



# Georgia Access Outreach Toolkit

---

We're Bringing Health Insurance Home

Application Assisters

Outreach Guidelines

# Contents

## 1 Georgia Access Toolkit Overview

Georgia Access Overview

Georgia Access Brand

Toolkit Content

How Do You Use the Toolkit?

## 2 Toolkit Materials

Talking Points

Style Guide Roadmap

Print Collateral

Template Digital Content

Newsletter & E-mail Copy

Meetings & Presentation Slide

Events Checklist

Social Media Handles



# Georgia Access Toolkit Overview

---

# Overview



## GEORGIA ACCESS IS THE STATE'S PROGRAM FOR RESIDENTS TO FIND QUALITY, AFFORDABLE HEALTH INSURANCE

With Georgia Access, consumers will have many options for enrolling in affordable health coverage through various web brokers, agents, insurance companies, and the Georgia Access consumer portal. This fall, the state is launching its full State-based Exchange on Georgia Access for Open Enrollment 2025.



### WHO

Georgia Access is meant to help people enroll in health insurance if they do not get coverage through their job or school and do not qualify for other government health insurance programs. Consumers who used HealthCare.gov will now use GeorgiaAccess.gov.



### WHERE

At GeorgiaAccess.gov, Georgia residents can explore a variety of options for their health insurance.



### WHEN

Consumers can begin shopping for coverage at GeorgiaAccess.gov when Open Enrollment 2025 begins on November 1, 2024.

# Georgia Access Brand

The Georgia Access brand is easily understood, streamlined, and evokes a sense of trust between the state and its residents.

MISSION	VISION	VALUES	TONE & MESSAGING
<p>To provide access to personalized, affordable, and easily accessible health insurance options for Georgians.</p>	<p>Georgia Access empowers every Georgian to take health coverage into their own hands. The program facilitates a safe, secure relationship between Georgians and web brokers, agents, and insurance companies to expand consumer access to affordable health insurance options. Georgians can also shop with the consumer portal.</p>	<p>Transparency, accessibility, and simplicity.</p>	<p>Communications should evoke trust, while feeling dependable, authentic, professional, empathetic, and clear.</p>



# Toolkit Content

As a Georgia Access Application Assister, this toolkit, which encompasses the Georgia Access branding and messaging guidelines, will serve as your comprehensive guide for raising awareness and marketing the program within your communities.

## WHAT IS IN THE TOOLKIT?

- Style Guide Roadmap
- Talking Points
- Print Collateral
- Template Digital Content
- Event Checklist

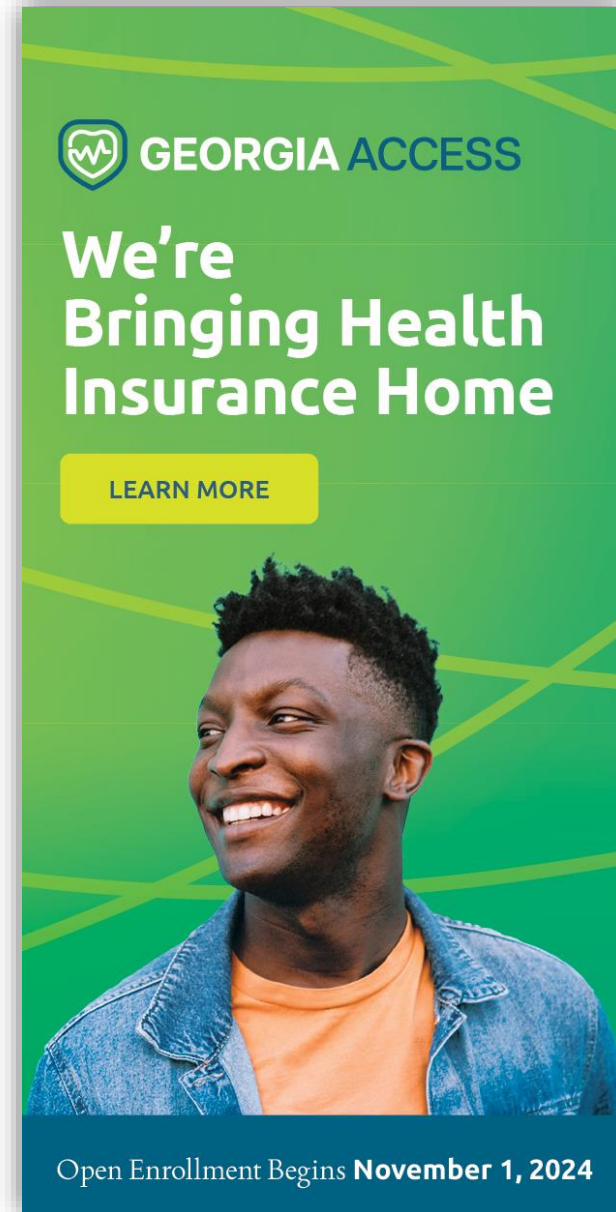


IMAGE SUBJECT TO CHANGE

# How Do You Use the Toolkit?

1. The Georgia Access Outreach Toolkit includes a collection of print and digital resources that provide key information about the Georgia Access program in English and Spanish.
2. Once the campaign kicks off, publish digital materials to your organization's owned channels (i.e., your organization's website and social media channels), in accordance with your organization's existing online communication and outreach tactics. All language must be consistent with what's in the toolkit.
3. Share messaging and print materials at meetings, town halls, fairs, festivals, picnics, and other places, depending on your organization's existing communication and outreach tactics.
4. Distribute promotional giveaway items throughout your team and community members at events, when applicable.



# Toolkit Materials

---



# Talking Points

Feel free to reference this language as you discuss the Georgia Access program with communities.

## TALKING POINTS

- Georgia Access is our state's program for all residents to find quality, affordable health insurance.
- The website is [www.GeorgiaAccess.gov](http://www.GeorgiaAccess.gov).
- **[Before 11/1:]** Georgia is launching a full State-based Exchange on Georgia Access for Open Enrollment 2025.
- **[After 11/1:]** Georgia has launched a full State-based Exchange on Georgia Access for Open Enrollment 2025.
- Regardless of where consumers shop for and enroll in Georgia Access coverage:
  - The services provided to consumers are free.
  - Consumers will see the same health plans at the same prices.
  - Consumers will be eligible for the same federal financial assistance.
- With Georgia Access, consumers have many options for enrolling in affordable health coverage, including through web brokers, certified agents, insurance companies, and the Georgia Access consumer portal.
- There are many ways you can get health insurance. Georgia Access is meant to help people enroll in coverage if they do not get insurance through their job or school and also do not qualify for other federal or state health insurance programs (such as **Medicaid**, **PeachCare for Kids®**, or **Medicare**).
  - Georgia Access cannot assist you with **employer-provided coverage**. For questions about coverage options through your job, you should contact your employer.
  - For questions about **Medicaid** or **PeachCare for Kids®**, you can visit [Medicaid.Georgia.gov](http://Medicaid.Georgia.gov).
  - For questions about **Medicare**, you can visit [Medicare.gov](http://Medicare.gov).
- Open Enrollment begins November 1, 2024. For consumers who enroll in a plan on or before December 15, 2024, coverage will start on January 1, 2025. For consumers who enroll in a plan after December 16, 2024, coverage will begin on February 1, 2025. The deadline to enroll for coverage is January 15, 2025.
- If you do not currently have health insurance for 2024 or have had certain life events — such as losing health coverage, moving, getting married, or having a baby — you may qualify for a Special Enrollment Period. This means you can potentially enroll in coverage for the remainder of 2024. Visit [HealthCare.gov](http://HealthCare.gov) today to see if you qualify.

# Style Guide Roadmap

## WHAT IS THE STYLE GUIDE ROADMAP?

The Style Guide Roadmap creates a consistent identity across all communication channels. To keep to the program's standards and support the messaging for all Georgians, please follow these Georgia Access brand guidelines. The full guide is in the supporting materials provided.

## STYLE GUIDE ROADMAP INCLUDES THE FOLLOWING ITEMS:

- Logos
- Spacing
- Color Palette
- Font
- Tone of Voice
- Photography



### Georgia Access BRAND GUIDELINES ROAD MAP

#### Logo Overview

Logos are the most recognizable element of a brand's identity. They are the visual focus of the Georgia Access brand and communicate who we are. Do not alter, modify, or add any additional text or graphic elements to the logo.

**PRIMARY LOGO**  
The scale, size, and placement of the Georgia Access logo should never be compromised or altered in any way.

**LOGO MARK**  
A symbolic element to the Georgia Access logo. Use consistently to strengthen brand identity.

**FAVICON**  
Available and more paired down version of the logo displayed as a visual reminder of the website identity in the address bar or mobile.

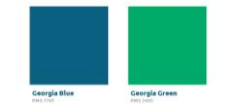
**HORIZONTAL LOGO**  
Used when a smaller logo is needed, or on a narrow area like a website header.



#### Brand Colors

The main brand colors of Georgia Access are Georgia Blue (PMS 2711) and Georgia Green (PMS 3475). These colors are traditionally associated with safety, security, and health.

In addition to the full primary color palette on the next page, these colors are used as the main base colors. Incorporate them in dominant ways such as backgrounds, design elements, and headings.



#### Typography

Adhering to the designed Georgia Access font selection will ensure consistency across all Georgia Access materials.

**PRIMARY TYPEFACE**  
Ubuntu is the primary typeface for all professionally designed documents.

For those who cannot access Ubuntu typeface, which is a Google font, substitute Arial Bold.

**TITLES & HEADLINES**  
Use either bold, regular, or caps as a way to create hierarchy for all titles and headlines.

**BODY COPY**  
Body copy should utilize Java Regular, a serif font, to ensure content is legible and easy to understand. For those who cannot access Java typeface, which is a Google font, substitute Times New Roman.

**SUBTEXT COPY**  
Any small or subtle copy to draw content.



#### Tone of Voice

The Georgia Access brand voice should be:

**TRUSTING/DEPENDABLE**  
Georgia Access values Georgia's first access to knowing their health insurance options are affordable, accessible, and efficient to their needs. They should feel confident that they will be supported throughout the process with reliable guidance.

**AUTHENTIC**  
Consistency and transparency around specific plans, coverage details, and eligibility will strengthen public trust and enhance the effectiveness of Georgia Access.

**FORMAL/PROFESSIONAL**  
Avoid using positive voice. Speak directly to consumers using neutral, person-oriented (i.e., you, yours, yourself, etc.) and present tense verbs (i.e., insure, present).

**EMPATHETIC**  
Georgia Access should speak to consumers in a manner that always acknowledges the critical importance of health coverage for Georgia families.

**SIMPLE AND CLEAR**  
The Georgia Access resources serve audiences of all ages, education levels, and backgrounds. Use language that is clear, concise, and easily understood to convey our messaging.

#### Improper Use of the Logo

Do not modify any elements of the logo lockup. Following the basic rules below will help maintain the visual integrity of the brand and create a cohesive look across all materials.



#### Photography Overview

Georgia Access photography should communicate feelings of safety and trust while emphasizing family, community, and diversity. The photos should capture moments of happiness and security, creating something that feels evenly paced or choreographed.

The background is simple and straight to the point, avoiding complexity or clutter that may easily be lost. Uncluttered backgrounds can feature Georgia Access brand colors and simple geometric shapes.

Photography should typically only use styles that feature the background (i.e., selective focus, blurred background) to align with the singular, human-centered feel.



#### Print Example



# Print Collateral

## HOW TO DISTRIBUTE COLLATERAL

Distribute collateral in your organization's offices and at outreach events, depending on existing communication and outreach tactics.

## EXAMPLES

- Pin posters up on your community bulletin boards.
- Make postcards available in locations frequented by community members.
  - If your organization serves a Spanish-speaking population, please make collateral available in Spanish so that those audiences can receive the message. Spanish-language materials are included in the toolkit.
- Share appropriate collateral with business partners/corporations/organizations as you see fit.



# Template Digital Content

## HOW TO USE SOCIAL MEDIA CONTENT

The Toolkit contains sample messaging and images for use across social media platforms such as Facebook, X (formerly Twitter), and Instagram. See the next slide and supporting materials for additional content.

## GUIDANCE ON HOW TO POST

- Please interact with and tag #GeorgiaAccess and our social media handles ([See Page 18](#)) as you post.
- Please choose your preferred language(s) (i.e., those that your community members communicate with most comfortably) when posting to social media.
  - If your organization serves a Spanish-speaking population, please publish the post twice (once in English and once in Spanish) so those audiences can receive the message. Spanish-language materials are included in the toolkit.



INSTAGRAM



# Template Digital Content

These are examples of social media assets and copy for posts. Please post these across your organization's social media channels, use #GeorgiaAccess and tag our channels ([See Page 18](#)). The complete list of social media posts is included in the attached files that accompany the Toolkit.



X (formerly TWITTER)



FACEBOOK

Health insurance provides protection and peace of mind to you and your family. Shopping for health coverage can be confusing, but we're making it simple. Compare your options at GeorgiaAccess.gov — you may even qualify for no-cost coverage.

With Georgia Access, consumers have many options for enrolling in affordable health coverage, including through web brokers, agents, insurance companies, and the Georgia Access consumer portal. Start shopping on November 1.

Georgia Access is your home for quality, affordable health coverage. Visit GeorgiaAccess.gov to explore your options — Open Enrollment starts November 1.

Worried about the price of health insurance? We've made it easy to shop for a quality, affordable plan. Beginning November 1, explore low-cost and no-cost coverage options at GeorgiaAccess.gov.



# Template Digital Content

Use this language in emails to community members, on your websites, and in your e-newsletters.

## EMAIL COPY

---

**SUBJECT LINE:** We're bringing health insurance home!

Georgia Access is the State of Georgia's program for residents to find quality, affordable health insurance.

With Georgia Access, consumers have many options for enrolling in coverage, including through web brokers, certified agents, insurance companies, and the Georgia Access consumer portal.

There are plenty of ways to get help as you shop for coverage. Support is free and you can find information about financial assistance. You may qualify for low-cost or no-cost coverage.

No matter how you shop through Georgia Access, the costs of the plan premiums are the same. Your eligibility for financial assistance also remains the same.

Open Enrollment begins on November 1, 2024.

To find more detailed information, please visit [GeorgiaAccess.gov](https://GeorgiaAccess.gov).  
Georgia Access — Health Insurance, the Georgia Way.

## NEWSLETTER COPY

---

### Georgia's Got You Covered

Georgia Access is the State of Georgia's program for residents to find quality, affordable health insurance.

With Georgia Access, consumers have many options for enrolling in coverage, including through web brokers, certified agents, insurance companies, and the Georgia Access consumer portal.

Georgia Access is meant to help people enroll in coverage if they do not get insurance through their job or school and do not qualify for other government health insurance programs.

Open Enrollment begins on November 1, 2024.

You can learn more at [GeorgiaAccess.gov](https://GeorgiaAccess.gov), where you'll find information about financial assistance — including if you qualify for low-cost or no-cost coverage.

Georgia Access — Health Insurance, the Georgia Way.

# Slide for Meetings & Presentations

## HOW TO USE THIS SLIDE

You can use this slide at meetings where you want to share Georgia Access information with attendees as part of your presentation.

## EXAMPLES

- A meeting with partner organizations to discuss Georgia Access and your involvement in the campaign.
- A town hall in your community where you're sharing resources.

### Overview



#### GEORGIA ACCESS IS THE STATE'S PROGRAM FOR RESIDENTS TO FIND QUALITY, AFFORDABLE HEALTH INSURANCE

With Georgia Access, consumers will have many options for enrolling in affordable health coverage through various web brokers, agents, insurance companies, and the Georgia Access consumer portal. This fall, the state is launching its full State-based Exchange on Georgia Access for Open Enrollment 2025.



#### WHO

Georgia Access is meant to help people enroll in health insurance if they do not get coverage through their job or school and do not qualify for other government health insurance programs. Consumers who used HealthCare.gov will now use GeorgiaAccess.gov.



#### WHERE

At GeorgiaAccess.gov, Georgia residents can explore a variety of options for their health insurance.



#### WHEN

Consumers can begin shopping for coverage at GeorgiaAccess.gov when Open Enrollment 2025 begins on November 1, 2024.



GEORGIA ACCESS

More information can be found at: [GeorgiaAccess.gov](https://GeorgiaAccess.gov)

# Overview



## GEORGIA ACCESS IS THE STATE'S PROGRAM FOR RESIDENTS TO FIND QUALITY, AFFORDABLE HEALTH INSURANCE

With Georgia Access, consumers will have many options for enrolling in affordable health coverage through various web brokers, agents, insurance companies, and the Georgia Access consumer portal. This fall, the state is launching its full State-based Exchange on Georgia Access for Open Enrollment 2025.



### WHO

Georgia Access is meant to help people enroll in health insurance if they do not get coverage through their job or school and do not qualify for other government health insurance programs. Consumers who used HealthCare.gov will now use GeorgiaAccess.gov.



### WHERE

At GeorgiaAccess.gov, Georgia residents can explore a variety of options for their health insurance.



### WHEN

Consumers can begin shopping for coverage at GeorgiaAccess.gov when Open Enrollment 2025 begins on November 1, 2024.



# Event Checklist

## Bringing Georgia Access to Your Communities

We encourage Community Influencers and Application Assisters like you to host events in your communities. Whether this means setting up a table at your local farmers market or talking with attendees at a high school football game, below are some tips for raising awareness about Georgia Access.

### Before

- ✓ Let our team know your interest in hosting or partnering on an event with Georgia Access by emailing [outreach@georgiaaccess.ga.gov](mailto:outreach@georgiaaccess.ga.gov).
- ✓ Coordinate your presence with event organizers and recruit team members and partners to join you.
- ✓ Prepare materials and your team—review talking points and print out postcards and posters.
- ✓ Promote your presence! Use the template digital content to share your attendance via your social media channels, website and/or newsletter.
- ✓ Ask questions by reaching out to [outreach@georgiaaccess.ga.gov](mailto:outreach@georgiaaccess.ga.gov).

### During

- ✓ Engage with attendees! Talk to them about why health insurance is important, answer their questions, and tell them where they can learn more.
- ✓ Document your day—take photos and videos, record notable conversations with attendees, track how many people you spoke with, and share on social media.

### After

- ✓ Let Georgia Access know how your event turned out, including notable stories/anecdotes and estimated number of attendees.
- ✓ Share your event successes on social media and send photos and videos to [outreach@georgiaaccess.ga.gov](mailto:outreach@georgiaaccess.ga.gov). We may use them on our social media channels and in future marketing efforts. If sharing photos of children, make sure to receive parental permission for sharing.

### We're Hitting the Road — Join Us!

This fall, Georgia Access will have multiple vehicles travel to communities across the state. If we're in your community, we may reach out and invite your organization to attend events with us. If you're hosting an event and would like the truck to attend, reach out to [outreach@georgiaaccess.ga.gov](mailto:outreach@georgiaaccess.ga.gov). A member of our team will be in touch if we can swing by. We hope to see you on the road!



# Toolkit Materials: Social Media Handles

Follow, connect, and engage with us through the following accounts. Also consider sharing our posts and tagging our accounts in your communications. Reach out to either [Navigators@GeorgiaAccess.ga.gov](mailto:Navigators@GeorgiaAccess.ga.gov) or [CDOs@GeorgiaAccess.ga.gov](mailto:CDOs@GeorgiaAccess.ga.gov) with questions. Please include [Outreach@GeorgiaAccess.ga.gov](mailto:Outreach@GeorgiaAccess.ga.gov) on all communications related to hosting or participating in Georgia Access events.



@GeorgiaAccess



@Georgia.Access



#GeorgiaAccess



@GeorgiaAccess

*\*formerly Twitter*



@GeorgiaAccess



@GeorgiaAccess6081

# Supporting Materials

Please click the below link to access supporting materials, including social media graphics, fliers, and postcards.

**[Georgia Access Supporting Materials](#)**

# Thank You!

We appreciate you and your efforts to spread awareness of Georgia Access to those who need it most.

