More Black Americans Can Sign Up for Affordable Health Insurance

Black Americans can enroll in health care coverage now via HealthCare.gov.

April 27, 2021 By Alicia Green

An estimated 16% of African Americans are uninsured, despite representing only 13% of the U.S. population. To address this problem, the Department of Health and Human Services (HHS) has teamed up with several organizations to boost the enrollment of Black Americans in health insurance coverage via HealthCare.gov, according to a press release from the Centers for Medicare and Medicaid Services.

As part of Black American Week of Action (April 25 to May 1), HHS and 23 groups are using social media to spread the news about the affordable, quality health plans available on the federal government's health insurance website during the special enrollment period (SEP) ending May 15.

As a result of the American Rescue Plan, which has provided health and economic relief to millions affected by the COVID-19 crisis, more than 985,000 Black adults without insurance (66%) could have access to a no-cost premium plan and more than 1.1 million (76%) may be eligible for a plan with a low-premium (under $50 a month).

Among the 23 organizations involved in the social media push are 100 Black Men of America, Alpha Kappa Alpha, the American Medical Association, the Association of Black Cardiologists, BlackDoctor.org, Black Women's Health Imperative, Iota Phi Theta, the NAACP, the National Caucus and Center on Black Aging, the National Urban League and the Organization of Black Designers.

"Black Americans are clearly taking advantage of the current special enrollment period to access quality health care coverage," said Xavier Becerra, HHS Secretary. "But we still have a lot of work to do. We are building on this encouraging momentum and earnestly teaming with key national partners serving Black communities."

In doing so, HHS will use these organizations' know-how and networks to encourage individuals and families to enroll in first-rate, reasonably priced health insurance, Becerra explained.

The goal is to ensure that everyone is aware of the available options for coverage through HealthCare.gov. Companies will also be able to broadcast information about the enrollment period

through social media channels. In addition, the Centers for Medicare and Medicaid services will raise awareness about enrollment through digital advertising and email and text message campaigns.

More than 500,000 Americans applied for health coverage during the first six weeks of the special enrollment period. To sign up for coverage or see whether you qualify for more affordable health insurance, visit HealthCare.gov or CuidadoDeSalud.gov to check out 2021 plans and prices.

For related coverage, read "10 Years After the Affordable Care Act, More Blacks Have Health Insurance."

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