

## Background

Approximately 23% of Bexar County residents are uninsured.<sup>1</sup> With the push for increased access to healthcare and the implementation of the Affordable Care Act (ACA), opportunity exists for approximately **214,000** uninsured Bexar County residents to obtain insurance through the Health Insurance Marketplace.<sup>2</sup> However, given the complexity of the ACA and glut of misinformation surrounding the bill, it is anticipated that many will need assistance in accessing the benefits available through the ACA. In the US, San Antonio ranks 7<sup>th</sup> in population and 60<sup>th</sup> in literacy<sup>3</sup>, a key predictor for a person's health status.<sup>4</sup> Thus, addressing these health literacy challenges is important to help individuals in our city and county obtain insurance and improve overall health.

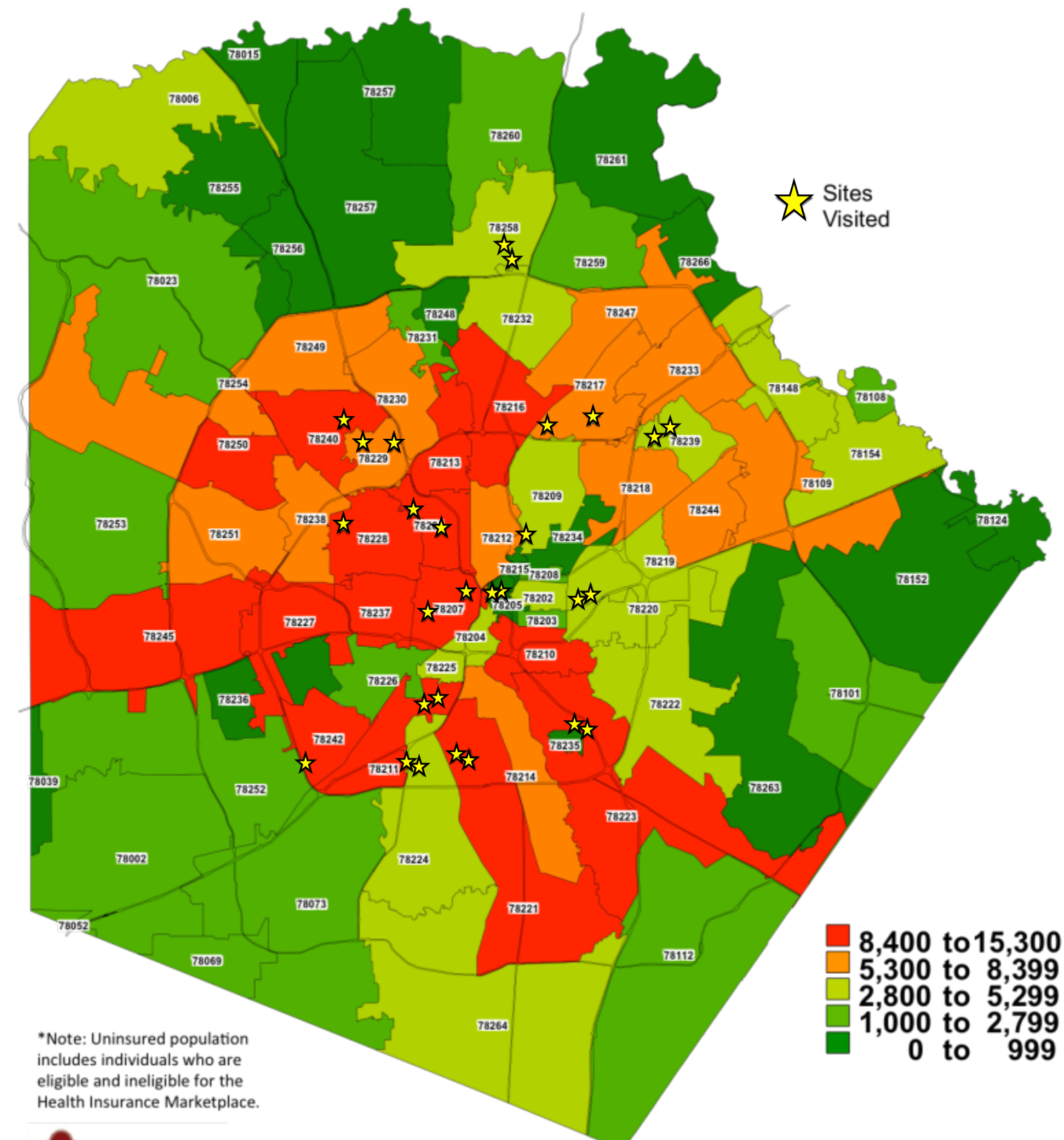
## Project Objectives

- Promoting health literacy by educating community members about health insurance and how to use the ACA Marketplace
- Educating current and future healthcare providers about the ACA and how it impacts their patients
- Forming community relationships to facilitate insurance enrollment

## Methods

- Created **five leadership teams**: Communication; Information; Publicity; Implementation; Monitoring & Evaluation
- Engaged **volunteers** from Medical, Nursing, and Dental programs, as well as community members and University of Texas San Antonio and Trinity University undergraduates
- Hosted an **Orientation** featuring presentations by Teresa Niño from the CMS and Dr. Thomas L. Schlenker, MD, MPH, from the San Antonio Metropolitan Health District
- Organized **ten interprofessional teams** of up to 20 trained student/faculty "Champions for Coverage"
- Identified sites for events using **"S.I.R.V."** (Safe, Invited, Relevant, Vetted) parameters
- Compiled **health literacy-friendly material for dissemination**, including brochures in Spanish and English about the ACA
- **Evaluated** program outreach efficacy through observational survey data collection at project sites
- Assessed educational objectives via **pre- and post- surveys** of trained volunteers and volunteer satisfaction

## Uninsured Population in San Antonio by Zip Code\*



## Sites Visited



## Our project delivered the following concrete products to volunteers and community participants:

INTERNALLY	EXTERNALLY
<ul style="list-style-type: none"> <li>• Monthly Newsletter to Participants/Stakeholders</li> <li>• Leadership Emails and Participant Updates</li> <li>• Internal Web Portal Archiving all artifacts</li> <li>• Educational Materials and Local Resources</li> <li>• FAQs developed iteratively through each event</li> </ul>	<ul style="list-style-type: none"> <li>• Project Title, Slogan, and Logo</li> <li>• Social Media Presence (Facebook, Twitter)</li> <li>• Online Video Resources (NOWCastSA, YouTube)</li> <li>• Oral Presentations at community events</li> <li>• Printed Educational Materials in English and Spanish</li> </ul>

## Acknowledgements

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Leadership team meeting with representatives from San Antonio 2020 and the San Antonio Metropolitan Health District



Nearly 200 students and community members learning how to educate their communities about the ACA



ACT Volunteers at the Miss Fiesta Health Fair on October 12, 2013

## Results

- Volunteers reached out to **25 sites in the community**, 11 of which reported data
- Volunteers interacted with over **1,250 community members**, ages 15 – 65 from diverse racial and ethnic backgrounds
- Pre-orientation, 83% of respondents indicated that they had a low understanding of the ACA. Afterwards, **62% of respondents** indicated an **increase** in knowledge
- **88% of respondents were confident to extremely confident** in their ability to communicate information about the ACA to others. **86% stated that this CSL project had benefited them**
- As of April 2014, according to SA2020, the enrolled number of San Antonio-area individuals through the Health Insurance Marketplace is over **67,000**

## Local Challenges

- Lack of available Navigators and Certified Application Counselors
- Refusal of federal aid for Medicaid expansion
- Wary community members coupled with rampant misinformation regarding the Affordable Care Act
- Significant language barrier in many areas of the city

## Future Project Goals

- Educate individuals in the community on how to use their newly-acquired health insurance benefits
- Provide additional locally-tailored health literacy information via partnerships with San Antonio organizations and communities
- Evaluate participant understanding and utilization of health insurance benefits
- Simplify data collection methods
- Continue to educate future health-care providers about the challenges of obtaining and maintaining health insurance for underserved populations

## References

- 1 U.S. Census Bureau. American Community Survey, 2011. <http://factfinder.census.gov/home>; Accessed March 24, 2014.
- 2 Teresa Medina, e-mail message to Anupama Kapadia, March 20, 2014.
- 3 Literacy San Antonio. Facts & Statistics. <http://www.literacysanantonio.com/content/facts-statistics>. Accessed March 24, 2014.
- 4 Health literacy: Report of the Council on Scientific Affairs. *JAMA* 1999;281(6):552-557.