



Section 2

MATERIAL DEVELOPMENT AND DISSEMINATION

Getting information in the hands of parents or guardians who are eligible to enroll kids in a children’s health insurance program is critical. Whether that information comes directly from your organization, or through a partner organization, it will have greater impact if it is clear, concise and consistent. This portion of the toolkit provides a library of consumer-focused materials you can adapt for local use. The consumer materials, similar to the other tools in this kit (e.g., media materials, partner materials, etc.), include children’s health insurance messages that have been tested with parents and guardians whose children are eligible for a children’s health insurance program. Testing was conducted with parents that represented a range of income levels and demographic segments, including African American and Hispanic families.

These materials are designed to be customized and localized for distribution to your target audiences. The documents feature white space where you can insert your organization’s logo or brand, as well as phone number and Web address. Within many of the materials, there is also space to insert information specific to your State’s children’s health insurance programs, such as eligibility information and required documentation.

2.1 Available Materials

The following is a list of customizable materials contained in this section. Several of the items include multiple versions. Each version is intended for a specific audience segment.

MATERIALS AVAILABLE		
TYPE	DESCRIPTION	VERSIONS
Fact Sheets	Three documents to guide families in how to enroll and take advantage of the benefits of children’s health insurance.	Three versions, including general audience, expectant mothers and working families, available in English and Spanish
Postcards	Direct mail piece for distribution to local families to encouraging enrollment in a children’s health insurance program.	Two versions, including general audience and working families, available in English and Spanish
Print PSAs	Public service announcements (PSA) for distribution and placement in any print publication (e.g., newspapers, newsletters, magazines, church bulletins, etc.).	Five versions, including general audience, working families, Hispanic families, African American families and American Indian/Alaska Native families, available in English and Spanish



Radio PSA Scripts	PSA intended to be distributed to local radio stations and read by their on-air personalities.	Three 30-second and 60-second PSA scripts, available in English and Spanish
Event Poster	Flyer to promote your organization's community events. It can be customized and distributed to partners, sent via e-mail or posted on public bulletin boards.	Available in English and Spanish
Photonovellas	Illustrative description of the ease and benefits of enrolling in a children's health insurance program.	Three versions, including general audience, Hispanic families and African American families, available in English and Spanish
Web Banners	Contact information and call to action for placement on your organization's and your partners' Web sites.	Small and large formats, available in English and Spanish
Enrollment Document Checklist	Easy instructions for families to follow to help them enroll in children's health insurance. It provides a space for your organization to insert State-specific criteria for enrolling.	Available in English and Spanish
Children's Health Insurance Backgrounder	Basic information on CHIP and Medicaid for distribution to media and/or partners who request general information about children's health insurance.	Available in English and Spanish

2.2 Customizing Materials

As mentioned earlier, the materials in this toolkit are designed to allow you to insert your organization's contact information (program name, Web site, phone number) and add your logo (if applicable). For the majority of customizable materials included in this toolkit, you can open the document in Microsoft Word or Adobe Acrobat and add your information in the space where indicated.

The items in PDF format are designed so you can type your contact information into the text box provided. However, to add your graphic logo to these documents, use one of the following programs: Photoshop, Adobe Illustrator or InDesign on either a PC/Windows or Mac computer.