

AFFORDABLE CARE ACT (ACA)

# GAME PLAN FOR SCHOOL LEADERS



HEALTH CARE  
FOR ALL FAMILIES

[www.allinforhealth.org](http://www.allinforhealth.org)  
(916) 844-2413

A PROJECT OF THE CHILDREN'S PARTNERSHIP

## Are the Children and Families YOU Care About ALL IN for Health?

### LEARN: Get Educated to Provide Leadership and Help the Cause

- ▶ Go to [www.coveredca.com](http://www.coveredca.com) to learn more about the ACA.
- ▶ Go to [www.allinforhealth.org](http://www.allinforhealth.org) to:
  - Learn how to help families get ALL IN for health.
  - Receive an ALL IN toolkit.
  - Learn about the Campaign and ways we can help you.

### EDUCATE: Share ACA Information

- ▶ Commit to sharing ACA information in your district, school, or child-care center. Set a goal to conduct educational events and distribute flyers.
- ▶ Get creative to enlarge your circle. Invite community leaders who care about healthy kids and families to join the Campaign to educate others about ACA.
- ▶ Download ALL IN flyers and other material about new health coverage opportunities. Highlight them in school announcements, newsletters, e-mail blasts, and other communications to families and staff.
- ▶ Distribute informational flyers and wallet cards to families and staff at school events this fall, including back-to-school nights, health fairs, and sporting events.
- ▶ Enlist coaches, teachers, counselors, school secretaries, cafeteria workers, bus drivers, janitors, and PTA members in spreading the word to families and employees.

- ▶ Place information on school websites, blogs, and social media sites.
- ▶ Send ACA information directly to families and employees via text, backpack letter, e-mail, and recorded phone messages.



The ALL IN informational wallet card

### ACT: Help Children and Families Get Enrolled in Health Coverage

- ▶ Set a goal to help families complete the enrollment process and get covered (enrolling takes about an hour).
- ▶ Have a staff person trained and certified to enroll families in coverage, or invite a Certified Enrollment Counselor to come on-site.
- ▶ Sponsor "enrollment nights," where families can gather at the school computer lab or elsewhere to get help enrolling in health coverage.
- ▶ Get creative! **What will make this a defining moment in your community?**

**ALL IN Partners:** The Children's Partnership, California Department of Education, California School Boards Association, California School Health Centers Association, California Coverage & Health Initiatives, Get Covered Campaign/Asegurate, and Covered California.

