

**Consumers for Affordable Healthcare Foundation**

**Total Award: \$100,000 over 1 year**

(Augusta, ME)

*Protecting Maine's Universal Access to Health Coverage Program*

To support Protecting Maine's Universal Access to Health Coverage Program to create an environment in which Dirigo Health – the nation's first universal access to health coverage program – will succeed and Maine's efforts at health reform will continue to move forward. The project will advance this goal through a public education and outreach campaign focused on the program's cost containment and quality assurance mechanisms and the insurance protections afforded to enrollees. Public opinion research and a strategic communications plan will be at the heart of the initiative.

***Program Contribution Breakdown:***

**\$100,000** Health Program: *Objective I, Strategy 1*