



SAN MATEO COUNTY UNION COMMUNITY ALLIANCE
1153 Chess Drive, Suite 200 Foster City, CA 94404
Serving Workers and their Families

Latino Health Enrollment in San Mateo County

44,000 county residents are eligible for free or subsidized coverage through the Affordable Care Act (“Obamacare”)¹

- **31,000** are eligible for subsidized insurance through Covered California²
- **13,000** are eligible for expanded Medi-Cal

Statewide, Latinos make up 46% of those eligible for Covered California; if the same percentage holds for SMC, **20,240 of the county’s 31,000 eligible would be Latino.**³

GOOD NEWS: between October 1, 2013 and January 31, 2014, over 20,000 SMC residents enrolled in ACA coverage:

- **11,191** in Covered California as of 1/1/14
 - **3,357** (30%) self-identified as Latino (estimate)
- **9,000** in expanded Medi-Cal as of 1/31/14
 - **3,060** (34%) self-identified as Latino (confirmed)

Estimated Latinos enrolled in Covered California from San Mateo County = **3,357**
Leaves an estimated **16,883 uninsured, eligible Latinos to enroll.**

San Mateo County is providing extensive enrollment assistance to residents:

- **By phone:** the County’s Health Enrollment line, **800-223-8383**, has Certified Enrollment Counselors standing by, Mon-Friday 8am-8pm and Saturday 8am-6pm
- **In person:** at county offices, community agencies and Enrollment Fairs around the county; find a complete list of enrollment locations and events at www.smchealth.org/EnrollCoveredCA

Key messages to increase enrollment

A December 2013 poll by EnrollAmerica⁴ found that most Latinos are still unaware of ACA and its benefits:

- 76% do not know about financial help or tax subsidies
- 82% do not know about the March 31 deadline

- over -

¹HCU PPT

² SM Health System analysis of census data, updated December 2013

³ CHIS

⁴ EnrollAmerica, “Key Messages for the Latino Community,” 1/22/14

Opinion research by EnrollAmerica indicates that Latinos find the following messages most motivating:⁵

- About 6 in 10 people can find a plan that will cost \$100 or less per month.
- This is high-quality, private insurance that will cover all the care you need, such as prescriptions, doctor visits and Emergency Room visits.
- They can't deny you for things like asthma, diabetes or cancer.

Key points to emphasize for immigrants

1. **APPLY** – Many immigrants are eligible for Covered California or Medi-Cal, and San Mateo County offers coverage to everyone regardless of immigration status, so it's best to apply and see what you are eligible for.
2. **Public Charge:** Getting health coverage from the government, whether Medicaid or a subsidy through Covered California, does not make a Legal Permanent Resident a "public charge" and does not affect their application for permanent residency.
3. **ICE:** does not use information from health coverage applications for immigration enforcement actions.

*For more information or to get involved in the **San Mateo County #Asegurate Campaign**, contact Jessica Rothhaar, Health Organizer, San Mateo County Union Community Alliance, jesseroth510@gmail.com or 510-414-5918*

⁵ *ibid*