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****FOR IMMEDIATE RELEASE****

MAYOR'S PUBLIC ENGAGEMENT UNIT HOSTS HEALTH INSURANCE RENEWAL WEEK OF ACTION ACROSS THE CITY

Kicking off National Insurance Awareness Day, City mobilizes to protect millions of New Yorkers' health coverage amid changes to Medicaid, the Essential Plan, and Child Health Plus.

NEW YORK, NY (June 28, 2023) — The Mayor's Public Engagement Unit (PEU) is hosting a citywide Week of Action to kick off National Insurance Awareness Day and educate constituents about crucial changes to health plan renewal and eligibility requirements. These changes affect millions of New Yorkers who could be at risk of losing their coverage over the next year if they do not renew. As the outreach arm of the City, PEU is committed to ensuring that every New Yorker is aware of the necessary actions to protect their health insurance.

During the Week of Action, GetCoveredNYC Specialists are conducting text and phone outreach to high-need neighborhoods across the city to reach residents who are enrolled in impacted health plans. GetCoveredNYC Specialists are educating residents on the specific actions they need to take to ensure the renewal of their health coverage. Specialists also provide comprehensive guidance tailored to those with Medicaid, the Essential Plan, or Child Health Plus plans. For New Yorkers whose coverage is ending and requires renewal, Specialists can refer New Yorkers to certified health insurance enrollees and assist residents with the health insurance renewal process to ensure a seamless transition.

"A health emergency can happen to anyone at any time, and for New Yorkers who are struggling to make ends meet, the last thing they need to worry about is inadvertently losing their health insurance," **said Adrienne Lever, Executive Director of the Public Engagement Unit (PEU)**. "Our mission at PEU is to proactively engage New Yorkers to make sure they have the information they need to access critical benefits, including health coverage. That's why we are launching this outreach campaign, to ensure that no one loses their coverage simply because they didn't know that they needed to renew."

See NYC Mayor Eric Adam's message to New Yorkers to encourage them to enroll or renew now: https://youtu.be/KN6_V-dpE-8

Understanding the importance of accessibility, GetCoveredNYC is implementing a proactive phone and text banking campaign, personally connecting with New Yorkers to provide vital information about the renewal process. By leveraging the power of direct communication, GetCoveredNYC will ensure that individuals are well-informed, empowering them to make informed decisions about their healthcare coverage.



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To maximize impact, GetCoveredNYC works in collaboration with NYC's Department of Mental Health and Hygiene and NY State of Health. By coordinating efforts and sharing resources, these partnerships enable a cohesive outreach strategy that ensures no New Yorker is left without the necessary information to renew their coverage. Complementing these initiatives are GetCoveredNYC's latest social media campaign and a [video message from Mayor Eric Adams](#). See on.nyc.gov/GreatRenewal for more information on campaigns.

“Access to quality and low-cost health insurance is a driver for healthier communities across the state, and NY State of Health has made it a priority to educate New Yorkers on the steps they must take to stay covered,” **said NY State of Health Executive Director, Danielle Holahan**. “The Marketplace has been working diligently to spread awareness about changes to public health insurance. In addition to an ongoing outreach campaign, we have enrollment assistors in every county to help consumers navigate redeterminations, by renewing or enrolling in the Essential Plan or a Qualified Health Plan if they become ineligible for Medicaid.”

“Health is a human right. The NYC Health Department is dedicated to increasing access to healthcare with a strong focus on improving health equity for New Yorkers. With health insurance redeterminations having begun and set to continue on a rolling basis through May 2024, it is essential for New Yorkers to be aware of changes in their application renewal process,” **said Lisa Helburn, Executive Director, Office of Health Insurance Services**. “Through events like this city-wide Day of Action on National Insurance Awareness Day, the NYC Health Department is committed to helping every person in our community renew and stay covered by providing health insurance enrollment education and assistance to individuals and families currently enrolled in Medicaid, Child Health Plus and the Essential Plan.”

2023 is a pivotal health insurance renewal year due to changes to Medicaid, the Essential Plan, and Child Health Plus that will affect millions of New Yorkers this year. Since 2020, Medicaid, Essential Plan, and Child Health Plus health insurance plans have been automatically renewed. Due to the COVID-19 pandemic, the federal government passed laws that expanded the eligibility for Medicaid and allowed more people to qualify. Now, with those laws related to the COVID-19 pandemic ending, automatic renewals have stopped and eligibility requirements for some plans have changed. Over the next year, New Yorkers with Medicaid, the Essential Plan, and Child Health Plus will have to renew their health insurance plans or find a new plan if they no longer qualify.

New Yorkers can call 311 and say “GetCoveredNYC,” go to nyc.gov/GetCoveredNYC, or text “GetCoveredNYC” to 55676 and a Specialist will reach out to them to provide free one-on-one health insurance support.

About the NYC Public Engagement Unit

[The NYC Public Engagement Unit \(PEU\)](#) was created to develop a new model for government outreach, using community organizing principles to re-envision how the City provides services to



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its most vulnerable communities. Rather than expecting constituents to navigate a complex City bureaucracy to get the help they need, PEU adopts grassroots tactics to meet residents where they are — at their doors and on their phones, in their social media feeds, and in their communities. PEU combines this proactive outreach with comprehensive case management, and in doing so, combats disillusionment and builds long-term relationships between New Yorkers and their government. For more information, visit nyc.gov/PEU and stay connected on Facebook at <https://www.facebook.com/MayorsPEU> or Twitter at [@MayorsPEU](https://twitter.com/MayorsPEU).

About GetCoveredNYC

GetCoveredNYC provides free assistance for New Yorkers seeking to enroll in health care, regardless of immigration status or income. Our Specialists speak more than 20 languages and conduct outreach to proactively identify uninsured New Yorkers and help them get access to health care and other health-related benefits.

Contact GetCoveredNYC:

- nyc.gov/GetCoveredNYC
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- Or text CoveredNYC to 55676