



Now Available: Outreach Tool Kit

NY State of Health is pleased to announce the availability of our new [Outreach Tool Kit](#), a resource designed to assist you in promoting the Marketplace and the valuable work you do.

The Outreach Tool Kit includes resources for certified assistors who enroll New Yorkers into health coverage, as well as partner organizations that share information about NY State of Health and encourage New Yorkers to enroll. It will be updated throughout the year to reflect key information New Yorkers need to know about enrolling.

How to Access the Outreach Tool Kit

A link to the Outreach Tool Kit has been added to the [Assistor Tool Kit](#). Alternatively, you can access the Outreach Tool Kit directly at www.info.nystateofhealth.ny.gov/OutreachToolKit.

How to Use the Outreach Tool Kit

The Outreach Tool Kit is designed to help you easily access key tools and materials.

The **NY State of Health Educational Materials** section includes links to materials you can distribute to consumers. Our two most popular pieces, rack cards and At a Glance Cards, are linked directly from the Tool Kit in each language in which they are available. If you would like to order any print materials or co-brand any materials you create, links to instructions for each of these actions are provided. This section also includes links to the NY State of Health Enrollment Tools that help consumers estimate financial assistance, as well as compare, choose, and use their health plans.

The **NY State of Health Promotional Resources** section includes newly created content for promotional activities. Pre-written social media posts with pictures are available for you to use on your organization's social media accounts. All you need to do is copy, paste, and post! Links to our latest advertising campaign videos are also linked in this section. These campaign videos can serve as additional content you can post on your organization's social media accounts to help educate consumers about the availability of health coverage through NY State of Health.

The promotional resources section is also intended to assist you as you work with local partner organizations. Share the email message promoting NY State of Health with your local partners and ask them to send it to their email distribution lists. You can send them the short informative description of NY State of Health and ask them to post it on their website. (If you have not already done so, be sure to post the short informative description of NY State of Health on your organization's website, too!) Additionally, send your partner organizations the pre-written partner social media posts so they can post information about NY State of Health from their social media accounts.

The final section of the Outreach Tool Kit is intended to help you **Stay Informed with the Latest News**. It includes important reminders and upcoming deadlines, COVID-19 information sources, easy access to NY State of Health press releases and enrollment data, and links to all the NY State of Health social media accounts. In addition to using the pre-written social media posts available on the Outreach Tool Kit to publish your organization's own posts, your organization can also follow NY State of Health's social media accounts and repost content we publish.

Tell us what you think!

We hope the Outreach Tool Kit is helpful to you, especially as we all navigate the upcoming months relying on more online and partner-driven outreach activities than ever before. If you have any questions or ideas for additional outreach content, please email us at NYSOHO outreach@health.ny.gov.