

## Sample Messages on the Affordable Care Act

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### 1. General Messaging ideas

- a. "It's affordable or low-cost"
- b. "ACA accepts pre-existing conditions"
- c. "You can still use Indian Health Service"
- d. "You can use insurance for specialty services"
- e. "Insurance can bring third-party revenue back to Indian health clinics"
- f. "ACA helping low-income individuals and families get health insurance coverage for the first time"
- g. "AI/AN have special monthly enrollment status"
- h. "AI/AN can enroll in health insurance all year round"

### 2. Community or individual ACA education messaging for AI/AN

- a. "Zero or limited cost-sharing plans"
- b. "Monthly enrollment"
- c. "Eligibility for tax credit"

### 3. Families

- a. "The ACA covers preventative checkups and preventative services such as prenatal visits, primary care, STD testing and more"
- b. "ACA covers physical exams, vaccinations, school screenings, immunizations and more"

### 4. LGBT

- a. "The ACA covers checkups and preventative services such as prenatal visits, primary care, STD screenings and more"
- b. "ACA covers pre-existing conditions"
- c. "ACA provides behavioral health services"

### 5. Youth

- a. "You can add your child onto your existing health plan and they can be covered up until the age of 26"
- b. "Native Americans that are 18 or older can enroll themselves into a health plan at little cost"
- c. "ACA provides behavioral health services"
- d. "ACA covers physical exams, vaccinations, school screenings, immunizations and more"

