**Health Coverage Open Enrollment Communications Toolkit**

**Newsletter or Email**

Starting November 1 uninsured Marylanders will be able to access much more affordable coverage through Maryland Health Connection for 2022 health plans. With newly available financial assistance under the American Rescue Plan, some private plans may even be free.

Plus, thanks to a new state-funded subsidies pilot program, uninsured Marylanders between the ages of 18-34 will be able to get even more financial help.Open enrollment begins November 1 for coverage that starts January 1. If you experience certain life events before then (for example, losing coverage or getting married), or if your income is below a certain level, then you may be able to enroll before November 1. Visit marylandhealthconnection.gov for more information. Free help to choose a plan is available.

**Social Media Post**

Open enrollment is just around the corner! Starting November 1, you'll be able to sign up for 2022 health plans. There are new, bigger savings at @MarylandConnect. Some plans may even be free! [#GetCoveredMD](https://twitter.com/hashtag/GetCoveredMD?src=hashtag_click)

**Printable Flyers**

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**Graphics**







