

### Local receives \$1 million grant for community outreach

SEIU Local 521 is a leader in ensuring that all Californians have access to quality affordable health care. Building healthy families and strong communities is at the core of what we believe in. Each day our members provide health care services to low-income populations that will benefit from health care reform. **That's why Local 521 was one of only 15 groups to receive a \$1 million grant to conduct community outreach about the availability of affordable health insurance options through Covered California.** Our union worked hard to pass health care reform. Now we're working to ensure its success by raising awareness about the soon-to-be-available low-cost health plans for Californians. We will be working in partnership with Covered California (California's Health Benefits Exchange charged with implementing the Affordable Care Act in our state) to connect with, educate and move individuals to attain affordable health insurance coverage that will be available starting Jan. 1, 2014.

### Community outreach plan

This summer we will reach out to our union members and other Californians through phone calls, knocking on doors, attending large community events, and holding smaller education sessions. By March 2014, we plan to reach 150,000 households across Northern, Central and Southern California, and have in-depth conversations with more than 50,000 individuals about their opportunities to get affordable insurance. We will focus on households most likely to need affordable coverage.

### About SEIU Local 521

Our union represents nearly 57,000 workers in North Central California. Our members serve, work in, and live in communities that will be impacted by newly available coverage options. Nearly 30,000 of our members, including Eligibility Workers, work in some capacity throughout our health care system. They work every day in safety net hospitals, health departments, community clinics, and in clients' homes as home care workers. Our Eligibility Workers help connect people to health care services. And our health care and home care workers provide quality care for patients who will now become eligible - many for the very first time - to receive affordable health insurance.



“We are excited to work in partnership with Covered California, other grantees, and community groups that share our goals. Together, we can ensure that the promise of health care reform – affordable, accessible, high-quality care – becomes a reality for working families across California.”

- *Melanie Martinez*  
Senior Health Services Representative, Referral Coordinator,  
SEIU Local 521 member leader

*If you or your organization is interested in our outreach activities, go to [www.seiu521.org](http://www.seiu521.org) or email [communications@seiu521.org](mailto:communications@seiu521.org).*

*If you would like to learn about the affordable health plans that will be available in 2014, visit [www.coveredca.com](http://www.coveredca.com).*