

America is in the middle of the worst health crisis in modern history. It has caused an economic crisis as well. Millions of people have lost their jobs and with it, precious health insurance benefits. Improving coverage through the Affordable Care Act is a priority for the President-elect, but there are things we can do NOW. Acting together, we can help the more than 16 million uninsured Americans eligible today to get financial help to afford insurance through the Affordable Care Act marketplace subsidies or Medicaid.

The Get Covered 2021 Coalition is unified through a commitment to ensuring Americans have coverage that keeps them safe, healthy, and strong. It is about health equity and addressing the disparities that are impacting communities of color and taking action to ensure that the millions who today are uninsured but eligible for financial help for marketplace coverage or free coverage through Medicaid get enrolled. Equality begins with access to care, and access to care comes with having health insurance.

Our Core Focus

Get Covered 2021 is focused on improving people's health, fighting COVID-19, and providing access to coverage for those eligible today. Our message is simple:

- **Stay Healthy:** Every American has a role to play in reducing the spread of the virus and keeping communities safe.
- **Get Insured:** Every American should have affordable insurance coverage to help them stay healthy and get the right care when they need it. Let's make sure the 16 million eligible for financial help now know where to go and get help signing up.

On both fronts we need to act NOW. All Americans need to take practical actions to reduce the spread of COVID-19: wear a mask, wash your hands, and watch your distance. Insurance coverage is about COVID-19, but it is also about preventing other diseases and providing the right care to people with cancer, diabetes, AIDS/HIV, depression, and other behavioral conditions, and many more. We do not need to wait to bring millions of Americans into affordable insurance coverage that is available today.

Taking Action Now

On November 19th, Get Covered 2021 will make its national launch, announcing its creation and the tools and information consumers, clinicians, elected officials and others can use now to promote coverage. Our activities include:

- **Website linking to state coverage:** GetCovered2021.org will connect people directly to their state or federal marketplace so they can learn more about coverage options and enroll.
- **Get Covered America Day on December 10th:** Get Covered America Day is about awareness and action. We are asking coalition partners and people across the country to issue proclamations, do events, **wear a mask featuring the "Get Covered**



2021 & Stay Healthy/Get Insured” message, post a picture on social media, include a personal message about why insurance matters, tag [GetCovered2021.org](https://www.getcovered2021.org) and #GetCovered2021. Our goal is nothing less than blanketing the country and spreading the word.

- **Social media toolkit:** We will be provide social media and action tools that can be used for Get Covered America Day and into 2021 to foster awareness, leveraging the bipartisan voices of governors, mayors, federal representatives, health care providers, insurers, entertainers, athletes, consumer advocates and others who know how important insurance is to the physical and mental health of our nation.
- **Get Covered 2021 events:** We will be sponsoring additional events, including a second national event in late January after the inauguration of America’s new president to continue our momentum and the voices promoting coverage NOW.

We Need Your Help – Join Get Covered 2021 Today

Get Covered 2021 is a non-partisan effort to bring together Americans to promote and expand the tools that exist today to expand coverage. We need your organization to join the Get Covered 2021 movement. This means you agree to:

- **Endorse:** Publicly state your support for the goals of the initiative.
- **Promote:** Promote the tools and resources to your members and encourage them to share, promote and get involved in promoting ways individual Americans can Stay Healthy and Get Insured.
- **Build:** If your organization or your member organizations has relationships with influencers, celebrities, or athletes, use those connections to get them to step up and help Get Covered 2021 get the word out.

To join the effort, complete a sign-up form at [GetCovered2021.org](https://www.getcovered2021.org). We will send you updates and resources.

Who’s Involved in Get Covered 2021

Get Covered 2021 was formulated by 14 states and the District of Columbia, many of which operate state-based marketplaces to promote coverage, and Get America Covered. These states have all committed their participation, which for some will include state proclamations and media events. They include California, Colorado, Connecticut, District of Columbia, Kentucky, Maine, Maryland, Massachusetts, Minnesota, Nevada, New Jersey, Oregon, Rhode Island, Vermont, Washington (pending affirmative confirmation for release).

Additionally, we are actively recruiting additional Get Covered 2021 partners including health care leaders and health advocacy organizations, elected officials, consumer advocates, celebrities, athletes, and individuals across the country. We will be updating the list regularly. There is great national enthusiasm for this critical effort.

There are 16 million people that need our help. Together, let’s mask up, beat COVID-19 and work to get millions of Americans insured. If you have questions, contact Get Covered 2021 Project Manager Mitch Zak at mitch.zak@GetCovered2021.org to learn more and join the coalition.