



Marketing, Outreach, & Enrollment Assistance (MOEA) Advisory Group

**QUARTERLY SUMMARY REPORT:**

**OCTOBER 2024 – DECEMBER 2024**

**MOEA ADVISORY GROUP ACTIVITIES**

**A. MOEA MEETING AUGUST 27, 2024**

- [Presentation](#)

**COVERED CALIFORNIA HOT TOPICS**

- A. Covered California issued several press releases during this quarter. Click [here](#) to read them.
- 12/23/24: Covered California Hits Record Enrollment Before its First Key Open Enrollment Deadline on Dec. 31
  - 12/12/24: Covered California Continues “Let’s Talk Health” Campaign With Record Financial Support Available As Its 12th Open Enrollment Continues
  - 12/03/24: Kathleen Webb Named New Chief Deputy Executive Director of Operations for Covered California
  - 11/22/24: Covered California Continues “Let’s Talk Health” Campaign With Record Financial Support Available As Its 12th Open Enrollment Is Underway
  - 11/21/24: Covered California Announces Initial Results of Its Quality Transformation Initiative Aimed at Improving Health Care Disparities Across the State
  - 11/21/24: California HHS Secretary Kim Johnson Named Covered California Board Chair
  - 11/01/24: Covered California Launches “Let’s Talk Health” Campaign as Open Enrollment Begins With DACA Recipients Eligible to Enroll for the First Time
  - 10/30/24: Covered California Launches “Let’s Talk Health” Campaign With Record Financial Support Available as Its 12th Open Enrollment Begins Nov. 1
  - 10/29/24: Secretary Xavier Becerra Joins Covered California to Launch Its “Let’s Talk Health” Campaign as Open Enrollment Begins Nov. 1

**MOEA ADVISORY GROUP ACTION ITEMS**

These action items are recorded from meetings and email communication from members.

No.	Action Item	Assigned Date & To	Status
1.	<p><b><u>Resources:</u></b></p> <p>1. <u>DACA:</u></p> <ul style="list-style-type: none"> <li>• <u>Provide:</u> Facebook and other Social Media content in a toolkit that Enrollers can use to market to DACA recipients.</li> <li>• <u>Produce</u> a 30-second ENG/SPA public service announcement radio script for raising awareness regarding Covered California eligibility for DACA recipients.</li> </ul>	8/27 – Communications / Marketing	1. Pending

No.	Action Item	Assigned Date & To	Status
2.	<p><b><u>Consumer Experience</u></b></p> <p>1. <u>Add</u>: Help on Demand opt-in option for consumers when using the Shop and Compare Tool for enroller lead referral.</p>	2/29 – Policy / Outreach & Sales	1. Submitted for consideration for a future enhancement
3.	<p><b><u>Enroller Experience</u></b></p> <p>1. <u>Create</u>: Enroller facing Tax Preparer’s Fact Sheet for Covered California Certified Enrollers in the Toolkit Section.</p>	2/29 – Policy / Marketing / Outreach & Sales	1. Pending

**IMPORTANT DATES:**

**Open Enrollment Period**

- November 1<sup>st</sup>, 2024 – January 31<sup>st</sup>, 2025

**Upcoming MOEA Meeting (Hybrid):**

- Tuesday, March 4<sup>th</sup>, 2025, 1:00pm – 4:00pm PST
- Agenda and registration links to follow

**RESOURCES:**

[Covered California Newsroom](#)

[California Health & Human Services Agency Public Charge Guide](#)

[DACA eligibility criteria set by the U.S. Citizenship and Immigration Services \(USCIS\)](#)

[DACA expansion final rule published by U.S. Department of Health and Human Services](#)

[Enroller Toolkits](#)