



PRESS RELEASE

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National Collaborative Announces New Name and Logo During AAPI Enrollment Week of Action

Washington, D.C., March 17, 2014 – The National Collaborative, a coalition of Asian American, Native Hawaiian and Pacific Islander (AA and NHPI) national and community organizations and Federally Qualified Health Centers (FQHCs) announced its new name, *Action for Health Justice (AHJ)*, and logo to help kick off Asian American and Pacific Islander (AAPI) Enrollment Week of Action.

The announcement comes as the March 31 deadline to enroll in health insurance under the Affordable Care Act (ACA) approaches. It also coincides with the Department of Health and Human Services, White House Initiative on AAPIs and White House Office of Public Engagement's AAPI Enrollment Week of Action, March 17-21. The designated week serves to remind AA and NHPIs of the fast-approaching deadline, as well as available resources and services to assist in the enrollment process.

Formerly known as The National AANHPI ACA Implementation Collaborative, AHJ has already exceeded its original goal of enrolling 50,000 AA and NHPIs in health insurance programs halfway through the open enrollment period.

"Through our efforts and those of our partners, we have helped to make sure that a portion of the 2 million AA and NHPIs that live without health insurance, now have options for health care," said Jeffrey Caballero, executive director of the Association of Asian Pacific Community Health Organizations. "Our success is due in large part to partnering organizations providing in-person assistance in the languages spoken by AA and NHPIs, and in a way that is sensitive to each individual's culture."

AHJ's new name and logo are representative of the coalition's principles around health access and the elements of its national plan to increase health care access for AA and NHPIs.

"The logo's five pillars represent the major components of our strategy: education and outreach, eligibility determination and enrollment, development of resources, service delivery for limited English proficient individuals, and monitoring and enforcement," said Kathy Ko Chin, president and chief executive officer of the Asian & Pacific Islander American Health Forum. "We are excited about the coalition's new name and logo and feel both represent our belief that all individuals have the right to health care."

"Through our work in 21 different states, we are breaking down barriers faced by AA and NHPIs as they attempt to get health care," said Mee Moua, president and executive director of Asian Americans Advancing Justice | AAJC. "We are proud of our work thus far, and we will continue our efforts to ensure that all AA and NHPIs can benefit from the law's opportunities."

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Stewart Kwoh, president and executive director of Asian Americans Advancing Justice | Los Angeles added, “Our work demonstrates what is possible when you have strong partnerships between national, state and local community-based organizations and clinics. Using AHJ’s culturally and linguistically appropriate outreach, education and enrollment strategies, we have reached a significant number of eligible AA and NHPs in California, where a third of our population lives, and we hope to share important lessons and best practices with others trying to fulfill the promise of the ACA for everyone.”

About Action for Health Justice

Action for Health Justice (AHJ) is a coalition of more than 70 Asian American, Native Hawaiian and Pacific Islander (AA and NHPI) national and local community-based organizations and Federally Qualified Health Centers dedicated to educating, empowering and enrolling AAs and NHPs in health coverage. AHJ’s partner organizations are active in the following 21 states: Arizona, Arkansas, California, Georgia, Hawaii, Illinois, Louisiana, Massachusetts, Michigan, Minnesota, Mississippi, North Carolina, New Jersey, New York, Ohio, Oregon, Pennsylvania, Rhode Island, Texas, Utah and Washington. For more information and health reform resources in English, Asian and Pacific Islander languages, visit www.apiahf.org. Visit www.healthcare.gov for more information about the Marketplace and how to enroll.

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