PACT Act Outreach
Veterans Health Administration’s Efforts to Reach Eligible and Not Enrolled Veterans to Encourage Health Care Enrollment
12/6/2022
VA Leadership Speeches and Briefings focused on PACT Act

- DepSec Site Visits in US Territories and Freely Associated States (8/16-29/2022)
- American Indian and Alaska Native Veterans Tribal Health Conference (9/27/2022)
- SecVA, USH and USB Press Conference (9/28/2022)
- Virtual Q&A Forum on PACT with Veterans, families, caregivers and survivors sponsored by Together We Served (10/6/2022)
- Rosalyn Carter Institute Convening for Caregivers (10/2/2022)
- Rallypoint VetXL, Veteran town hall Q&A (10/31/2022)
- SecVA interviews with CNN, NBC News, Govt Matters, Military Times during Veterans Week (11/1-11/2022)
- SecVA “State of VA” remarks at National Press Club (11/7/2022)
- SecVA town hall with Veterans from DC VAMC (11/9/2022)
- Virtual briefing for LGBTQ+ advocacy groups (planned 11/21/2022)
Presentations to Veteran Service Organizations

• VA Center for Minority Veterans (CMV) webinars for Hispanic Heritage Month:
  – League of United Latin American Citizens (9/14/2022)
  – Congressional Hispanic Caucus Institute/SABIO (9/19/2022)
  – Hispanic Heritage Foundation (9/25/2022)
  – American Latino Veterans Association (10/3/2022)
  – Hispanic Association of Colleges and Universities (10/10/2022)
• CMV webinars for Native American History Month: 11/2/2022 and 11/30/2022
• VA Center for Women Veterans to NASWVC, NASDVA Directors, MAA, WVA, WVIF, DAV, PVA, VFW, American Legion (10/5/2022)
• PACT Act Day of Learning with 50 participants (Veterans advocacy groups and Hill staffers from 8 corners) featuring presentations by SecVA, OGC, OPIA, VBA, and VHA (11/1/2022)
Facebook and Twitter posts engaging with Veterans before PACT Act passage began 8/25/2022 and ended 10/1/2022.

Social media messages are posted on VA, VBA and VHA platforms, as well as provided to local VAMCs for their own use.
Facebook and Twitter posts announcing the special health care enrollment period began 10/1/2022 and will continue to 10/1/2023.
• Facebook and Twitter posts announcing the expanded eligibility for Vietnam Veterans began 10/1/2022 and are continuing

Are you a Vietnam Veteran? Thanks to the PACT Act, you may be eligible for free, no annual costs, health care. To enroll, you must have served at one of the following locations:
- Republic of Vietnam
- Thailand
- Laos
- Cambodia
- Guam or American Samoa (or their territorial waters)
- Johnston Atoll (or a ship called there)

Learn more about your eligibility and sign up for VA health care by visiting VA.gov/PACT.
Facebook and Twitter posts announcing the expanded eligibility for Gulf War Veterans began 10/1/2022 and are continuing.

If you’re a Gulf War era Veteran, the PACT Act may have expanded your eligibility to enroll in VA health care. Learn more at VA.gov/PACT.
• Facebook and Twitter posts announcing the special one-year health care enrollment began 10/1/2022 and will continue until 10/1/2023

Gulf War and Post 9/11 Veterans, did you forget to enroll for VA health care? Take a deep breath because there is still time! The PACT Act 1-year special open enrollment period may apply to you if:
  – You served on active duty during a period of war after the Persian Gulf War, or
  – You were in combat against a hostile force after November 11, 1998, and
  – You were discharged between September 11, 2001, and October 1, 2013.

Learn more at [VA.gov/PACT](http://VA.gov/PACT) and apply online at [www.va.gov/health-care/apply/application/introduction](http://www.va.gov/health-care/apply/application/introduction).
• Facebook and Twitter posts announcing the special expanded eligibility for health care enrollment began 10/1/2022 and are continuing.

Did you know? The PACT Act extends eligibility for VA health care enrollment. Learn more at VA.gov/PACT.
• How PACT Act affects Vietnam Veterans | Agent Orange, Radiation Exposure & New Locations
• How PACT Act affects Gulf War & Iraq Veterans | Kuwait, Saudi Arabia, Somalia & More
• How PACT Act affects Post 9/11 Veterans | Afghanistan, Lebanon, Syria, Uzbekistan & More
• 5 Ways the PACT Act Helps Veterans | VA Health Care | VA Disability | Vietnam, OIF, OEF
 Secretary Denis McDonough Remarks at the American Legion’s 103rd National Convention 8/31/2022

How the PACT Act is Already Helping Veterans 9/28/2022

Spread the Word about PACT Act Eligibility 9/29/2022

Be Vigilant of PACT Act Scammers 10/18/2022

Veterans’ Breast Cancer Claims Speeded through PACT Act 10/19/2022

More are in planning and approval stages
• PACT Act information hub currently has had more than 4 million views

Persistent footer on every page of VA.gov

Veteran-facing health care eligibility fact sheets in twelve languages will be available on VA.gov:

- Spanish
- Tagalog
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

Highlight banner on VA.gov home page
WHAT VETERANS NEED TO KNOW

» Veterans are encouraged to enroll in health care now.
» Veterans and survivors should apply now for PACT Act benefits.
» All conditions established in the PACT Act are considered presumptive as of August 10, 2022.
» All enrolled Veterans can be screened for toxic exposure beginning November 8, 2022.
» Processing for presumptive benefits begins January 1, 2023.

Visit VA.gov/PACT or call 1-800-MY-VA-411 for more details.
FAQs, resources, scripts for employees: vaww.insider.va.gov/about-the-pact-act/

ASK ME ABOUT THE PACT ACT

» Expands VA health care and benefits for Veterans exposed to burn pits and other toxic substances.
» Expands and extends eligibility for Veterans with toxic exposures and Vietnam, Gulf War, and Post-9/11 era Veterans.
» Adds 20+ new presumptive conditions.
» Adds more presumptive locations for Agent Orange and radiation exposure.
» Provides toxic exposure screenings for every Veteran enrolled in VA health care.
» Includes resources to improve research, staff education, and treatment related to toxic exposures.
Other VA-Owned Outreach Efforts Ongoing and in Development

- **#VetResources**: weekly emails to ~ 10 million Veterans, their families, caregivers and survivors. Four mailings have featured PACT Act information.

- My HealtheVet (VA patient portal) Spotlights: [Health Care Eligibility Under PACT Act](#) and [The PACT Act and Your Care](#)

- The Caregiver Program newsletter has a subscriber base of 300,000. In addition, ongoing Caregiver Support team check-ins will ensure PACT Act expanded eligibilities and toxic screenings are clearly communicated.

- The CHAMPVA program is planning a PACT Act awareness outreach program to its 550,000 spouse, children and survivor members.

- VA Community Living Center staff are encouraged to discuss PACT Act eligibilities, so they are understood by CLC patients and families.

- VA’s Homeless Program, VA Vet Centers, and Community Resource and Referral Centers are collaborating with VHA on messaging and outreach to Veterans.
Paid Media Outreach Efforts

- Paid media outreach efforts, coordinated with OPIA and VBA, have been underway since October 6, 2022, aimed at reaching eligible but not-enrolled Veterans and their influencers. Broadcast, out-of-home, and digital advertising efforts will continue to be focused on media markets with high-density Veteran populations, as well as targeted outreach to women Veterans, Veterans of color, homeless Veterans, LGBTQ+ Veterans, and rural Veterans.

- A Times Square video billboard urges Veterans to learn more about new eligibility for benefits, running through February 2023, will provide high visibility during holidays (e.g., New Years Eve). Since September it has generated ~10 million impressions.

- VHA Communications will focus direct mail and email efforts to reach eligible but non-enrolled Veterans, particularly in rural and underserved areas to ensure awareness of expanded benefits and guidance on enrolling for VA health care.
• Hire an additional 50 Public Affairs Officers (2 per VISN) to help manage local facility outreach efforts, share best practices, and develop outreach events.

• Direct mail outreach: acquire lists of eligible but non-enrolled Veterans, match with DoD (DD214 and service awards), update information in Burn Pit Registry, etc.

• Sponsor and participate in local entertainment and sports events, including Veterans’ nights at stadiums, onscreen messaging, local venue partnerships, etc.

• Collaborate with DoD on Veteran-interest local events and coordinate with local VAMC outreach teams: fleet weeks, air shows, military bands, base openings, ship christenings, unit reunion events, etc.

• Collect information on SharePoint dashboard about all VAMC-level outreach efforts: town halls, briefings, community outreach, stakeholder meetings, etc.
December 10-17, VA will host 90 PACT Act awareness events in local VA facilities across the country—at least one in each state.

Each event will include a ~30-minute speaking program and will be open to the press and livestreamed, if possible. Fifteen of the events will also feature hybrid toxic screening/claims clinics.

Veterans, Veteran families, caregivers, survivors, and advocates will be encouraged to participate.

Invitations will also be extended to Members of Congress, State Directors of Veterans Services, VSOs, and local elected officials and stakeholders.

Representatives from VHA and VBA will be available to answer questions and help Veterans enroll and file claims for PACT Act-related health care and benefits.
Section 603: Toxic Exposure Screening

• VA rolled out the new Toxic Exposure Screening at VA medical centers and clinics around the country on November 8, 2022.

• All Veterans enrolled in VA health care will receive the screening at least once every 5 years, to make sure we’re connecting Veterans with the care they need, when they need it.

• Veterans who are not enrolled—but meet eligibility requirements to enroll—will have an opportunity to receive the Toxic Exposure Screening after they enroll.

• The screening is brief—typically taking around 5-10 minutes, depending on the Veteran’s answer to “Do you believe you experienced any toxic exposures while serving in the Armed Forces?” and subsequent questions.

• This will allow for ongoing care that ensures early diagnosis and treatment of any exposure-related health concerns that may arise in the future.
Get Your Toxic Exposure Screening

Who: All Veterans enrolled in VA health care
What: A quick, 5-10 minute screening to identify and document any potential exposures to toxins during military service
When: At least once every 5 years
Where: At VA medical centers and clinics
Why: To support your long-term health plan and ensure you receive informed, whole-health care
How: Ask about the toxic exposure screening at your next VA appointment.

If you do not have an upcoming appointment or want to be screened sooner, contact your local VA facility and ask to be screened by the Toxic Exposure Screening Navigator.
Toxic Exposure Screening Information handout

- Public-facing document designed to be given as a handout after a Veteran receives the screening
- Includes information on exposures, registries, benefits, presumptive conditions, and additional resources.
- Available for download and printing through the War Related Illness and Injury Study Center (WRIISC) Education Resources: https://www.warrelatedillness.va.gov/WARRELATEDILLNESS/education/toxicexposurescreeninformation.asp