Covering Arizona Coalition

Goals:
- Maximize enrollment of individuals and families in the new insurance marketplace and Medicaid
- Identify and assess outreach efforts so that we can build on our successes

Community Awareness/Media

- Nationally Funded Media Efforts
- Local Events, Presentations, Media Efforts

Outreach

- Demographic-Based Efforts
- Geographic-Based Efforts
- Targeted Grassroots-Like Efforts

Enrollment Assistance

- Training
- Navigators
- Certified Enrollment Assistance

Evaluation