

Tools to Help Get the Word out About the Affordable Connectivity Program

Insure the Uninsured Project (ITUP) has created this toolkit to help get the word out about the [Affordable Connectivity Program](#) (ACP). Included in this toolkit are graphics and copy for social media outreach, newsletter feature copy, and more information to share about the ACP with your network.

Please share this toolkit with the communications team at your organization.

About Insure the Uninsured Project (ITUP)

ITUP is a nonprofit with over 25 years of experience in the California health policy landscape. We bring together unique stakeholders in ways others cannot by creating connections and educational opportunities and resources across sectors, geographies, program and policy areas, and levels of government. The mission of ITUP is to promote innovative and workable policy solutions that expand health care access and improve the health of all Californians.

During the pandemic ITUP realized there is an incredible nexus between connectivity and telehealth, virtual care, patient engagement, and data exchange, and multiple opportunities for the health and human services sectors to engage. Yet, because the broadband community doesn't typically work with health partners, the health sector, and thereby consumers, are not included in these critical infrastructure and connectivity conversations. **Over the past 3 years, ITUP has been working to bring the health sector's voice to local, state, and national Broadband and Digital Equity conversations.**

ITUP's Broadband Convening goals are to:

- **Inform:** Bridge the knowledge gap between health care and broadband.
 - **Identify:** Look for and spread the word on health sector engagement opportunities at the local, state, and national level.
 - **Activate:** Engage in local, state, and national stakeholder processes and meetings, and apply for and receive funding.
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About the Affordable Connectivity Program (ACP)

ITUP, in partnership with [Human-I-T](#) and the [California Emerging Technology Fund](#) (CETF), has been conducting outreach and technical assistance to health and health-related stakeholders on the federal ACP. The ACP program is a subsidy program available to consumers right now to make the internet more affordable.

However, only 45% of eligible households are enrolled. Since Medi-Cal, CalFRESH, and WIC members are automatically eligible for the ACP program, the health care workforce- including health insurance navigators and community health workers, are uniquely situated to make consumers aware of the subsidies needed to combat affordability barriers to broadband and connectivity.

The Affordable Connectivity Program (ACP), a federal subsidy program, can help eligible households reduce their monthly internet bill up to \$30. **You can help get the people you serve, including Medi-Cal enrollees who are automatically eligible, signed up by providing [ACP enrollment flyers](#)!**

Graphics, Hashtags, and Flyers

- View and download social media graphics here:
 - [Graphic 1](#)
 - [Graphic 2](#)
 - [Graphic 3](#)
- Primary hashtags: **#ACP #DigitalEquityisHealthEquity**
- Flyers to help enroll community members are [available here](#).

Twitter Features

Amplify and tag @ITUP.

- Enrolled in Medi-Cal? You qualify for the Affordable Connectivity Program! The #ACP is a federal benefit that can help lower the cost of your internet bill by \$30/month. Enroll today: <https://ow.ly/Sk5a50Pb0sA>
- Programs like the Affordable Connectivity Program (#ACP) are available to nearly one-third of Californians enrolled in the state's Medi-Cal program. #DigitalEquityisHealthEquity Learn more: <https://ow.ly/OFVq500Q05Z>
- We're excited to join @ITUP in spreading the word about the Affordable Connectivity Program. The #ACP is a federal benefit that can help lower the cost of your internet bill by \$30/month making #telehealth more accessible. Learn more: <https://ow.ly/OFVq500Q05Z>
- #Telehealth reduces healthcare costs, improves early diagnosis, & improves wait times & availability. The Affordable Connectivity Program #ACP makes #broadband affordable & telehealth accessible. Learn more about qualifying: <https://ow.ly/OFVq500Q05Z>
- Physicians like offering #telehealth options & patients like using them. That's one big reason affordable #broadband is so important & why the Affordable Connectivity Program was created to help with broadband affordability. Learn more: <https://ow.ly/OFVq500Q05Z>

Facebook and LinkedIn Features

Amplify and tag @Insure-the-uninsured-Project

- Enrolled in Medi-Cal? You qualify for the Affordable Connectivity Program! The #ACP is a federal benefit that can help lower the cost of your internet bill by \$30/month. Enroll today: <https://ow.ly/Sk5a50Pb0sA>
- Did you know that you or your family can save \$30/month on your internet bill through the Affordable Connectivity Program, a federal benefit to lower the cost of high-speed internet? Find out how to take advantage: <https://ow.ly/OFVq500Q05Z>

For more information on how to use this toolkit, please contact ITUP Senior Communications Coordinator, Sandra Hernandez, at Sandra@itup.org

- 23% of households in the U.S. don't have high-speed internet at home, and two-thirds of these households are offline because they can't afford it. The Affordable Connectivity Program (ACP) is a federal benefit that can help lower the cost of your internet bill by \$30/month making access to telehealth a reality for more California households. Learn more and see if you qualify: <https://ow.ly/OFVq500Q05Z>
- We're excited to spread the word about the Affordable Connectivity Program (ACP). The ACP is a federal benefit that can help lower the cost of your internet bill by \$30/month making broadband more affordable and telehealth more accessible. Learn more: <https://ow.ly/OFVq500Q05Z>
- Telehealth appointments have shorter wait times & help patients get diagnosed sooner--improving health outcomes. Affordable broadband makes it possible; the Affordable Connectivity Program makes it affordable. Learn more: <https://ow.ly/OFVq500Q05Z>

Newsletter/Website/Email Features

Access to broadband internet drastically reduces healthcare costs, improves health outcomes due to earlier diagnosis, and increases the availability of healthcare to remote areas. You or your loved ones could save \$30/month on your internet bill by applying for the Affordable Connectivity Program (ACP).

The ACP is a federal benefit to help lower the cost of high-speed internet for **[students/families/seniors/your audience]** here in **[your area]** and across the country. If you or a family member participate in programs like Medi-Cal or CalFresh, your household automatically qualifies for the ACP!

In addition to a discount of \$30/month on your internet, you can also receive a discount of up to \$100 for a qualifying device to access the internet, such as a tablet, desktop computer, or laptop. Households on Tribal lands can save \$75/month on internet services, and many internet providers are offering low-cost plans for ACP subscribers that may lower your internet bill to \$0/month.

To learn more about applying for the ACP, please visit <https://ow.ly/OFVq500Q05Z>

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