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Health Action New Mexico

Health Coverage Outreach and Education Contractor

Contract for Services Description

Health Action New Mexico (HANM) is a nonprofit health consumer advocacy organization that has worked for affordable, accountable and quality health care in New Mexico for eighteen years. HANM is a lead agency for the New Mexico Health Care for All Coalition.

Contract Overview

New Mexico has the second highest rate of people without health coverage in the US with one in four citizens without coverage. In 2014, the state has the historic opportunity to provide coverage to uninsured persons and small businesses through two new opportunities: the expansion of Medicaid to low income adults and the new state marketplace with subsidies to assist all New Mexicans gain health insurance. The potential impact could be 400,000 additional persons in New Mexico with coverage.

This 20-hour a week contract for professional services covers a period of 11 months and will provide outreach, public awareness and enrollment readiness campaigns in southern New Mexico. This contract involves recruiting, training, and supporting local people of action to form teams and assuring the outreach and enrollment readiness activities are successfully implemented in communities of southern New Mexico.

Scope of Work

The contractor works under the direction of the HANM Outreach Coordinator and is part of the outreach team at HANM.

Provides a coordinated outreach effort in at least 12 communities including community presentations, train the trainer workshops, media campaigns, and the establishment of establish "You Are Not Alone" Teams, including recruiting, training, and providing tools

for the teams to be resources for consumers when they undertake enrollment procedures.

Key contractor activities:

1. Establish partnership with other local community organizations, faith-based entities, civic groups, businesses, local and county governmental units to jointly conduct 12 public awareness-building and pre-enrollment events for local consumers to seek enrollment in health coverage options.
2. Provide tools, materials, and orientations on state enrollment systems to local community members to increase their knowledge of who is eligible and how to apply for the health coverage programs under the ACA; refine materials as feedback is received.
3. Serve as the direct line of contact for the Feedback Circle for members of “You Are Not Alone” team, community leaders, and local decision-makers. Provide orientation and training on how the Feedback Circle will work and contribute high-value content to the Feedback Circle.
4. Become involved in story collection and show and encourage others to do story collection of stories related to health insurance, capture and submit at least 4 consumer stories per month.
5. Identify and make contact with direct service organizations and other entities to be invited to regional meetings focused on public education, outreach, and promotion of enrollment in local areas within a region.
6. Directly observe and document the functionality of enrollment systems being implemented locally for the state health insurance marketplace (exchange), Centennial Care and Medicaid expansion.
7. Participate in the monthly meetings of the NM Health Care For All Coalition.
8. Participate as a team member of Health Action New Mexico in monthly review progress and share experiences meetings.
9. Create effective special campaign efforts for young adults, small business and urban Native Americans through special partnerships.
10. Build and maintain positive working relations with state and local decision and policy makers involved in health care reform.
11. Include in outreach work understanding of oral health as part of overall all health and knowledge of and commitment to the dental therapist project in NM.
12. Become knowledgeable about other outreach efforts for health coverage enrollment and coordinate where possible.
13. Conduct media relations with local media and press.
14. Maintain data and submit reports as requested on a regular basis, including keeping current on data entry in NationBuilder Campaign database and other data tracking systems.

Qualifications and Skills Requirements

- Demonstrated history of networking, building and sustaining collaborative working relationships in the community, region and state.
- Demonstrated knowledge of the people and communities of southern New Mexico.
- Computer literacy to handle reports, data tracking, email, web searches, and related computer functions.
- Ability to travel throughout the geographic area of southern New Mexico and meet periodically at the main office of HANM.
- Demonstrated experience and abilities to interact and build working relationships with state officials and other policy makers.
- Ability to draft reports and communicate effectively on matters related to health reform and implementation of health coverage programs.
- Ability and fluency in English and Spanish, speak, write, and read.
- Ability to work as a team member and ability to work independently on key activities of the project.
- Ability to develop and cultivate collaborative relationships with community organizations and partners to educate them about our programs and advocacy goals.
- Demonstrated understanding of coalition work.
- Must be able and willing to travel as needed, have dependable transportation, a valid driver's license, and proof of automobile insurance.

Reporting Requirements

- Submit reimbursement invoices and mileage forms on a monthly basis on the schedule established by the administrative team.
- Contribute content to the Feedback Circle on a weekly basis, use formats established by the Communications Team.
- Compile and submit a monthly activities report covering the main contractor activities of this contract for services.
- Establish a contact log and submit with activities report as well as input contacts on a regular basis into NationBuilder.
- Compile and submit reports as requested by the Executive Director by the dates specified.

Please submit resume, cover letter and 3 references by noon on July 19, 2013 to info@healthactionnm.org.

Contract start date will be Aug 1, 2013 or when filled.