

Equitable Access to Care Funding Opportunity

Increasing Health Insurance Enrollment

Our goal is to increase insurance enrollment rates in underserved areas or among groups that have been marginalized to improve access and promote the sustainability of critical health services. The Trust will support communications, outreach and enrollment efforts that target communities with large numbers of eligible but unenrolled residents or counties with low enrollment penetration rates.

Goal

Maintain or increase overall enrollment of individuals with low incomes in the Affordable Care Act and Medicaid.

Strategy

Conduct broad-based communications, community education, and advocacy efforts that advance goals.

Timeframe

Call-by date: **January 26, 2022**

Application deadline: **February 9, 2022**

Geographic Focus

Statewide

About Health Improvement in North Carolina

Through our Health Improvement in North Carolina program area, we invest in solutions that improve the quality of health for residents of North Carolina by supporting equitable access to health care and equitable health outcomes.

Opportunity Details

Several studies by the National Institute of Medicine conclude that a lack of insurance is hazardous to individual and community health. The Patient Protection and Affordable Care Act, signed into law in 2010, led to historic gains in health insurance coverage. A robust enrollment effort in North Carolina helped reduce the uninsured rate from about 21 percent in 2010 to a little more than 10 percent in 2017. However, from 2017-2019, federal policies eroded some of these coverage gains. In 2019, North Carolina's uninsured rate of 11.3 percent was still well above the national rate of 9.2 percent due to the failure to expand Medicaid in the state. There is more work to be done to expand access to health services for the more than one million North Carolinians who remain uninsured, including American Indian, Black, and Latinx individuals who are less likely to have health coverage due to historic and systemic inequities.

In the fall of 2021, the Federal government awarded a significant increase in funding for the navigator program to organizations in North Carolina. This funding will lead to greater nonprofit assistance, but outreach and education from trusted community leaders will remain essential to connect with communities that historically have experienced lower access to health coverage and greater disparities in health outcomes to health coverage. Groups receiving federal navigator funding will not be eligible for this opportunity.

Our goal is to increase enrollment rates in underserved areas or among groups that have been marginalized to improve access and promote the sustainability of critical health services. Additionally, COVID-19 has underscored the need for access to health coverage and other public programs (such as SNAP, WIC, and Pandemic EBT) that can provide relief to impacted families. According to the Center on Budget and Public Priorities, the impacts of the pandemic and the economic fallout have been widespread, but remain particularly prevalent among Black and Latinx adults, and other people of color. Black and Latinx workers have experienced a far slower jobs recovery than white workers. Nearly eight percent of Black workers and 6.3 percent of Latino workers were unemployed in September 2021, compared to 4.2 percent of white workers. Census survey data from the fall of 2021 shows that Black and Latinx adults were more than twice as likely as white adults to report that their household did not get enough to eat.

The Trust will support communications, outreach and enrollment efforts that target communities with large numbers of eligible but unenrolled residents or counties with low health insurance enrollment penetration rates. The Trust is interested in proposals that include education about the Medicaid Transformation process in North Carolina and provide referrals for assistance accessing other public programs.

Related Funding Opportunities

The Trust is also interested in educating the public about the opportunity to close the Medicaid coverage gap. View the [current Medicaid coverage gap funding opportunity here](#).

Contact

To schedule a conversation about this opportunity, please contact Program Coordinator Alison Duncan for an initial consultation at alison@kbr.org or 336-397-5521.