



# News Release

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FOR IMMEDIATE RELEASE

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## Covered California's Spanish-Language Ad Earns National Honors at the 43<sup>rd</sup> Annual Telly Awards

- *Covered California earned three Telly Awards for “Corazón”, a television ad that highlights the importance of health and family.*
- *The awards highlight Covered California's mission of reaching the state's diverse population to offer quality, affordable health care coverage.*
- *Covered California's special enrollment-period is currently underway for eligible Californians who need health insurance.*

SACRAMENTO, Calif. — Covered California won three prestigious Telly Awards in recognition of its efforts to deliver its message of quality, affordable health care coverage to all Californians.

The Spanish-language television ad “[Corazón](#)” aired during the most recent open-enrollment period. The ad depicts a father watching his daughter grow from a toddler through to her quinceañera, and highlights how important proper health care coverage can be in that journey.

“Covered California believes in and invests in marketing to all of our state's diverse populations,” said Executive Director Jessica Altman. “We are proud of the culturally relevant content we create to reach Californians with the message that affordable health insurance is available for them and their families. These awards show the value of this approach.”

Covered California's Marketing division created the ad with the multicultural marketing agency [Barú](#). The ad garnered awards in three categories: two Silver Tellys for the [Branded Content General – Government Relations](#) and [Regional TV General – Insurance](#); and a Bronze in the [Regional TV General – Health & Safety category](#).

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Since 1979, [The Telly Awards](#) have been a top honor for video and television content across all screens. This year's awards saw over 11,000 entries with companies nominated including ViacomCBS, Warner Bros., Sony Music Entertainment, Microsoft and ESPN.

### **Dramatic Increase in Enrollment Among Latinos**

Covered California's commitment to reach California's diverse population, in addition to the increased financial help now available through the American Rescue Plan, has helped lead to a dramatic increase in the number of Latinos enrolled in the marketplace.

The most recent data shows a total of 372,640 Californians who identify as Latino were actively enrolled in Covered California at the end of 2021. This represents a 17 percent increase over the end of 2020 and a 44 percent increase over the end of 2019.

**Table 1: Dramatic Increase in Enrollment Among Latinos**

<b>Covered California enrollees who identify as Latino</b>	
Dec. 2019	258,830
Dec. 2020	319,020
Dec. 2021	372,640

### **Special-Enrollment Period**

Covered California's special-enrollment period is currently available to eligible uninsured Californians. The most common qualifying life events are losing health coverage, getting married, having a baby, permanently moving to California and moving within California.

In addition, there are several qualifying life events that are available due to the public health emergency and the American Rescue Plan:

- You or a family member have been affected by the COVID-19 pandemic.
- You have a household income under 150 percent of the federal poverty level, which is less than \$19,320 for an individual and \$39,750 for a family of four.

(more)

- Eligible consumers in this income bracket would qualify for a Silver 94 plan, the best coverage available through Covered California, at no cost.
- You paid the penalty because you did not have health insurance.

A full list of qualifying life events can be found [here](#).

People who sign up during special enrollment will have their coverage begin on the first of the following month.

### **Consumers Can Easily Check Their Eligibility and Options on CoveredCA.com**

People can explore their options in a number of different ways.

- Covered California's online [Shop and Compare Tool](#) will show a consumer if they are eligible for financial help and which plans are available in their area.
- Find a nearby certified enroller by visiting <https://www.coveredca.com/support/contact-us/>.
- Call Covered California at (800) 300-1506 to get information or enroll by phone.

Covered California's online enrollment portal and certified enrollers will also help people find out whether they are eligible for Medi-Cal. Medi-Cal enrollment is available year-round, and the coverage will begin the day after a person signs up.

### **About Covered California**

Covered California is the state's health insurance marketplace, where Californians can find affordable, high-quality insurance from top insurance companies. Covered California is the only place where individuals who qualify can get financial assistance on a sliding scale to reduce premium costs. Consumers can then compare health insurance plans and choose the plan that works best for their health needs and budget. Depending on their income, some consumers may qualify for the low-cost or no-cost Medi-Cal program.

Covered California is an independent part of the state government whose job is to make the health insurance marketplace work for California's consumers. It is overseen by a five-member board appointed by the governor and the Legislature. For more information about Covered California, please visit [www.CoveredCA.com](http://www.CoveredCA.com).

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