Open Enrollment Multilingual Outreach and Education Campaign
This year’s Open Enrollment work includes a wide-spread, community-based, direct outreach effort.

Organizers with language capacity will be active at more than 100 locations and events across Massachusetts, providing information to residents in need of assistance.

We are also reaching out to dozens of community leaders, expanding relationships and connecting with the people who have direct contact with our priority communities.

At public events, organizers will distribute “pledge cards” featuring information about local walk-in centers and Navigators.

The cards feature a detachable portion to get contact information from uninsured residents for navigators to follow up on with appointments.
This summer, Archipelago Strategies Group conducted four focus groups in Spanish to identify barriers to enrollment and test messages.

ASG then developed culturally-appropriate messaging, targeting Latinos and other ethnic minority groups.

Starting around November 15, ethnic media messaging will run in eight languages:

- Spanish
- Haitian Creole
- English
- Vietnamese
- Portuguese
- Khmer
- Chinese
- Polish
Ethnic media messaging

- Messages will run in 55 ethnic media outlets, compared to 31 outlets last year
- The ethnic media program includes:
  - 1,881 30-second TV messages
  - 5,131 30-second radio messages
  - 121 full-or half-page print messages
- The paid messaging is bolstered by a strong, earned ethnic media campaign that has already generated more than 20 stories detailing Open Enrollment