

Health Coverage Outreach Toolkit

for the Early Care and Education Workforce

The early care and education (ECE) workforce deserves affordable and accessible health care. Supporting the health of staff who work in child care centers, family child care, Head Start, preschool, home visitors and other early childhood settings is crucial to sustaining their role for children, families, and communities. We need your help to reach ECE staff, administrators, and partners that work in the early childhood community. They may qualify for savings (like tax credits and reduced cost-sharing amounts) on a Marketplace plan. Consumers who want health coverage starting January 1 should enroll in coverage by December 15.



Take action by sharing these resources in your newsletters, social media, meetings or conferences.

This toolkit is designed to guide ECE staff, administrators, and partners through the Health Insurance Marketplace® Open Enrollment Period (November 1 – January 15), highlighting potential savings and support available. Join us in our Week of Action for Early Care and Education Workers from December 10-16.

Here are **five tasks** you can do throughout Open Enrollment as a leader to help early care and education staff in your community understand the affordable health care options, and help them enroll in health coverage.

1. **Share this resource for the early care and education workforce**
[What do early childhood educators need to know about the Marketplace?](#) | [¿Qué necesitan saber los educadores de la primera infancia sobre el Mercado?](#)
2. **Connect the early care and education workforce with Navigators/assisters through [Find Local Help](#) to get help with their application and more.**
3. **Share targeted posts on social media to engage early care and education staff.**
4. **Send targeted email or newsletter messages to early care and education providers, leaders and partners.**
Sample Email to ECE Providers

Subject: Time limited opportunity for more affordable health insurance for early childhood staff

Early Childhood Providers in **[INSERT STATE/COMMUNITY]** May Now Be Eligible for Affordable Health Insurance.

Early childhood providers may now be eligible for more affordable health coverage through the [Health Insurance Marketplace](#)®, due to continued expanded tax credits. As early childhood providers, you have played a crucial role for children, families, and communities. The U.S. Department of Health and Human Services is pleased to have the opportunity to expand more affordable health coverage to early childhood providers due to the Inflation Reduction Act.

[Learn more](#) about what coverage you may be eligible for through the Health Insurance Marketplace® and follow along to this [step-by-step training](#) as you fill out applications.

Sample email to Early Childhood Leaders and Partners

Subject: Time limited opportunity for more affordable health coverage for early childhood staff

The early childhood workforce is critical to the development of our youngest children, yet they are less likely to have access to health insurance than teachers in the K-12 system or the general population. **Early childhood providers may now be eligible for more affordable health coverage through the Health Insurance Marketplace®, due to continued expanded tax credits.**

HHS will hold a Marketplace Open Enrollment stakeholder webinar focused on providing critical information, resources, and materials to successfully help consumers navigate the Open Enrollment Period. Join HHS leadership on December 13 from 3:00 – 4:00 PM ET, to learn more.

HHS recently offered a webinar focused on facilitating updates and strategies to help keep children, families, and members of the early childhood workforce covered during Medicaid and CHIP Unwinding. A recording of the webinar from July 26, 2023, can be found [here](#). Individuals who lose Medicaid or CHIP coverage qualify for a special enrollment period through the Health Insurance Marketplace®. Visit <https://www.healthcare.gov/medicaid-to-marketplace/> to learn more.

5. Encourage the early care and education workforce to watch this HHS webinar, demonstrating how to sign up on the Marketplace.

Follow along and share this individualized step-by-step training to feel confident as you complete your enrollment application. A recording from the [Workforce Wednesday webinar](#) on December 7, 2022 can be found [here](#).

Key Resources:

- CMS ECE Week of Action Toolkit:
<https://www.cms.gov/files/document/early-care-and-education-workers-week-toolkit.pdf>

- Partner tools & toolkits website: <https://www.cms.gov/marketplace/in-person-assisters/outreach-education/partner-tools-toolkits>
- See if your state uses HealthCare.gov or has its own Marketplace: <https://www.healthcare.gov/create-account/>
- Find out if you Qualify/Apply: [HealthCare.gov](https://www.healthcare.gov) or State Marketplace [website](#)
- Find Local Help: <https://localhelp.healthcare.gov/>
- Become a Champion for Coverage: <https://www.cms.gov/marketplace/technical-assistance-resources/assister-programs/become-a-champion>
- HealthCare.gov Technical Assistance Resources: <https://www.cms.gov/marketplace/in-person-assisters/technical-resources>
- Marketplace resources in multiple languages: <https://www.cms.gov/marketplace/in-person-assisters/outreach-education/materials-multiple-languages>

Webinars

Upcoming

- Join HHS and CMS leadership on December 13, 2023, from 3:00 – 4:00 PM ET for a Marketplace Open Enrollment Period Partner Webinar
 - The Marketplace Open Enrollment stakeholder webinar is focused on providing critical information, resources, and materials to successfully help consumers navigate the Open Enrollment Period.
- 2024 CMS Marketplace Open Enrollment Webinars
 - Wednesday, January 10, 2024, from 3:00 - 4:00 PM ET
 - Wednesday, January 31, 2024, from 3:00 - 4:00 PM ET

Recordings

- [*Improving Health Coverage for the ECE Workforce*](#)

Health Insurance Marketplace

Health Insurance Marketplace® is a registered service mark of the U.S. Department of Health & Human Services.



HealthCare.gov

Social Media and Graphics

Share these targeted posts on social media to engage staff who work with young children and their families. Learn more about the [CMS' ECE Theme Week Toolkit](#) and [graphics](#).



Social Media:

- If you don't get health insurance through your employer, you may qualify for a low-cost quality Healthcare.gov plan! All plans cover essential benefits such as primary care

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visits, prescriptions, and emergency care. <https://www.healthcare.gov/get-coverage>
#GetCovered #MarketplaceOE

- Staying healthy is important for the kids who depend on you! Take care of yourself first by signing up for quality health coverage. With help from the new law, 4 out of 5 customers can #GetCovered for \$10 or less a month. Enroll today!
<https://www.healthcare.gov/get-coverage> #MarketplaceOE
- With help from the #InflationReductionAct, many customers can continue to find additional savings on quality health plans! In fact, 4 out of 5 enrollees can find a plan for \$10 a month or less. Enroll and #GetCovered! <https://www.healthcare.gov/get-coverage> #MarketplaceOE

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