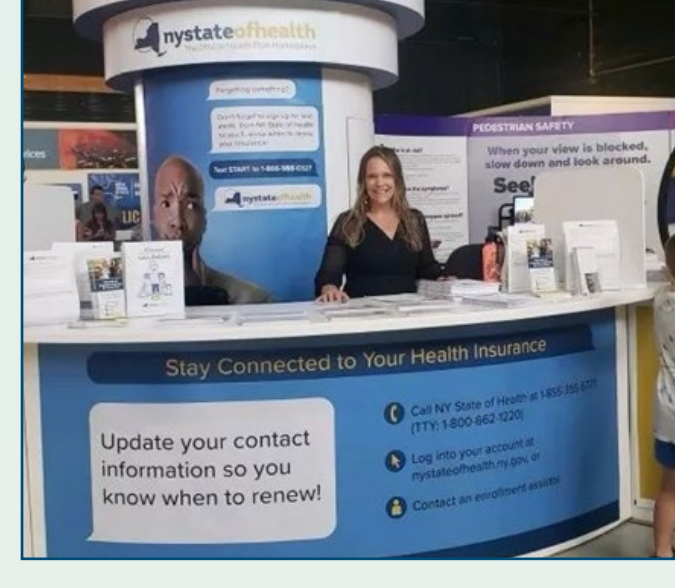
To raise awareness, a new [Back-to-School tool kit](#) has been created for schools, education departments, PTAs, and other partner organizations that includes ready-to-use educational materials, resources, and information about NY State of Health.

Additionally, NY State of Health will be present at several Back-to-School and college events providing enrollment assistance, offering help with accessing the extended [ARPA](#) tax credit, and sharing information on preparing for enrollment after the [Public Health Emergency](#) ends.



Please sign up immediately if you are interested in staffing these in-person [Back-to-School](#) and [College campus](#) events.

Assistors Capture Attention of Thousands of Consumers at the Great New York State Fair



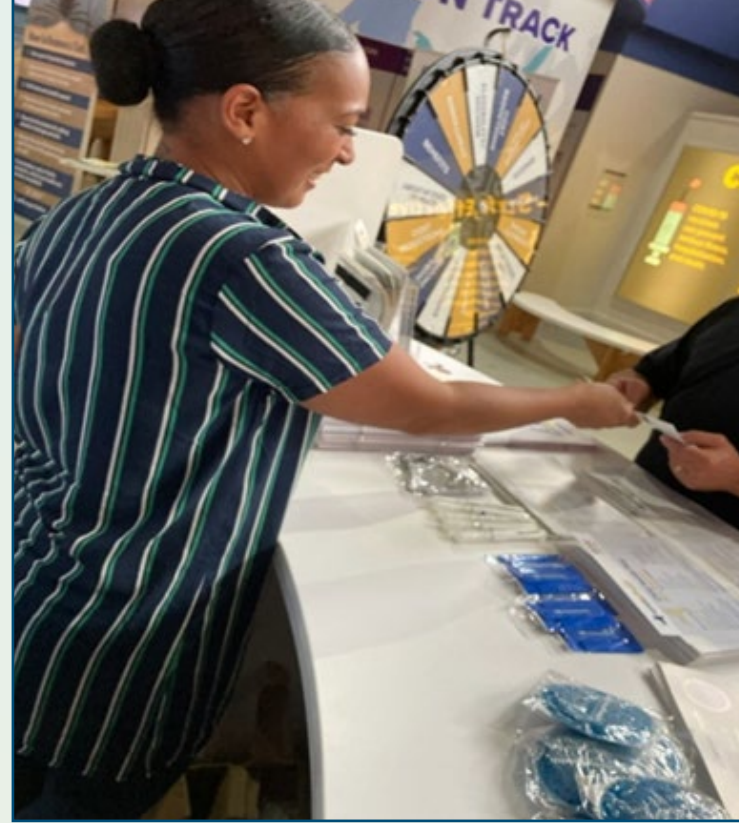
(Above) Young adults seek assistor help to learn about their plan options.

Once again, NY State of Health shared a booth with the NY State Department of Health at the Great New York State Fair that ran from August 24 to September 5, 2022. This is the largest annual event that we participate in, requiring assistor staffing for 26 day and evening shifts. Thank you to all assistors who helped thousands of New Yorkers learn more about getting affordable health coverage!

(Left) Salvation Army Assistor Team Manager, Erin Felix, readies NY State of Health for the Start of the Great New York State Fair.



(Right) NY State of Health Assistor, Jeanette Edward, shares NY State of Health information while working a shift at the Fair.



Get Ready to Staff Fall Events!

Thank you for all that you do to help New Yorkers shop, compare, and enroll in health insurance coverage through NY State of Health. As the busy autumn season is upon us, please be on the lookout for new staffing opportunities at food pantries, pharmacies, fall festivals and community vaccination pod sites throughout the State.

NYSDOH Medicaid Gets Social

Follow the NYS Medicaid program on social media! NYS Medicaid is now active on [Facebook](#), [Instagram](#), and [Twitter](#). Follow along and share with consumers for the latest updates on news and changes that may impact coverage.



Making Child Health Plus More Affordable for Low Income Families

Good news! Effective October 1, 2022, a change in New York State law eliminates the \$9 monthly premium contribution for children enrolled in the Child Health Plus program. These are children in households with income between 160% and 222% of the Federal Poverty Level (FPL) which is under \$40,649 for a household of two and under \$61,605 for a household of four. Children currently enrolled in the \$9 category will be automatically changed to fully subsidized effective October 1, 2022. System updates were made in August to reflect this change for newly applying children as well with an October 1 effective date. A new FPL chart and desk aid reflecting this change has been shared with assistors. Please contact chplus@health.ny.gov if you have any questions.

Affordable Connectivity Program Continues to Help Consumers

According to a recent [Federal Communications Commission](#) (FCC) news release, over 10 million households are enrolled into the federal [Affordable Connectivity Program](#) (ACP) which launched this year to help consumers access affordable and reliable internet connections. Internet services are essential when it comes to completing work, school and life activities including enrolling in health insurance.

Please remind consumers about this program while helping them with enrollment. View eligibility requirements [here](#). Access program resources [here](#).

Consumers can apply at AffordableConnectivity.gov or getinternet.gov or call (877) 384-2575 for assistance.

Assistor Recertification and Training

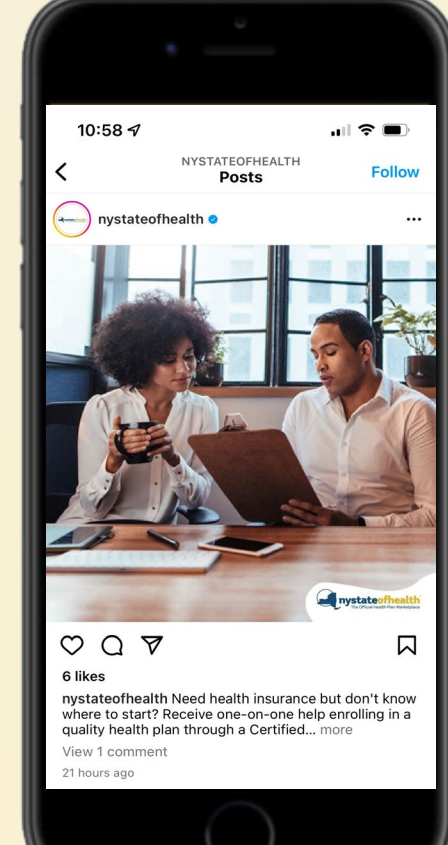
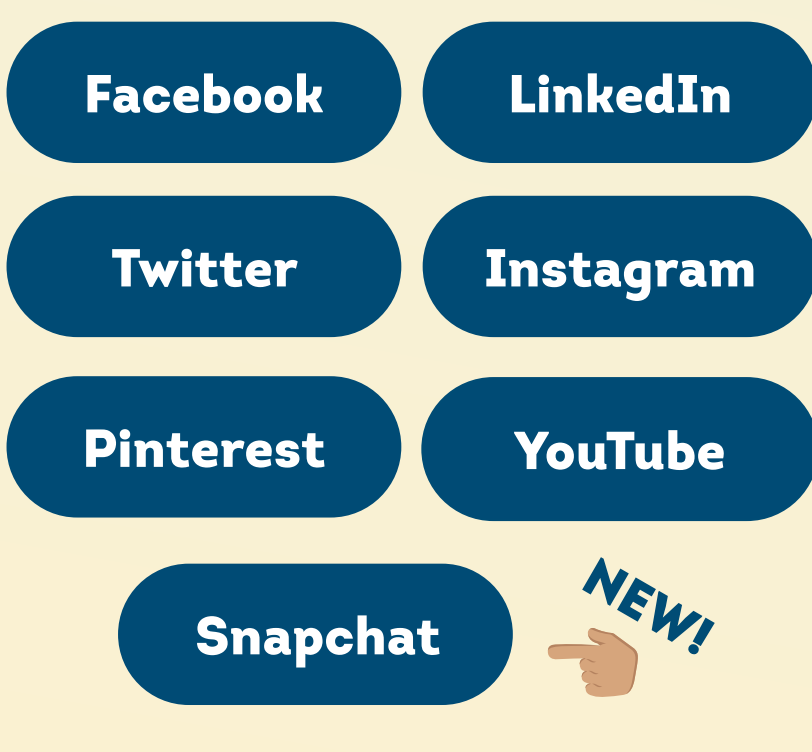
All Assistors and Assistor Oversight Managers who are registered or completed the online Assistor Certification training by October 31, 2022 will be required to view the 2022 recertification webinars. See below for information on recertification trainings, and how to access the recorded versions if you missed the live webinar.

- **Session 1:** "Privacy and Security" was held on June 8, 2022.
- **Session 2:** "Citizenship and Immigration" was held on July 27, 2022.
- **Session 3:** "What's Coming in NY State of Health" was held on August 31, 2022.
- **Session 4: NEXT WEEK, on Wednesday September 28th** the recertification webinar on "Open Enrollment and Renewals" will be held from 10:00am to 11:30am.
 - o To register for this webinar [CLICK HERE](#).
- **Session 5:** "2023 QHP and EP Plan Line Up" will be held on October 26, 2022.

All webinars will be held from 10:00am – 11:30am. Watch your email for registration information. If you miss or wish to rewatch a live webinar, the video, slides and other resources are available [here](#).

Social Media Connects Consumers to You!

Consumers clearly want and need your help! In our July social media analytics report, the Certified Enrollment Assistors post was consistently one of the highest engaging posts. In July, this post received **650 percent more engagements** compared to an average post. Continue to do your great work and to like, follow and share!



ATTENTION: ASSISTOR AGENCY SUPERVISORS

Assistor Oversight Manager (AOM) Role

As we begin to plan for the unwind of the Public Health Emergency, we wanted to take a moment to remind assistor agencies of the Assistor Oversight Manager (AOM) role. This role allows for identified supervisors to have access to view their assigned assistor's dashboards, view consumer accounts managed by their assistors, and to run reports regarding the status of consumer accounts on their assistors' dashboards. We believe that this functionality will be especially helpful when more consumers need to come in and update their accounts. If your agency has not already taken advantage of this functionality and would like to do so, please contact Assistor.Admin@health.ny.gov.

Assistor Training Course Materials Updated for 2022

We have once again, updated all of our training materials from the initial online certification training course. This set of updates brings the entire curriculum up-to-date for 2022.

These materials remain available for any currently registered assistor who would like access. If you have not already done so, you may still request access to the updated training materials by sending an email to eligibility.training.support@health.ny.gov.

Tell us what you think!

We hope this campaign information is helpful to you, especially as we all navigate new outreach strategies to connect with consumers to share information, communicate important updates and send timely enrollment reminders.

If you have any questions or ideas for additional outreach content, please email us at NYSQHOutreach@health.ny.gov.