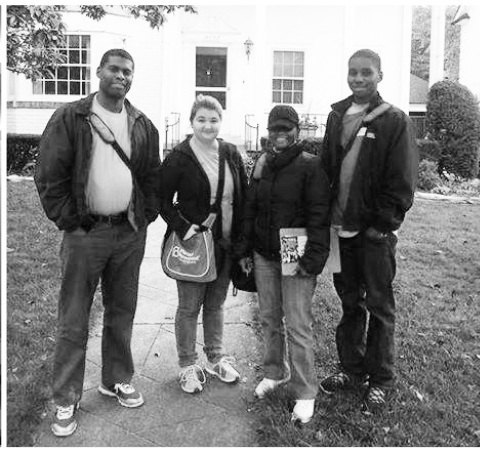


SNAPSHOTS

No. 31



Planned Parenthood Helps People Get Enrolled!

From October 1, 2013 through March 31, 2014, Planned Parenthood Affiliates of Michigan conducted a statewide Affordable Care Act (ACA) Outreach, Education, and Enrollment Program. Seeking to fulfill our mission to ensure health care for all, PPAM trained 64 dedicated volunteers to become Certified Application Counselors (CACs). The CACs donated 3,500 volunteer hours doing one-on-one enrollment and ACA training with people and community partners in 8 communities around the state: Ann Arbor, Detroit, Saginaw, Flint, Lansing, Kalamazoo, Grand Rapids, and Traverse City.

We educated! Through our ACA Outreach Program, staff and CACs trained 4,400 Outreach Champions at more than 80 training events, presenting the PPAM Affordable Care Act Basics Presentation. This training provided people with the information and skills they needed to educate their friends, family, and other community members about the benefits of the ACA and the importance of signing up for health insurance.

We assisted! PPAM also provided in-person ACA enrollment assistance in our health centers and in partnership with

our community partner organizations. Helping people apply for health insurance online and by phone at more than 100 office appointments and 160 community events, staff and CACs enrolled 550 Michiganders in new, affordable health insurance plans!

We hit the streets! During October, volunteers headed out for a 10-day civic engagement and Affordable Care Act canvass in Detroit thanks to a grant from Michigan Voice. Beyond our mission to encourage Detroiters to make their voices heard with their votes, the canvassers were also asking voters if they wanted more information on the ACA. Voters were encouraged to fill out an ACA advocacy card in support of Obamacare and request more information. Literature with the plannedparenthoodinsurancefacts.org website was also handed out and left at doors. Our team knocked on 4,091 doors in Detroit and connected with 1,407 voters!

Recognized for our efforts! On April 13, Western Michigan University's Eta Sigma Gamma Gamma Mu Chapter (Health Education and Community Education Honor Society) presented

Planned Parenthood's Health Center in Kalamazoo with the Honor Award. The Honor Award is presented to individuals or organizations that have made a major contribution to the profession of Health and Community Education through teaching, service, and advocacy. It is the highest award given by Eta Sigma Gamma.



Thank you Eta Sigma Gamma for recognizing the hard work of our volunteers, interns, and staff during enrollment!

- 160 events
- 83 presentations
- 4,423 people
- 691 shifts
- 3,484 hours
- 28 media hits
- 553 enrollment assists
- 64 volunteers