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**NC** NAVIGATOR  
CONSORTIUM

AFFORDABLE HEALTH COVERAGE: Let's find it together.



**A Project of Legal Aid of North Carolina**

# Engaging Historically Underserved and Harder-to-Reach Populations

**NAIC Special Committee on Race  
and Insurance**

**Health Workstream Session**

# North Carolina Navigator Consortium

The NC Navigator Consortium is a statewide organization made up of over 200 staff and volunteer Navigators across all 100 counties in the state. We take pride in providing peace of mind to those seeking assistance with finding quality affordable health coverage. Our health insurance Navigators are associated with ten health care, social service, and legal aid organizations.

The Consortium is the statewide trusted messenger on benefits made available through the Affordable Care Act and the go-to source for individuals and families seeking affordable health coverage through the Health Insurance Marketplace<sup>®</sup> at HealthCare.gov.

# A Wide Reach

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Provided key messages to over six million North Carolinians through traditional paid, earned and social media.

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Large scale education and outreach campaign focused on historically underserved and harder to reach North Carolinians

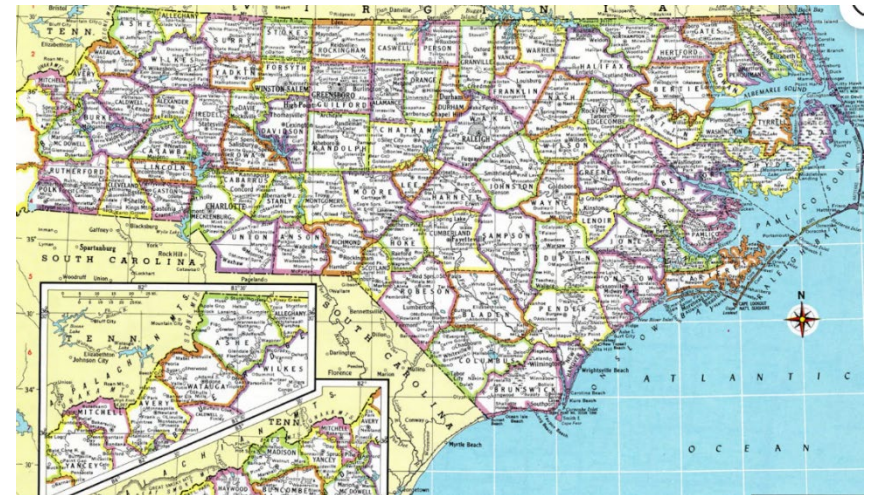
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Aggressive marketing and advertising campaign focused on publications and outlets that serve these populations

# Community Focused Outreach and Enrollment

In coordination with massive statewide outreach and enrollment efforts effort in successful, we put significant resources towards reaching the follow communities:

- African-American
- **Rural**
- Latino
- **LGBTQ+**
- Faith
- Refugees



# Rural Outreach – Media

Rural work must be a central component to the program.

North Carolina is a largely rural state with vastly diverse rural communities.

- Paid Media
  - Local Radio
  - Targeted Streaming Radio
  - Localized web ads
- Earned Media
  - Event Press advisories to local media outlets
  - Event creation with “hook” in mind
  - Consumer Stories
- Social Media
  - Community focused posts focused on relatability
  - Local partner cross –sharing



# Rural Outreach and Enrollment

- Local Face
- Local Events
  - Fairs, block parties, church events, etc.
- Regular Local Outreach sites
  - DSS, Churches, Schools,
  - Libraries, Rec. Centers
- Local Partner Coalitions
- Community Events
  - Local call-in events
  - Outreach Events with local partners
    - Invite a local partner to share event booth
    - Host and sponsor local resource fair and invite local partners
      - Food banks, FQHC's, after-school programs
- Enrollment Options
  - Virtual Enrollment Events
  - In-person Enrollment Events
  - Telephonic Enrollment

# LGBTQ+ Outreach

## Understanding of Community

- Train Navigators on LGBTQ+ community awareness/sensitivity
- Diverse Navigator Staff that represent the communities they serve

## LGBTQ+ Focused Paid Media

- LGBTQ+ publications
- Streaming radio
- Targeted web ads

## Community Support

- Pride event outreach
  - Massive list building opportunity
  - LGBTQ+ focused materials
- Outreach at LGBT events and establishments

## Enrollment Opportunities

- Pride Enrollment Events
- Enrollment events in partnership with known LGBTQ+ friendly establishments and partners

# LGBTQ+

# Rural



**-Ronald in Yadkin County**

"Having a navigator saved us time and frustration trying to wind our way through HealthCare.gov. We were able to compare plans and choose the one that works best for us."

**Did you know?**

4 of 5 Marketplace enrollees qualify for Healthcare.Gov coverage that's less than \$10/month.

NC NAVIGATOR CONSORTIUM

"My favorite part about being a Navigator is hearing folks' stories. Navigator services are highly personalized, which I think is what makes us so valuable to the community. When we are able to really dig into the details and find solid coverage for someone who might otherwise have gone without, that's the best part of the job."

www.ncnavigator.net





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**Thank You!**

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