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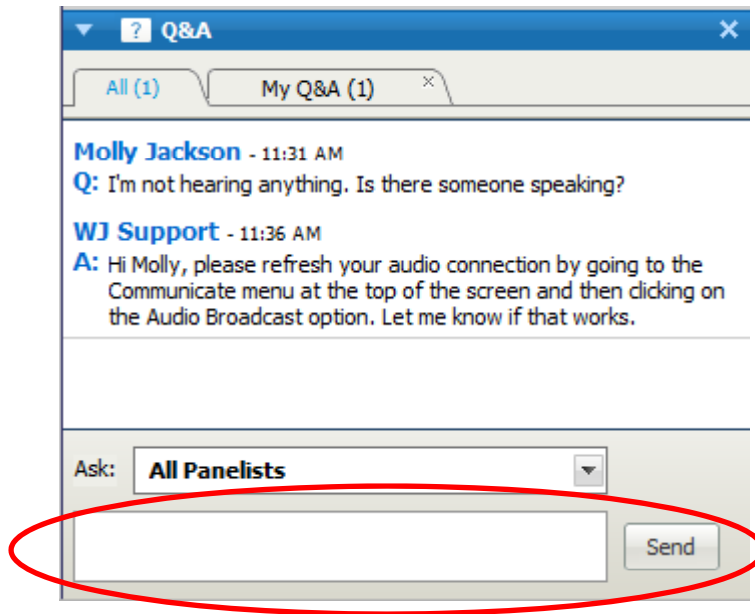**Too loud or soft?** Adjust volume level in the Audio broadcast box:

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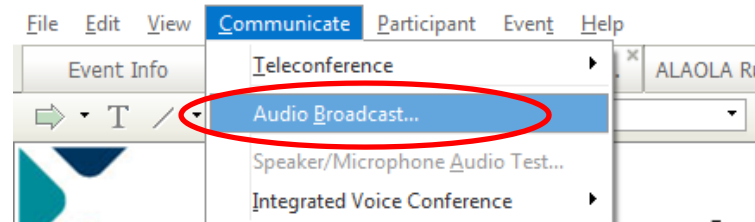
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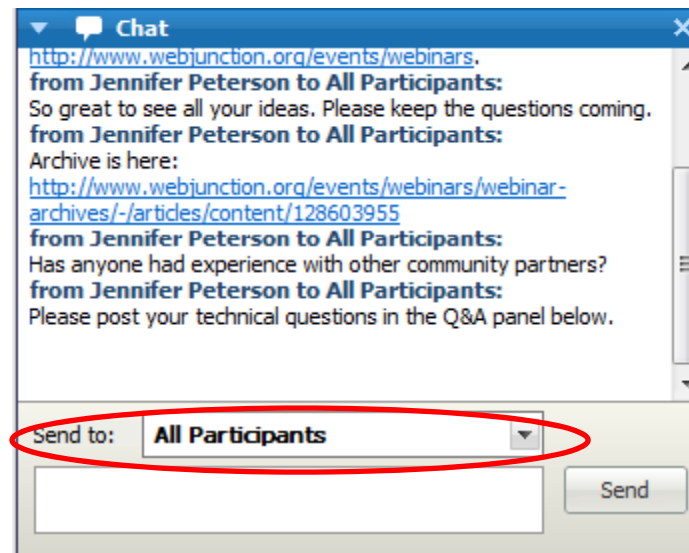**Step 1:** Type the problem in the **dialog box.**

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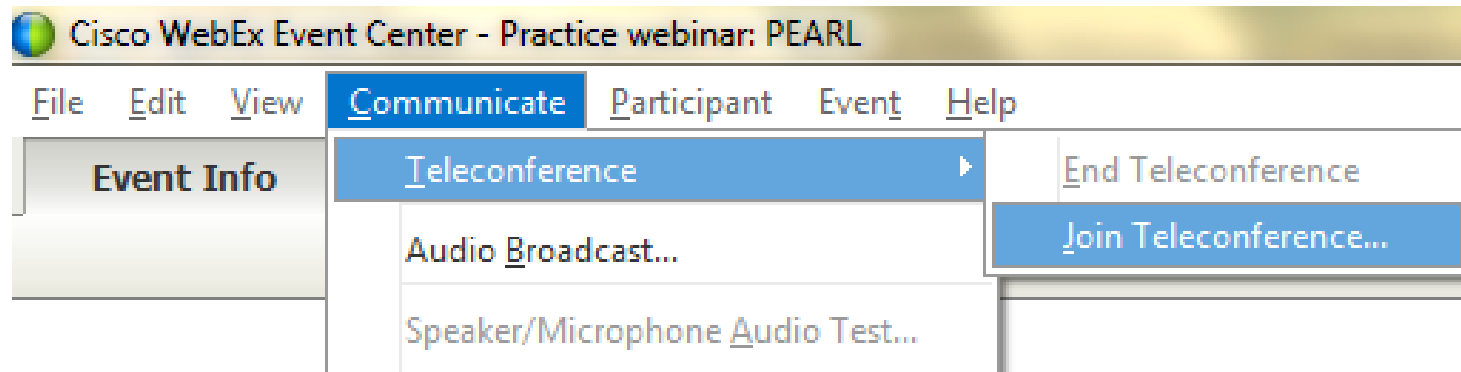
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Mississippi Library Commission

Montana State Library
State Library of **North Carolina**
State Library of **Ohio**
Access **Pennsylvania**
Texas State Library & Archives Commission
Library of **Virginia**
Washington State Library

Today's Presenters

Liz Morris
Health Happens in
Libraries Project
Coordinator,
WebJunction

McCrae Parker
Senior Program
Manager,
ZeroDivide

Prioritizing Patron and Partner Engagement

March 27, 2014

Overview

- Health Happens in Libraries project update
- Understanding patron ACA information needs
- Effective partner engagement
- Sustaining services
- Q&A

Just Curious…

What kind of support has your library provided to patrons regarding the health insurance marketplace through the Affordable Care Act?

Health Happens in Libraries Project Update

Our goal

Health Happens in Libraries supports public library eHealth services and staff capacity to respond to patron information needs regarding the Affordable Care Act.

eHealth

Health Happens In Libraries

Searching for providers, insurance coverage, or health information online

Using the Internet to schedule appointments or refill prescriptions

Accessing personal electronic health records online

The Affordable Care Act
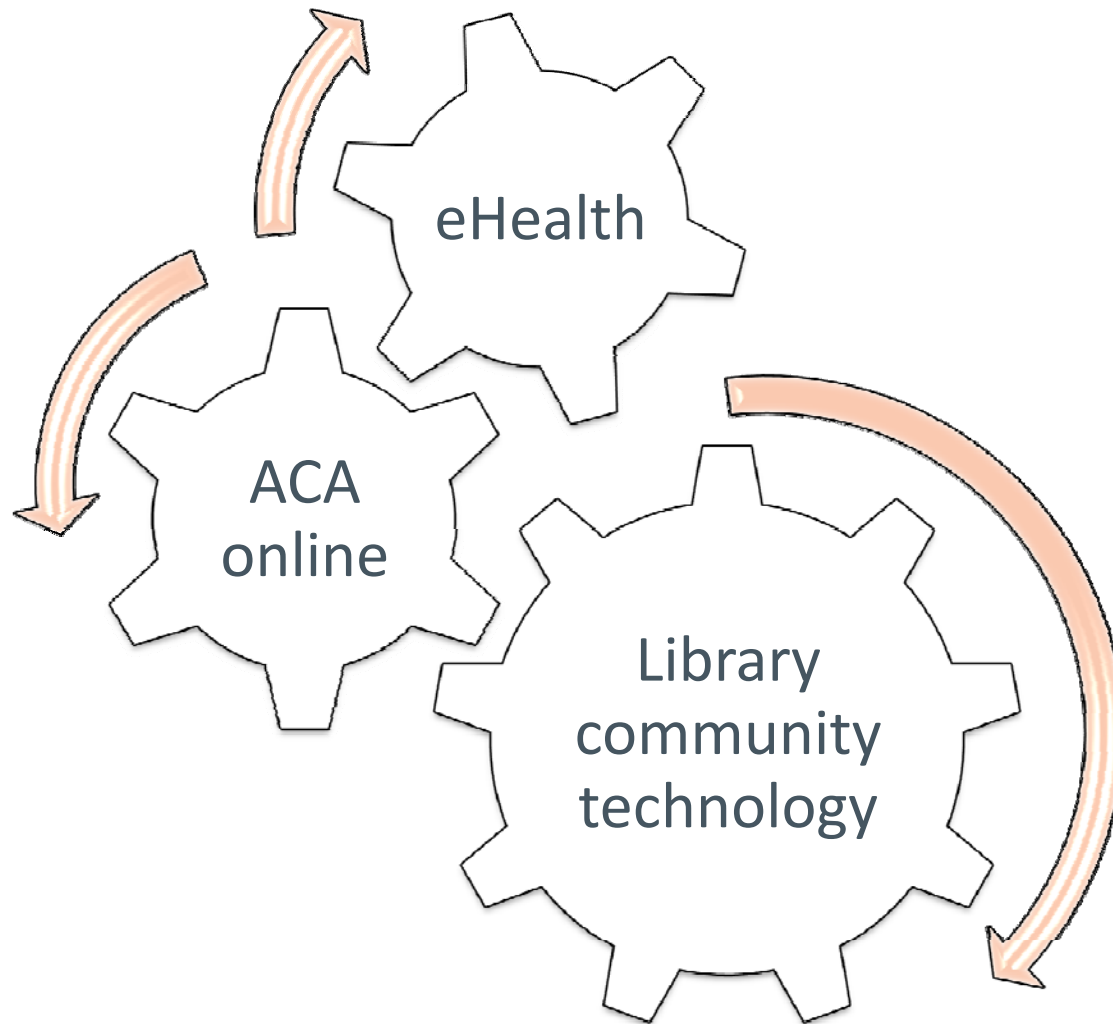
Our partners

What we've done

Health Happens In Libraries

- Establish active learning community at WebJunction.org

Free webinars

- Six to date
- 9,500 attendees either through live sessions or archives

ACA access

- Federal and state Marketplace sites
- Examples of ACA libguides from state and public libraries

Resource updates

- Regular communications with 3,500+ subscribers
- #libs4health

What we've done

Health Happens In Libraries

Prioritize library engagement

Needs assessment	State library interviews	Local library stories
• 40 state library respondents • 88% providing or planning to provide ACA resources to public libraries	• Gathering state perspectives from diverse contexts • AR, CA, CO, FL, MI, MS, OH, PA	• Detailed library profiles • Brief snapshots submitted directly by library staff

What we've learned

- Library ACA engagement occurs on a continuum
- Health literacy is critical for patron engagement
- Partnership opportunities abound

Understanding Patron ACA Information Needs

Marketplace Overview

- **WHAT:** Federal or state run platform for individuals to research, compare, apply and enroll in health coverage.

- *Identify the Marketplace in your state:* https://www.healthcare.gov/what-is-the-marketplace-in-my-state

Marketplace Overview

Health Happens In Libraries
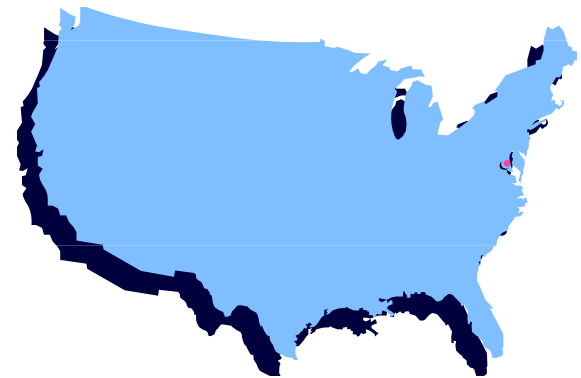
- **WHEN:** Initial open enrollment October 1, 2013 – March 31, 2014
  - Next open enrollment November 15, 2014 – February 15, 2015
- *Understand special enrollment periods: https://www.healthcare.gov/how-can-i-get-coverage-outside-of-open-enrollment/*

Marketplace Overview

- **WHO**: The Uninsured
  - Over 47 million Americans; approx. 18% of population
  - Primarily nonelderly adults

The Uninsured At the Starting Line: Findings from the 2013 Kaiser Survey of Low-Income Americans and the ACA
By Rachel Garfield, Rachel Licata and Katherine Young

Marketplace Overview

- **WHO**: The Uninsured
  - Main barrier is cost
    - Not all employers offer coverage
    - Not all adults are working
  - Lack of coverage is long-term issue for many uninsured
  - Many uninsured lack connection to the health care system

The Uninsured At the Starting Line: Findings from the 2013 Kaiser Survey of Low-Income Americans and the ACA
By Rachel Garfield, Rachel Licata and Katherine Young

Marketplace Overview

Figure 3

Length of Time without Coverage, Among Currently Uninsured Adults

How long have you been uninsured?

Less than 3 months
9%

3 months to less than a year
10%

1 year to 5 years
34%

5 years or more
29%

I have never had insurance
18%
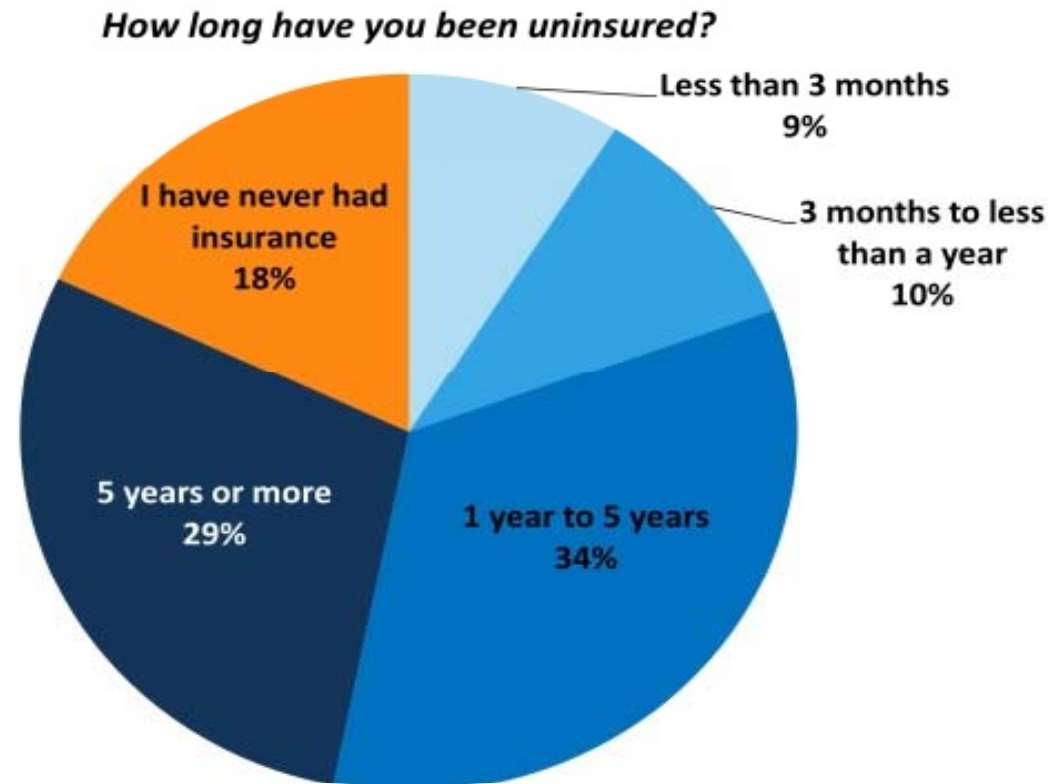
NOTE: Includes uninsured adults ages 19-64.
SOURCE: 2013 Kaiser Survey of Low-Income Americans and the ACA.

Marketplace Overview

Figure 13

Share of Adults with a Usual Source of Care or Regular Provider, by Insurance Coverage

■ Uninsured ■ Employer Coverage ■ Nongroup ■ Medicaid

Have a usual source of care[1]
- 51%
- 82%*
- 78%*
- 76%*

Have a regular doctor at a usual source of care[1]
- 33%
- 71%*
- 68%*
- 66%*
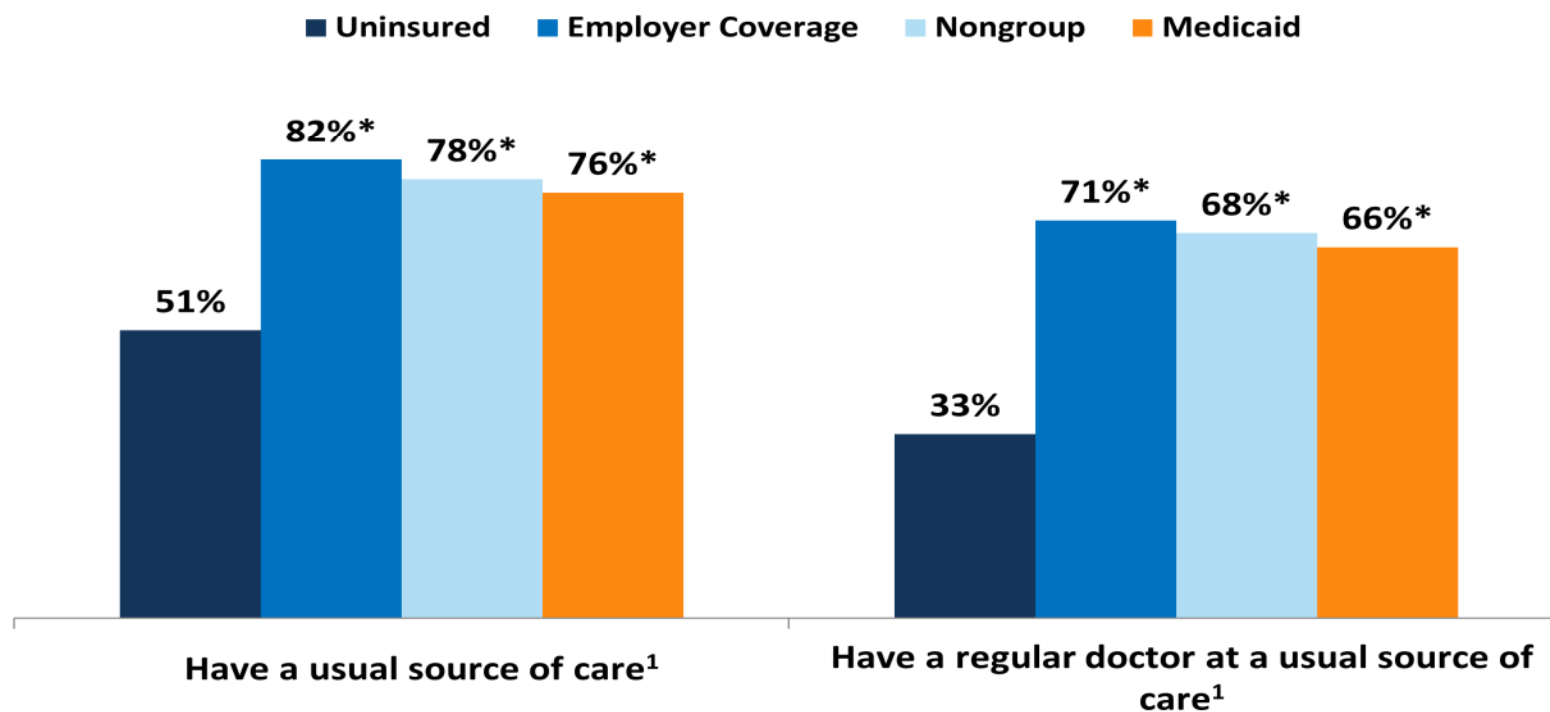
NOTE: Includes adults ages 19-64. [1]5% of adults who report the emergency room as their regular source of care are reclassified as not having a usual source of care. *Estimate statistically significantly different from uninsured estimate at the 95% confidence level.

SOURCE: 2013 Kaiser Survey of Low-Income Americans and the ACA.

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Marketplace Awareness

Lack Of Awareness Remains Among Uninsured

AMONG UNINSURED AGES 18-64: As you may know, the health care law requires nearly all Americans to have health insurance, or else pay a fine. Do you happen to know the deadline for individuals to sign-up for health insurance?

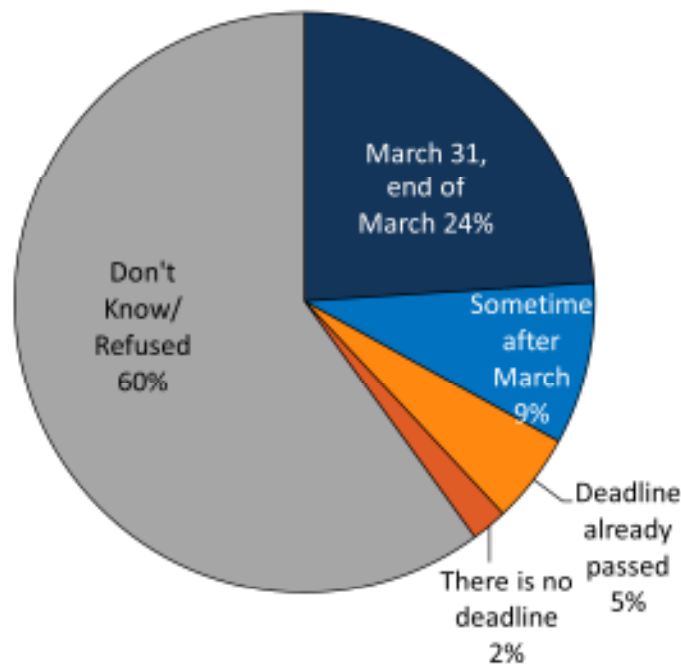AMONG UNINSURED AGES 18-64: As you may know, the law creates health insurance exchanges or marketplaces where people who don't get coverage through their employers can shop for insurance and compare prices and benefits. How much would you say you know about this new health insurance marketplace?

Left pie chart:
- March 31, end of March 24%
- Sometime after March 9%
- Deadline already passed 5%
- There is no deadline 2%
- Don't Know/Refused 60%

Right pie chart:
- Dk/Ref. 2%
- A lot 12%
- Some 24%
- Only a little 37%
- Nothing at all 26%
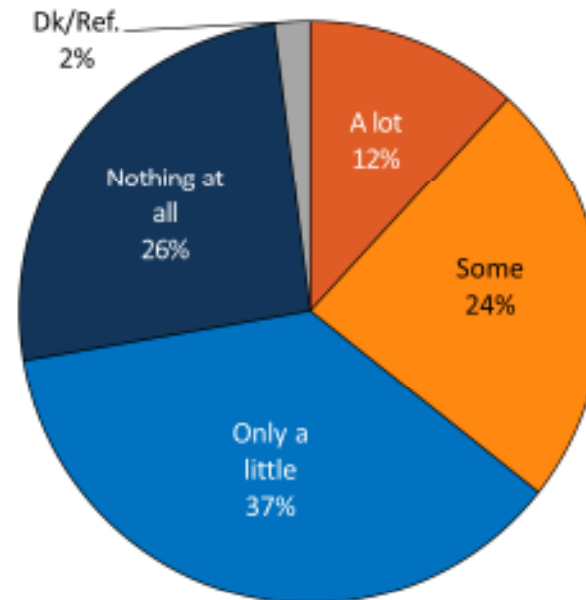
SOURCE: Kaiser Family Foundation Health Tracking Poll (conducted February 11-17, 2014)

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Community Health Literacy

"The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions."

-Institute of Medicine

Health Literacy, a Prescription to End Confusion

Community Health Literacy

36% of adults have *limited* health literacy

22% have *basic* health literacy

14% have *below basic* health literacy

From NN/LM Health Literacy site:
http://nnlm.gov/outreach/consumer/hlthlit.html

Community Health Literacy

Health Happens In Libraries

Information literate

- able to obtain and apply relevant information

Computer literate

- able to operate a computer; may also include the ability to search the Internet and evaluate websites

Visually literate

- able to understand graphs or other visual images

Numerically or computationally literate

- able to calculate or reason numerically

From NN/LM Health Literacy site:
http://nnlm.gov/outreach/consumer/hlthlit.htm

Library Role

Health Happens In Libraries

Assessment

Access

Partnership and Referral

Library Role - Assessment

Health Happens In Libraries

📍 Remain connected to how ACA marketplace is evolving in your state

State Refor(u)m	**Kaiser Family Foundation**	**Enroll America**
• Online network for health reform collaborators • **statereforum.org**	• Extensive health reform details, including state profiles • **kff.org/health-reform**	• National outreach and advocacy network • **enrollamerica.org**

Library Role - Assessment

Health Happens In Libraries

Explore community health demographics

State/Local Health Departments	Robert Wood Johnson Foundation
• Often provide community data and info on local initiatives • **cdc.gov/nchs/nvss/state_health_departments.htm**	• County health rankings and roadmaps • **countyhealthrankings.org**

Library Role - Access

Technology access and support

Skilled information providers

Your Library

Space for programming and partners

Accessible hours

Library Examples

Miami Public Library
Miami, Oklahoma

Supporting health literacy and ACA information as part of library goal to provide lifelong learning for residents

San Antonio Public Library
San Antonio, TX

Incorporated ACA information services with existing health and wellness resources; provide dedicated space for application guidance with trained professionals

Effective Partner Engagement

Just Curious…

What types of partnerships have you developed to support ACA activities at your library?

What has contributed to the success of these partnerships?

Library Role – Partnership and Referral

Health Happens In Libraries

- Trained application and enrollment assistance is useful for navigating the complexity of individual applications/circumstances
- Qualified support is available
- Effective partnership begins with your library

Health Insurance

Library Role – Partnership and Referral

- HealthCare.gov Zip Code locator tool
  - https://localhelp.healthcare.gov/
- Community Health Centers
  - http://www.hrsa.gov/about/news/2013tables/outreachandenrollment/
- Community Commons
  - http://www.communitycommons.org

Partialnership Best Practices

Clarify your library's priorities

Primary assets and established goals re: ACA

Understanding of patron needs and unique library expertise

Existing partners and/or partner relationship contact

Partnership Best Practices

- Build relationships with community organizations

Competency Index for the Library Field – *WebJunction.org*

Connecting to Unique Populations

Health Happens
In Libraries

- Non-English speakers
- Homeless
- Ethnic communities
- The elderly

Connecting to Unique Populations

- Serving communities of diverse sizes
- Emergence of innovative practice

Looking Forward

Sustaining Services

- Reflect on initial ACA expectations and outcomes at your library

- Connect with partners on shared priorities between enrollment periods

- Maintain referral networks for special circumstances

What's Next

Health Happens
In Libraries

- Activate ACA resource guide for library staff
  - ACA 101, Community Assessment, Partner Engagement, Telling the Library Story
- Ongoing library engagement – share your story and sign up for resource updates
  - **http://oc.lc/ehealth**
  - email **content@webjunction.org**
- Identify opportunities for libraries continuing contributions to community health
  - #libs4health

Questions?

Health Happens In Libraries