



# Incorporating Connecting Kids to Coverage National Campaign Resources into Outreach

March 29, 2017

2:00 p.m. ET



| [InsureKidsNow.gov](http://InsureKidsNow.gov)

# Agenda

- Overview and Introductions
- Navigating InsureKidsNow.gov
- An Overview of Connecting Kids to Coverage National Campaign Resources
- Campaign Messaging to Promote Medicaid & CHIP
- Extending Audience Reach with Social Media
- Optimizing Campaign Materials in Outreach and Enrollment Efforts
- Questions and Answers



**Poll Question: Has your organization used materials and resources from [InsureKidsNow.gov](http://InsureKidsNow.gov)?**

- a. Yes**
- b. No**
- c. Not familiar with the website**

# Navigating InsureKidsNow.gov & An Overview of Connecting Kids to Coverage National Campaign Resources

**Jessica Beauchemin**

Division of Campaign Management  
Strategic Marketing Group  
Office of Communications  
Centers for Medicare & Medicaid Services



# Key Areas

- Learn About Medicaid/CHIP
- Find Programs in Your State
- Outreach Tool Library
- Webinars & Videos
- “Campaign Notes” eNewsletter
- Campaigns & Initiatives



# Finding Resources on InsureKidsNow.gov

The screenshot displays the InsureKidsNow.gov website. At the top left is the logo with three stylized figures in blue, orange, and purple. To its right is the text "InsureKidsNow.gov". A blue arrow points down from this text to the "Outreach Tool Library" menu item. In the top right corner, there is a "Get Email Updates" button and an "En Español" button. Below these is the phone number "1-877-KIDS-NOW (1-877-543-7669)". A second blue arrow points down from the phone number to the "Campaigns & Initiatives" menu item. The main navigation bar includes: "Learn About Medicaid & CHIP", "Find Programs in Your State", "Outreach Tool Library", "Webinars & Videos", "Campaign Notes eNewsletter", and "Campaigns & Initiatives". A search icon is located to the right of the navigation bar. Below the navigation bar is a large banner image of two children in winter gear. A text box on the banner reads: "Millions of children and teens qualify for free or low-cost health and dental coverage through Medicaid & the Children's Health Insurance Program (CHIP). Learn about coverage options for your family or help us spread the word about free or low-cost health insurance coverage!". To the right of the banner is a vertical menu with social media icons and the following items: "Connecting Kids to Coverage", "Oral Health", "Back-to-School", "Youth Sports", and "Year-Round Enrollment". Below the banner are four resource cards: 1. "Find a Dentist" with a "Find a Dentist for Your Kid" button. 2. "Watch the Latest Webinar" titled "Connecting American Indian and Alaska Native Children to Health Coverage" dated December 15, 2016. 3. "New Connecting Kids to Coverage Outreach Video" with a description of Las Vegas, Nevada's outreach efforts. 4. "Funding Opportunity for American Indian/Alaska Native Outreach!" with information for prospective applicants.

Find materials in the Outreach Tool Library or by choosing a Campaign & Initiative topic on the Campaign website.

# Outreach Tool Library



- Online Materials
- Print Materials
- Toolkits
- Tip Sheets
- Fact Sheets
- Public Service Announcements



# Online Materials



- Social Media Graphics
- Web Buttons & Banners
- Sample Posts
- #Enroll365 & #KidsEnroll
- Guide



# Print Materials



- Posters
- Palmcards
- Flyers
- Direct Mail Inserts
- Tear-Pads
- Ready-Made Articles



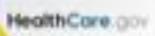
# Sample Print Materials



## An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$48,600 a year or more may qualify.

Go to [HealthCare.gov](http://HealthCare.gov) or call **1-800-318-2596 (TTY: 1-855-889-4325)** to learn more about affordable health coverage for your family.



OMB Product No. 1-1042  
June 2016

## An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$48,600 a year or more may qualify.

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OMB Product No. 1-1042  
June 2016

## When kids have health insurance, we all breathe easier.

Whether it's allergies, asthma or just a common cold, your kids can get the care they need. Medicaid and CHIP offers free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$48,600 a year or more may qualify.

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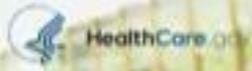


OMB Product No. 1-1042  
June 2016

## With health insurance, they'll be ready for whatever the school year brings.

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$48,600 a year or more may qualify.

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OMB Product No. 1-1042  
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[InsureKidsNow.gov](http://InsureKidsNow.gov)

# Customizing Materials

## Posters, Flyers, Palmcards and Tear-Pads

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos. *Please Note:* You may request these changes on all customizable materials.

Your program name(s)

Your state's annual income eligibility limit for a family/household of four

Your website and/or phone number

Up to two logos

**An extra hand for parents with their hands full**

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$48,600 a year or more may qualify.

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LOGO 1      LOGO 2

HealthCare.gov

**When kids have health insurance, we all breathe easier.**

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Go to [HealthCare.gov](http://HealthCare.gov) or call **1-800-318-2596** (TTY: 1-855-889-4325) to learn more about affordable health coverage for your family.

HealthCare.gov

Learn how to request material customization here:

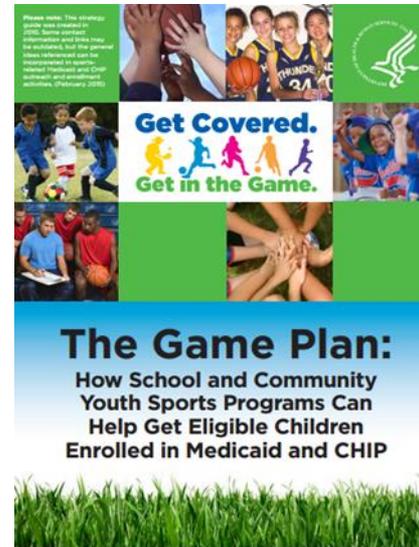
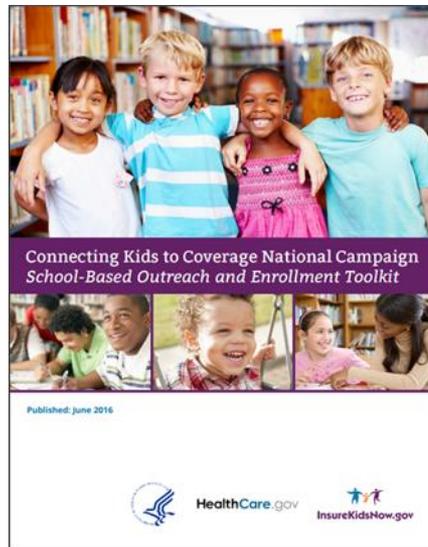
<https://www.insurekidsnow.gov/downloads/library/print/materialscustomizationguide-english.pdf>



InsureKidsNow.gov

# Toolkits

- School-Based Outreach and Enrollment
- Get Covered. Get in the Game “Game Plan”



# “Making Outreach Work” Tip Sheets

- Ideas for engagement with:
  - Local Businesses
  - Faith Community
  - Schools
  - Primary Care Associations & Community Health Centers
- Additional ideas:
  - Social Media
  - Oral Health Tools
  - Campaign Outreach Videos



# Additional Tools

- Fact Sheets
  - Get Covered. Get In the Game.
  - Dental Care for Children with Special Needs
- Public Service Announcements
  - PSA Pitch Letter
  - Live Read Radio Scripts
  - PSA Tip Sheet



# Outreach Video Library

- Showcases A Variety of Promising Practices
  - Oral Health (Pennsylvania)
  - Back-to-School (Florida)
  - Engaging Local Businesses (Texas)
  - Working with Tribes (Montana)
- Ideas for Using Videos in Outreach

<https://www.insurekidsnow.gov/webinars-videos/video/index.html>



InsureKidsNow.gov

# Webinar and eNewsletter Archive

- Check out our archive of webinars and eNewsletters all the way to 2013.
- Topics include:
  - Oral Health
  - Back-to-School
  - Teen Outreach
  - Engaging Non-Traditional Partners
  - Increasing Medicaid/CHIP Enrollment in Hispanic Communities
  - Strategies for Building Media Relationships
  - Promoting Medicaid/CHIP during Marketplace Open Enrollment

<https://www.insurekidsnow.gov/webinars-videos/video/index.html>

<https://www.insurekidsnow.gov/newsletter/index.html>



| InsureKidsNow.gov

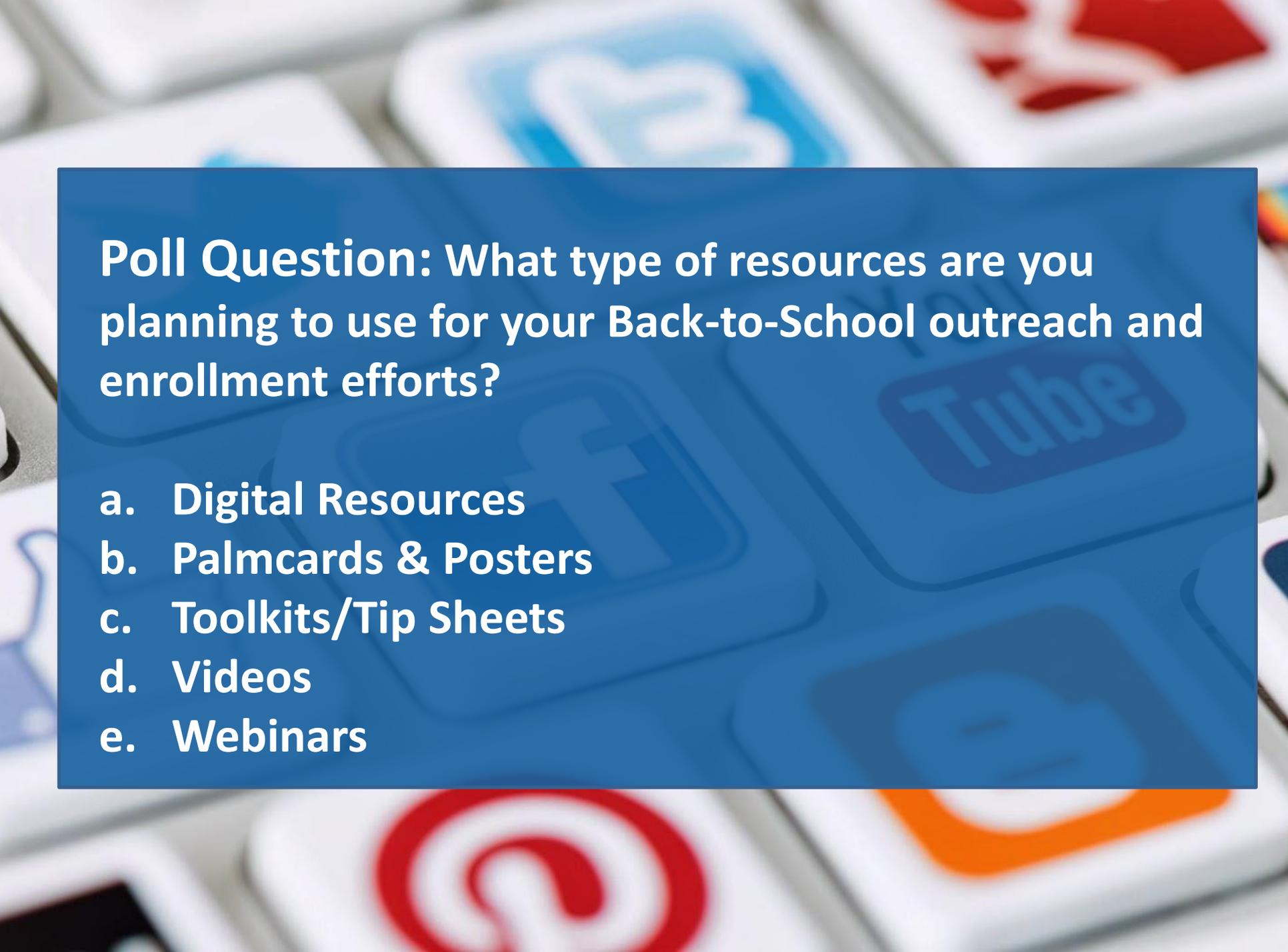
# Thank you!

Jessica Beauchemin

[Jessica.Beauchemin@cms.hhs.gov](mailto:Jessica.Beauchemin@cms.hhs.gov)



| [InsureKidsNow.gov](http://InsureKidsNow.gov)



**Poll Question: What type of resources are you planning to use for your Back-to-School outreach and enrollment efforts?**

- a. Digital Resources**
- b. Palmcards & Posters**
- c. Toolkits/Tip Sheets**
- d. Videos**
- e. Webinars**

# Research on Campaign Messaging to Promote Medicaid & CHIP

**Allyssa Allen**

Division of Research  
Strategic Marketing Group  
Office of Communications  
Centers for Medicare & Medicaid Services



| [InsureKidsNow.gov](https://www.insurekidsnow.gov)

# Research Objectives

1. To gain a better understanding of the characteristics that define the target audience—parents of Medicaid or CHIP-eligible (Children’s Health Insurance Program), but unenrolled children—as well as:
  - Perceived barriers and benefits to enrollment;
  - Consumer awareness and understanding of Medicaid and the CHIP program (including eligibility and enrollment processes)
  - Perceived relevance, appeal and importance of Medicaid and the CHIP program.
2. To determine the most effective messaging for the target audience to motivate them to go to [InsureKidsNow.gov](https://InsureKidsNow.gov) to see if their children are eligible for Medicaid and/or CHIP



# Methods

- Three different studies:
  - Formative Research with Parents
    - 18 eight-person focus groups, half in Spanish, half in English, split evenly over 3 markets (Miami, Houston and Los Angeles).
    - Participants were low-income parents of uninsured children who are likely eligible for Medicaid or CHIP due to income.
  - Formative Research with Grantee Staff
    - *Nineteen (15 in English, 4 in Spanish)* telephone in-depth interviews (IDIs) were conducted with CKC grantee staff who work directly with assisting families with Medicaid and CHIP application and enrollment in California, Maryland, Missouri, Pennsylvania, Texas and Virginia
  - Message Testing with Parents
    - Online Max Diff survey was conducted among 300 low-income parents of uninsured children under the age of 18



# Eligibility Confusion

- Eligibility: Participants assumed CHIP programs would have the same eligibility requirements as Medicaid. Therefore, parents of children who have been turned down for Medicaid assume they also won't qualify for CHIP.
- Word-of-mouth and peer referrals: Most people had heard of Medicaid through family or friends, or during a specific motivating event such as a child's illness or injury, serious medical diagnosis, medication prescription, or hospital admittance.



# Barriers to Application and Enrollment

- Application Process Perceptions
  - Parents found or expected to find the application process to be confusing and unpredictable
- Eligibility
  - Parents and enrollment staff described difficulty in understanding and meeting the eligibility requirements of Medicaid and CHIP, including difficulty reporting and verifying income due to variations in income, hours worked, and employment changes
- Immigration Issues
  - Non-U.S. born parents, primarily Hispanics in this research, assumed that their immigration status or lack of citizenship excluded their U.S born children from eligibility
  - Effects of Medicaid or CHIP enrollment on their immigration status and related legal repercussions



# Enrollment Motivators

- Understanding of eligibility requirements is an important motivator for parents to enroll their kids in Medicaid or CHIP – they need to know that they meet the eligibility requirements to qualify.
- In the quantitative study, messages around eligibility ranked the highest in motivating parents to go to HealthCare.gov to explore healthcare coverage for their children.
- Peace of mind, or the ability to pay for health care cost (e.g., prescription drugs, immunizations or medical care) is also a motivating factor.



# Effective Messaging

- Messages focused on rule changes and eligibility were found to be the most likely to motivate parents to go to HealthCare.gov to explore coverage eligibility for their children, and they continue to be the most motivating messages. The top three messages were:
  - Working families in your state can qualify for free or low-cost health coverage for their children from your state. Go to HealthCare.gov to see if your family qualifies **[Eligibility]**
  - Children in a family of four earning up to \$48,600 a year (2016 figure, and in 2017 this changed to \$49,200), or more may qualify for free or low-cost health coverage from your state. Go to HealthCare.gov to see if your family qualifies **[Eligibility]**
  - Your children may qualify for free or low-cost coverage from your state, even if you don't. Go to HealthCare.gov to see if your children qualify **[Rules Have Changed]**



# Impact of Research Findings

- This research highlights the importance of focusing on messaging related to *eligibility* and that the *rules have changed*
  - Confusion around eligibility and rules were the top barriers identified by both parents and grantee staff
  - Messaging around eligibility and rules were rated as the most motivating messages by parents



# Thank you!

Allyssa Allen

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**Poll Question: Has your organization customized any Connecting Kids to Coverage materials?**

- a. Yes**
- b. No**
- c. We plan to in the coming months**

# Extending Audience Reach with Social Media

**Johnny Vo**

Division of Digital Marketing  
Strategic Marketing Group  
Office of Communications  
Centers for Medicare & Medicaid Services



| [InsureKidsNow.gov](https://www.insurekidsnow.gov)

# Social Media

- @IKNgov is the official handle of InsureKidsNow.gov
- Reach an average of 28K per post
- Partner handles in @HealthCareGov and @MedicaidGov that can help reach hit the millions

# Editorial Calendar

- Three to five tweets per week currently on @IKNGov
  - Plenty of room available for more tweets
- Supplement with one to two tweets per week on @HealthCareGov and @MedicaidGov
- Re-tweet followers with relevant information. Answer questions whenever possible with links.

# Topics

- Help with Application Process
- Immigration Issues
- Eligibility
- Rule Changes



# Be Relevant

- Share webinars, training, videos
- Re-tweet others that share your same message
  - Can add a comment to supplement their tweet
  - Exponentially increases reach while supporting partners
- Use hashtags that are relevant to the content
  - Consistency (#Enroll365, #CHIP, #Medicaid, etc.)
  - Don't be obscure

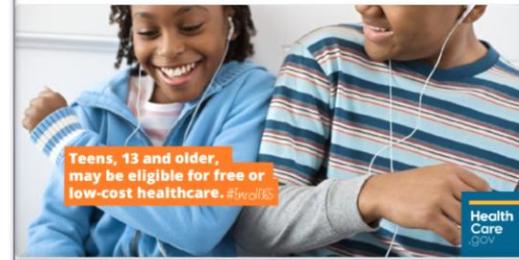


# Tweet Examples

#Spring is in the air—which means #allergy & #asthma symptoms are high. Help kids get relief w/ #Medicaid or #CHIP: [go.cms.gov/1Stycyw](https://go.cms.gov/1Stycyw)



Get involved in National Youth Enrollment Day tomorrow & help #teens up to 19 enroll in #Medicaid/#CHIP: [go.hc.gov/2gVkcXX](https://go.hc.gov/2gVkcXX)



Help #FightFlu! Remind parents when #KidsEnroll in #Medicaid/#CHIP they can get flu shots and other vaccines.



InsureKidsNow.gov

# Twitter Chats

- Common theme
  - Example: National Children’s Dental Health Month
- Collaboration with multiple partners conveying same message: Importance of dental coverage
- Can act as host, partner or participant
  - Must be careful of partners
  - Know script ahead of time



# Twitter Chats Continued

- Common hashtag with all tweets
  - Allows people to follow conversation
  - Helps expand reach
  - Trends among all followers
- From @IKNGov tweets, can gain value from analytics



# #ThinkTeeth

#Medicaid & #CHIP include dental coverage – cleanings, check-ups, x-rays, sealants, fillings & more:  
[go.cms.gov/thinkteeth](http://go.cms.gov/thinkteeth) #ThinkTeeth



Feb is Children's #DentalHealth Month!  
We're spotlighting our #ThinkTeeth oral health materials: [go.cms.gov/thinkteeth](http://go.cms.gov/thinkteeth)



Webinar today @ 2pm ET! Advocating for Healthy Smiles. Register:  
[go.hc.gov/2kel45i](http://go.hc.gov/2kel45i) #ThinkTeeth #Enroll365



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# Analytics

- Can Report on Our Posts
- Reach
- Engagement (Likes, RTs)
- Clicks



# @IKNGov Design

- Internal design team
- Images, Gifs, Videos, etc.
- All creative pieces are branded with logo
- #Enroll365 used in all tweets to promote brand, create consistency, and allow non-followers to see our tweets

# Thank you!

Johnny Vo

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| [InsureKidsNow.gov](http://InsureKidsNow.gov)

# Optimizing Campaign Materials in Outreach and Enrollment Efforts

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Assistant Professor and Extension Specialist  
Early Childhood Development  
Kansas State University School of Family  
Studies and Human Services

**Holly Gulick, MPH**

Project Manager  
Kansas State University

**KANSAS STATE**  

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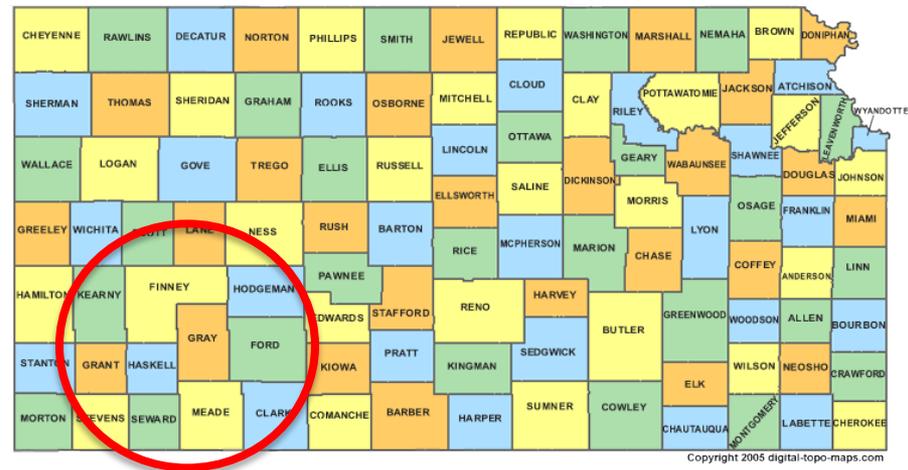
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# Kansas Project

- Four counties in southwest Kansas
  - Grant, Seward, Ford, Finney
- Rurally populated:
  - Grant (7,733) - Finney (37,118)
- Demographics:
  - Large Hispanic population
  - Large refugee and immigrant population
- Collaborative effort between Kansas State University, Kansas University Medical Center, Genesis Family Health, and the Kansas Health Institute



# Project Structure

## Network of partners across the state

- Kansas State University- Research and Extension
- Kansas Health Institute
- Kansas University Medical Center
- Genesis Family Health
- Child Care Aware
- Kansas Action for Children
- Communities in Schools
- Kansas Association of the Medically Underserved
- Kansas Department of Health and Environment
- Community Based Organizations: health departments, coalitions, WIC clinics, youth sports organizations, faith ministries, United Way, etc.



# Project Partners

- Child Care Aware of Kansas
  - Added our campaign materials to the resource kits sent out to families seeking child care
  - Information provided to 205 families since January with this partnership
- Communities in Schools
  - Personalized materials with their logo
  - Preparation for school registration periods
  - School fairs/health fairs

**Ayuda para padres que lo necesitan**

Ahora, usted tiene algo menos de qué preocuparse. Connecting Kids to KanCare ofrece seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. Los niños en una familia de cuatro que ganan hasta \$9,216 al año o más pueden calificar.

Visite [www.kancare.ks.gov](http://www.kancare.ks.gov) o llame al **1-800-792-4884** para más información sobre la cobertura de salud a bajo costo para su familia.



 **CuidadoDeSalud.gov**

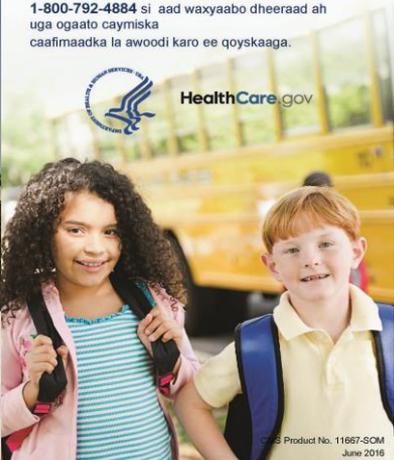
 **Communities In Schools**

CMS Product No. 11637-S June 2016

**Marka ay haystaan caymis, waxay diyaar u noqan doonaan wax kasta oo sanad dugsiiyeedku keeno.**

Carruurta leh caymis caafimaad waa kuwo si fican diyaar ugu ah in ay shaqo wanaagsan qabtaan dugsiga kalena guulaysta noloshooda. Medicaid iyo CHIP waxay bixiyaan caymis caafimaad oo lacag la'aan ah ama qiimihiisu hooseeyo oo loogu talagalay carruurta iyo dhalinyarada. Carruurta waxay heli karaan baaritaanno joogto ah, tallaalo, booqashada dhakhtarka iyo dhakhtarka ilkaha, daryeelka isbitaalka, adeegyada caafimaadka dhimirka, daawooyinka la isku qoro iyo waxyaalo kale oo dheeraad ah. Carruurta ka tirsan goys ka kooban afar qof oo samaynaya ilaa \$9,216 sanadkii ama ka badan waxaa suuragal ah in ay u qalmaan.

Booqo [www.kancare.ks.gov](http://www.kancare.ks.gov) ama wax **1-800-792-4884** si aad waxyaabo dheeraad ah uga ogaato caymiska caafimaadka la awoodi karo ee goyskaaga.



 **HealthCare.gov**

Product No. 11667-SCM June 2016



**InsureKidsNow.gov**

# Other Community-Based Partners

- Kansas State Research and Extension
  - TV & Radio
  - Regular segments to share our project materials and events
  - March 8<sup>TH</sup> KDGLTV segment had 1.2K viewers
- Community Based Organizations
  - Systematically provide with canned messages from the online resource toolkit, tailored to Kansas, to share through their social media channels
  - Twitter, Facebook, websites
  - Builds capacity at the local level through trusted sources



| [InsureKidsNow.gov](http://InsureKidsNow.gov)

# Challenges

- Language and cultural barriers
  - Knowing which forms of social media are best to use
  - Which community based organizations to contact and involve
  - Many different languages/dialects are used in these four counties, making translation for messages difficult
  - Difficult to identify all the languages needed



# Thank you!

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Bradford B. Wiles  
[bwiles@ksu.edu](mailto:bwiles@ksu.edu)

**KANSAS STATE**  

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**UNIVERSITY**



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# Keep in Touch With the CKC Campaign

- Follow us @IKNGov
- Engage with the Campaign on social media
  - Re-tweet, share or tag messages using the hashtags #Enroll365, #KidsEnroll, #Medicaid and #CHIP
- Sign up for eNewsletters here:
  - <https://www.insurekidsnow.gov/newsletter/subscribe/index.html>
- Email us at: [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov)



# Questions?



| [InsureKidsNow.gov](https://www.insurekidsnow.gov)

# Thank you!



| [InsureKidsNow.gov](https://www.insurekidsnow.gov)