



SPECIAL EDITION

AVAILABLE NOW: 2022 OUTREACH TOOL KIT

As Open Enrollment 2022 fast approaches, we are excited to announce that the 2022 Outreach Tool Kit is now available to aid in your outreach efforts! Due to the evolving COVID-19 pandemic, this year—similar to last—we are providing this virtual Outreach Tool Kit in place of our traditional Open Enrollment mailing, which in the past has included various educational materials and promotional items.

The newly updated 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

The Outreach Tool Kit is designed to help you easily access key tools and materials. 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 <https://info.nystateofhealth.ny.gov/outreachtoolkit>.

New Tool Kit Features: Refreshed and Reorganized

We know you are very busy helping New Yorkers access coverage and we appreciate all of your hard work. In hopes of making your job easier, we wanted to ensure that the most requested tools are right at your fingertips.



Update – Spanish and Chinese Webinar

You were recently made aware of a newly recorded [webinar](#) to promote the American Rescue Plan Act and its benefits to New Yorkers. This video is now available in [Mandarin](#) and [Spanish](#).

How to Request Materials and Promotional Items

We are aware that many of you continue to staff in-person events, and we want to be sure that you have ample supplies to distribute to consumers. In order to do so, we ask that you complete our online materials [order form](#) as you schedule your events. The order form is always the most up-to-date listing of materials that are available for order. For promotional items, simply send your requests to the email on the order form, noting the events for which the materials are requested, along with the event dates and anticipated attendance. Getting these orders to us with plenty of lead time avoids the unnecessary expenses of rushed deliveries and helps us to manage inventory.

The following educational materials are new or updated for this year:

- [American Rescue Plan Fact Sheet](#)
- [American Rescue Plan Insert](#) – a small quantity is available until depleted (with no reprints planned)
- [NY State of Health Rack Card](#)
- [NY State of Health Poster](#) – small, medium, and large sizes
- [NY State of Health At-A-Glance Cards](#)
 - Medicaid
 - Child Health Plus
 - Essential Plan
 - Qualified Health Plans



Additional Materials

In addition to our commonly used educational materials (rack cards, At-a-Glance Cards, Essential Plan fact sheets), NY State of Health has a variety of other materials that you can order and distribute to the public as needed. Some of these materials focus on reaching specific populations like [young adults](#) and [immigrants](#), while others educate about the [value of health insurance](#) and what things to consider when choosing a health plan.

Other resources available for order, created just for you:

NY State of Health Postcard: This was designed so you can easily affix a contact label and share these with consumers who may not be ready to take action, are hesitant to leave their contact information, or simply do not have time to stop and talk.

Tear Off Cards: If a consumer is not ready to make an appointment, this tool can be used to capture their contact information for follow-up later. It is also an effective way of tracking how many people we engaged at our events.

Language ID Tool: Unlike the other tools and materials, this one is not intended for distribution to consumers. Rather, it helps you identify the preferred language of non-English speaking consumers who may approach you for help. It is always a good idea to have this tool handy at public events and in your office to facilitate meeting language access needs.

Consider ordering some of these materials, and also feel free to let us know if you feel they no longer meet your needs. Send your feedback to us at NYSOHO Outreach@health.ny.gov.

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.