



InsureKidsNow.gov

## TOOLKIT INTRODUCTION

The “Children’s Health Insurance: Tools to Advance Enrollment and Retention Efforts” toolkit has been developed to assist organizations playing a critical role in increasing awareness and understanding of children’s health insurance programs and ultimately driving eligible parents and guardians to apply for coverage on behalf of their uninsured children. This toolkit contains pertinent information, materials, tools and tactics to assist you in your education and outreach efforts.

The U.S. Department of Health and Human Services (HHS), Centers for Medicare & Medicaid Services (CMS) understands organizations may use different approaches when conducting outreach and have varying levels of experience and resources. This toolkit is designed to provide a foundation for your efforts. It offers how-to information, as well as materials that allow for significant localization, while also providing the opportunity for message consistency across all children’s health insurance outreach.

Within this toolkit you will find:

- Strategies for developing an approach and setting goals
- Tips for working with members of the media
- Techniques for partnership recruitment and activation
- Ways to retain current enrollees
- Methods for tracking and evaluating your activities

You will also find customizable materials to which you can add your logo, local points of contact and State-specific information. Models and tactics that have worked in other children’s health insurance outreach campaigns are included throughout. Finally, the toolkit takes into account the various audience segments you will need to target – from different demographic groups to working families and expectant mothers – and provides insights into reaching some of these segments as well as tools that address their specific questions and needs.

We encourage you to share all or portions of the toolkit with your coalition members, partners and spokespeople who will directly reach those families whose kids are eligible for children’s health insurance. We hope you find the toolkit useful as you develop communication and outreach strategies. We welcome your feedback and suggestions for additional items that would support your growing outreach efforts.