



## National Youth Enrollment Day 2016 Digital Toolkit

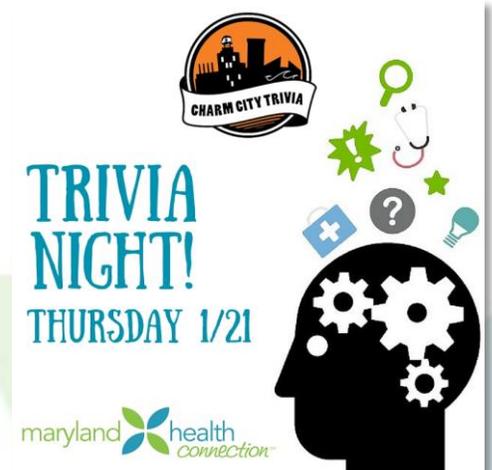
National Youth Enrollment Day ([#NYED2016](#)) is a national movement on Thursday, January 21, 2016, for young people, communities, and organizations to come together to ensure young adults know about their health coverage options, and then #GetCovered!

Led by [Enroll America](#) and [Young Invincibles](#), Maryland Health Connection participates annually to help raise awareness among Maryland's young adults about the deadline to enroll (January 31!), the availability of financial assistance, and the increasing penalty for being uninsured. But we can't do it alone — we need your help to maximize the number of young adults that gain coverage!

This year, we're partnering with [Charm City Trivia](#) for the "Are You Game to #GetCovered?" Trivia Night event on January 21, where we'll attend [trivia game locations throughout Maryland](#) to share information about enrolling in health coverage, with featured questions. Come out to learn more, have fun, and test your trivia knowledge!

We also invite you, our partners, to join us in these last days of Open Enrollment to remind your local young people that the time is NOW to sign up for health coverage!

Here and at [MarylandHealthConnection.gov/YED](#) you'll find helpful information to share on your websites, social media channels, emails, and through in-person events.



## Downloads to Share

[#GetCovered: What Young Adults Should Know About Coverage](#)

[The Penalty for Being Uninsured](#)

[You Can Get Financial Help to Lower the Cost of Health Insurance](#)

[Maryland Health Connection Overview](#)



## Sample Email Blast

Dear [Name],

Did you know that more than 1 in 5 young people don't have health insurance? Don't be one of them!

**The deadline to enroll for 2016 is January 31. Here's why you shouldn't procrastinate any longer:**

Getting health coverage through [Maryland Health Connection](#), the state's official health insurance marketplace, is a chance to save money on your insurance costs. In fact, nine of 10 Marylanders who enrolled last year received financial help to make health insurance more affordable.

Plus, there are [thousands of experts throughout the state](#) who provide free help applying and understanding your health insurance options.

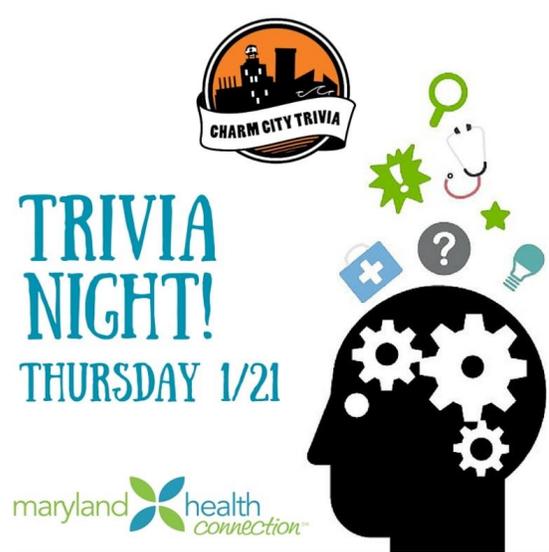
Celebrate National Youth Enrollment Day (#NYED2016) on Thursday, January 21 by getting covered or encouraging a young person you know to take care of themselves and their health in 2016 by signing up before the deadline.

Enroll now at [MarylandHealthConnection.gov](#) or find our local office information here **[LINK TO YOUR OWN WEBSITE/LOCATION INFO]:**

Check out [MarylandHealthConnection.gov/YED](#) for more online resources to share and help us get the word out.

Thanks for getting covered!  
Name

**Graphics to Share**



[Download Event Flyer \(PDF\)](#)



DON'T GUESS WHEN IT COMES TO YOUR HEALTH!

Celebrate National Youth Enrollment Day at a Trivia Night near you! Maryland Health Connection will have information on how to enroll in a health insurance plan that's right for you.

**THURSDAY, JANUARY 21**

- ✕ **Atwater's – Hopkins**  
6 p.m.
- ✕ **Bo Brooks – Canton**  
7 p.m.
- ✕ **Busboys and Poets – Hyattsville**  
6 p.m.
- ✕ **DuClaw – Bel Air**  
8 p.m.
- ✕ **Ellie's Place – Millersville**  
8 p.m.
- ✕ **Emerald Tavern – Parkville**  
8 p.m.
- ✕ **Fullerton Pub – Overlea**  
7 p.m.
- ✕ **Greene Turtle – Columbia**  
7:30 p.m.
- ✕ **Greene Turtle – Pasadena**  
7 p.m.
- ✕ **HomeSlyce – Mount Vernon**  
8 p.m.
- ✕ **Knights of Columbus – College Park**  
7:30 p.m.
- ✕ **Max's Taphouse – Fell's Point**  
8 p.m.
- ✕ **Mother's Grille – Federal Hill**  
8 p.m.
- ✕ **Poplar Inn – Dundalk**  
7 p.m.

**Hint: The deadline to enroll is  
January 31!**

[MarylandHealthConnection.gov/YED](http://MarylandHealthConnection.gov/YED)







## **Sample Tweets**

Nearly 1 in 5 young adults don't have health insurance! Encourage a young adult to #GetCovered by 1/31 at [MarylandHealthConnection.gov](http://MarylandHealthConnection.gov) #NYED2016

Are You Game to #GetCovered? Join @MarylandConnect for info at @CharmCityTrivia trivia games Thursday night 1/21! #NYED2016

Talk to @MarylandConnect reps on Thurs, Jan. 21 during @CharmCityTrivia games about how you can #GetCovered before 1/31! #NYED2016

Nat'l Youth Enrollment Day is Jan 21! Visit [MarylandHealthConnection.gov](http://MarylandHealthConnection.gov) to enroll or find free help before deadline. #NYED2016

Want to #GetCovered? Learn about health coverage options for young adults now at [MarylandHealthConnection.gov/YED](http://MarylandHealthConnection.gov/YED) #NYED2016

New #healthcare options? Sign us up! #GetCovered on Nat'l Youth Enrollment Day, Jan 21: [MarylandHealthConnection.gov/YED](http://MarylandHealthConnection.gov/YED) #NYED2016

We're celebrating Nat'l Youth Enrollment Day on Thurs 1/21 with @YoungInvincible and @EnrollAmerica! [MarylandHealthConnection.gov/YED](http://MarylandHealthConnection.gov/YED) #NYED2016

One in 5 young adults doesn't have health insurance-- Not OK! Visit [MarylandHealthConnection.gov/YED](http://MarylandHealthConnection.gov/YED) to find out how to #GetCovered now #NYED2016

Nothing is cooler than being covered. #GetCovered this Nat'l Youth Enrollment Day, Jan 21! [MarylandHealthConnection.gov/YED](http://MarylandHealthConnection.gov/YED)

## **Sample Facebook Posts**

Nearly 1 in 5 young adults doesn't have health insurance. That's not OK with us! On Jan. 21, National Youth Enrollment Day, head to [MarylandHealthConnection.gov/YED](http://MarylandHealthConnection.gov/YED) for info on how young adults can #GetCovered now AND save money on health coverage costs. #NYED2016  
[ADD GRAPHIC]

Are You Game to #GetCovered? Join @Maryland Health Connection for information at @CharmCityTrivia trivia games on Thursday, Jan. 21 as we celebrate National Youth Enrollment Day! #NYED2016  
[ADD GRAPHIC]



National Youth Enrollment Day is Jan. 21! Spread the word to any uninsured young adults you know: 9 of 10 Marylanders who enrolled last year got lower costs on their health coverage. Enroll now at [MarylandHealthConnection.gov](http://MarylandHealthConnection.gov). #NYED2016

Health insurance is easier to get and more affordable than ever for young adults in Maryland! This National Youth Enrollment Day, Jan. 21, find details, resources to share and more at [MarylandHealthConnection.gov/YED](http://MarylandHealthConnection.gov/YED)

Be part of the #GetCovered Generation! Protect yourself from unexpected costs and get preventive care you need with coverage. Learn more about your health coverage options and enroll today at [MarylandHealthConnection.gov](http://MarylandHealthConnection.gov). #NYED2016

Friends don't let friends go without health insurance! Remind yours of the Jan. 31 DEADLINE to #GetCovered and enroll now at [MarylandHealthConnection.gov](http://MarylandHealthConnection.gov). #NYED2016

## **10 Reasons Young Adults Should #GetCovered Now**

- The deadline to apply for health insurance for 2016 is January 31.
- You can #GetCovered or check out plans and prices now at [MarylandHealthConnection.gov](http://MarylandHealthConnection.gov).
- FREE in-person assistance is available to help you apply. Find help in your community at [MarylandHealthConnection.gov/get-help-enrolling/](http://MarylandHealthConnection.gov/get-help-enrolling/)
- This year's penalty for being uninsured increases to \$695/person, or 2.5% of your income, whichever is higher!
- You can save money on your health insurance costs. Nine of 10 people who enrolled last year through Maryland Health Connection received financial help to make insurance more affordable.
- You cannot be denied for having a preexisting condition.
- Plans cover FREE preventive services like contraception, checkups, screenings and well-woman visits.
- All plans cover essential health benefits like doctor visits, hospitalization, prescriptions and more.
- Young adults can stay on their parent's health insurance plan until age 26, even if they are married, not living with their parents, or not financially dependent on their parents.
- Life events like getting married, having a baby and turning 26 allow you to enroll or change plans any time of year.