

INTRODUCTION

The passage of the 2006 Health Care Affordability Act was a monumental accomplishment for the state of Vermont. The act created Catamount Health, which opened for enrollment on October 1, 2007, and launched an aggressive outreach and enrollment campaign for finding and enrolling the uninsured.

This Outreach Toolkit is one of several components of the outreach and enrollment campaign, which will help to enroll 96 percent of uninsured Vermont residents by 2010. The outreach and enrollment campaign includes development of an umbrella brand, Green Mountain Care, for all Vermont health coverage programs; TV, print, radio and Internet advertising; outreach materials, including this Outreach Toolkit; a comprehensive Web site (www.GreenMountainCare.org); and media outreach to TV stations, newspapers and radio stations to cover the launch and continuing promotion of Green Mountain Care.

The content of this Outreach Toolkit can be downloaded from the [Outreach Center](#) on the Green Mountain Care Web site. To learn more about the 2006 Health Care Affordability Act, visit Vermont's Health Care Reform Web site at <http://hcr.vermont.gov>.

Overview of Toolkit Contents

Health care advocates, community-based organizations, health care providers, employers, legislators and anyone who interacts with potentially uninsured Vermonters play a vital role in informing the community about Green Mountain Care.

This toolkit is designed to help those who are talking to the uninsured to communicate effective messages about Green Mountain Care and encourage Vermonters without health coverage to apply. These resources include:

- ✓ Message from Governor Jim Douglas
- ✓ Overview of Green Mountain Care
- ✓ Introducing Catamount Health
- ✓ Overviews of Catamount Blue and MVP Catamount Choice
- ✓ Application resource contact information
- ✓ Program applications
- ✓ Tips for talking about income eligibility
- ✓ Fact sheet on uninsured Vermonters
- ✓ Green Mountain Care talking points
- ✓ Frequently asked questions
- ✓ Tips for conducting outreach
- ✓ Template newsletter article
- ✓ Outreach PowerPoint presentation
- ✓ Informational PowerPoint presentation
- ✓ Instructions to order or download Green Mountain Care materials, including poster, brochure, magnet and online Web button

We hope this Outreach Toolkit will help you conduct outreach and let all uninsured Vermonters know that there may be a Green Mountain Care health coverage program for them. If you have other questions about the most effective ways to reach the uninsured in Vermont or about the content of this toolkit, please contact the Office of Vermont Health Access at 802-879-5900. You can also visit the Green Mountain Care Web site at www.GreenMountainCare.org.