

Special Enrollment Period (SEP) Outreach

Interested in learning how other assisters do outreach throughout the year? Check out what other assisters are doing and if you have any suggestions or best practices email us at assisters@familiesusa.org!

Where do you find people who are getting or just got married?

Timing: Up to 60 days after date of marriage

- Courthouse
- Wedding Planners and Expos
- Newspapers (Wedding announcements)
- Register of Deeds
- Social Security Office
- Travel Agencies
- New Home Buyers
- Bridal Shops
- Jewelers
- Notary Public

Where or how do you find people who had a baby or adopted a child?

Timing: Up to 60 days after birth or adoption

- Hospitals, Clinics, etc.
- Women, Infants, and Children (WIC)
- Courthouse
- Adoption Agencies
- Faith-based organizations like churches or synagogues
- Health and Human Services
- Baby Stores
- Planned Parenthood
- Child Protection Services
- Register of Deeds
- Facebook Parenting Groups
- Doulas and Midwives
- Birthing Classes

Where or how do you find people whose immigration status just changed?

Timing: Up to 60 days after gaining status

- Courthouse
- Latino Community Organizations
- Non-Profit Organizations
- Churches
- Immigration Offices
- Immigration Attorneys and Legal Aides
- English as a Second Language (ESL) Classes
- Community Clinics
- Social Security Office
- Department of Motor Vehicles (DMV)
- Embassies
- Spanish Radio

Where do you find people who recently moved?

Timing: Up to 60 days after move

- Post Office
- Department of Motor Vehicles (DMV)
- Real Estate Agents and Offices
- Apartment Complexes
- Neighborhood Associations
- Moving and Storage Companies
- Grocery Stores
- Mortgage Offices
- College Campuses

Where or how do you find people who just lost their health insurance? Turned 26?

Timing: Up to 60 days before and 60 days after date of loss of coverage

- Community Clinics
- Planned Parenthood
- Courthouse
- Job Services
- Sporting Events
- Career Centers
- Colleges
- Job Fairs
- College Admissions
- Libraries
- Social Service Agencies
- Hospitals
- Graduations

How do you find people who lost or changed jobs?

Timing: Up to 60 days before and 60 days after date of loss of coverage

- Career Centers
- Staffing Agencies
- Job Services
- Unemployment Office
- Health Fairs
- Social Services Agencies
- Libraries
- Pay Day Loan Centers
- Businesses with High Turnover (fast food, etc.)
- Newspapers
- Job Fairs
- Employers
- Business with Layoffs