Incorporating Connecting Kids to Coverage National Campaign Resources Into Outreach

Connecting Kids to Coverage National Campaign

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Gabby Duran: Welcome to the Connecting Kids to Coverage National Campaign Webinar. Our topic today is Incorporating Connecting Kids to Coverage National Campaign Resources into Outreach. I'm Gabby Duran, and I work closely with the Connecting Kids to Coverage team to support the enrollment of more children and parents in free or low cost health care coverage. The Connecting Kids to Coverage National Campaign's resources have been aiding Medicaid and Children's Health Insurance Program, or CHIP, outreach and enrollment efforts for groups at national and local levels since 2009. Covering a wide variety of topic areas from back to school, oral health, year round enrollment, teen outreach, and more, the library of free materials can be used in creative ways to inform and engage families. Our webinar today will share the wide variety of Connecting Kids to Coverage Campaign materials, communications channels, and recent messaging research of target audiences. We will hear from grantees about how they are incorporating campaign materials into their outreach. In just a moment, I will walk us through the agenda. Today our speakers will cover the variety of materials and resources the campaign offers. Our speakers will also discuss how to engage eligible families as well as partners and other interested parties with the Connecting Kids to Coverage content and messages. We will first hear from Jessica Beauchemin from the Centers for Medicare and Medicaid Services who will cover the campaign's Outreach Tool Library and how the materials can be used for outreach and enrollment. Next, Allyssa Allen will share the research process involved in creating and testing the campaign messages and materials. We will then hear from Johnny Vo, who will discuss how to extend the reach of the campaign messages to the social media channels of the campaign and other ways to engage eligible families online. Then we will have Holly Gulick from Kansas State University and Bradford Wiles to share their organization's experience using the campaign materials in their outreach and enrollment efforts. We will also address questions at the end of the webinar, so please use your chat box throughout the webinar to submit your questions to our speakers. I will now pass it on to Jessica Beauchemin to kick off the webinar with a poll. Actually, I'll be

taking that poll question. Has your organization used materials and resources from InsureKidsNow.gov? If you can select one of the responses, and we'll share them with the group. Great, thank you all for your answers. Right now it looks like about 52% of you have said that you have used materials and resources from InsureKidsNow.gov, and 22% have not, as well as 25% of you who are not familiar with the website. So we're excited to hear about the experiences of those who have used the materials and also share more about the ways to leverage these materials in outreach efforts to eligible families in your community. Our first speaker today is Jessica Beauchemin. As mentioned, Jessica works in the Division for Campaign Management at the Centers for Medicare and Medicaid Services. Jessica?

Jessica Beauchemin: Hi, good afternoon everyone, and thank you Gabby. And thank you for being part of today's webinar. As Gabby mentioned, my name is Jessica Beauchemin and I work in the Division of Campaign Management within CMS's Office of communication. I've been working with our colleagues in the Center for Medicaid and CHIP Services over the last four years on the Connecting Kids to Coverage National Campaign. In that time, we've created a host of tools and resources to help support organizations like yours conduct Medicaid and CHIP outreach and enrollment efforts on a local level. We love hearing from groups about how they are using our campaign resources as well as hearing about ideas for resources we should consider developing in the future. As you probably know, InsureKidsNow.gov is the campaign's website where we house our resources, and over the last year we have made organizational changes to the site and created a quick tutorial to help you locate tools and resources you may be looking for. I've included the link to the tutorial on the slide, but you can also find it under Helpful Links in the footer on InsureKidsNow.gov. Next slide please. On the top of the website, you'll find key navigation areas. In Learn About Medicaid and CHIP, we have frequently asked questions, Medicaid and CHIP participation rates as well as relevant campaign research. Find Programs in your State includes links and phone numbers for Medicaid and CHIP programs and dental providers in your state. I'll go into additional detail about the Outreach Tool Library, webinars and videos, Campaign Notes, eNewsletter, and Campaign and Initiatives in the slides to come. Here is a screenshot of our current homepage on InsureKidsNow.gov. There are two main locations to find resources on InsureKidsNow.gov. Our Outreach Tool Library showcases all of our materials by resource type including posters, palm cards, social media resources, and ready-made articles. Another way to access these materials is to search in the Campaign Initiative

section on the website. This dropdown menu lets you search the materials by topic area. I encourage you to check out the Outreach Tool Library. Here you will find links to all the current campaign materials. We've separated them out into key areas: online materials, print materials, toolkits, tip sheets, fact sheets, and public service announcements. The public service announcements currently featured on our site are live read radio scripts, but stay tuned in the months to come as we will be releasing new television and radio public service announcements in English and Spanish. The Connecting Kids to Coverage Campaign materials cover an array of topics including oral health, vision, teens and sports. All of these materials are available for download on InsureKidsNow.gov. Our online materials include social media graphics, web buttons and banners, sample social media posts, and a guide for how you can use our tools in digital outreach. And the campaign has a number of downloadable resources to help you enhance your outreach and enrollment work. These include posters, palm cards, flyers, direct mail inserts, tear pads, and ready-made article templates. And we have materials available in a variety of languages as well, including Spanish, Chinese, Korean, Vietnamese, Portuguese, and Haitian Creole. This slide just showcases a couple sample print materials that we have available. These are the palm card sizes. But we have them available in, as I mentioned, a variety of different languages. So be sure to check out all of the offerings on InsureKidsNow.gov. You can also customize many of our English and Spanish materials to support your outreach efforts. A customization guide is available in the Outreach Tool Library, which outlines the steps that you need to take to place the customization request. The process to customize materials takes approximately two weeks. We also have two toolkits which contain tips on conducting Medicaid and CHIP outreach in school settings, both on and off the field. InsureKidsNow.gov also features Making Outreach Work tip sheets, where we have provided a host of engagement ideas in a variety of settings and covering a number of topic areas. We will be adding additional tip sheets in the months to come, and this is another area where we'd love to hear from your organization if there is a topic we haven't yet covered but would interest you and your organization. And we have some additional tools available. Fact sheets on sports outreach and dental care for children with special needs and our public service announcements. When the new public service announcements are available, you'll find links in the Outreach Tool Library, and there is also a sample letter if you would like to share the PSAs with contacts in your community. We have a tip sheet containing ideas on how to incorporate the PSAs into your outreach efforts. If you haven't checked out the Outreach Video Library, please take some

time to explore it. We have videos that run about three to five minutes in length. These videos feature groups like yours who are doing amazing work on the ground. The videos showcase outreach promising practices from groups across the country and in areas like oral health, back to school, engaging local businesses, and working with tribes. We will be adding a new outreach video in the weeks to come created in partnership with the National League of Cities, which highlights working with municipalities. And our webinar and eNewsletter archives are a great reference point to help generate outreach and enrollment ideas. The archive goes all the way back to 2013. So thank you very much for the opportunity to talk about campaign resources on InsureKidsNow.gov. I will turn it back to Gabby.

Gabby Duran: Before we go to our next speaker, we're going to answer another poll question. So with the back to school season around the corner, we'd like to know what type of resources are you planning to use for your back to school outreach and enrollment efforts? Great, and thank you again for your responses. It looks like a lot of you are planning to use the palm cards and posters along with the toolkit and the tip sheets. A lot of you are interested in the digital resources as well. Hopefully with some of the new videos coming out, it will really give you a chance to use those as well and the webinars for tips and best practices. Thanks so much. Our next speaker today is Allyssa Allen, who will discuss the research process that goes into creating campaign messaging and materials. Allyssa?

Allyssa Allen: Hi everyone, and thank you for having me on this webinar. As Gabby mentioned, I'm going to be presenting on the research process that went into creating the campaign messages and materials. So my name is Allyssa Allen. I work for the Division of Research, which is in the Strategic Marketing Group in the Office of Communications at CMS. Next slide. So in terms of objectives of this research, we were trying to gain a better understanding of the characteristics that define the target audience. And the target audience for these campaigns are the parents of Medicaid or CHIP eligible children who are actually unenrolled even though they are eligible. And we wanted to understand perceived barriers and benefits to enrollment, the level of consumer awareness, and their understanding of Medicaid and the CHIP program including eligibility and enrollment processes, as well as perceived relevance, the appeal and importance of Medicaid and the CHIP program. A second objective was to determine the most effective messaging for the target audience in order to motivate them to go to InsureKidsNow.gov to see if their children are eligible for Medicaid or CHIP. Next slide. So to achieve those objectives, we did three different studies.

Two of the studies were qualitative studies that we did, so formative research. The first one was with parents. We did 18 8-person focus groups. Half were in Spanish and half were in English. We split those over three different markets in Miami, Houston and Los Angeles. Participants were low income parents of uninsured children who were likely eligible for Medicaid or CHIP due to their income. We did a second study that was also formative research with grantee staff. So there were 19 interviews that we did for that study, 15 in English and 4 in Spanish. That was again with CKC grantee staff who worked directly with assisting families with Medicaid and CHIP applications and enrollment. Those interviews, the people who participated in them lived in California, Maryland, Missouri, Pennsylvania, Texas and Virginia. The last study that we did, building off of those two earlier studies, was message testing with parents. We were looking at six different message frames in that testing. Those were saving on health care costs or peace of mind, covered benefits, the help available, eligibility, ease of application, and that the rules have changed. To do that, we did an online Max Diff survey. And Max Diff is a methodology that is used, we surveyed parents and we displayed twelve messages, three at a time, that fit into those message frames. And then they were asked to select the messages that they found to be the most and least effective in motivating them to go to healthcare.gov to find out about their eligibility for Medicaid and CHIP. And I just wanted to mention that we used healthcare.gov in this survey as a placeholder, but the PSAs developed later on used InsureKidsNow.gov. So just so you know that. And that survey was done with 300 low income parents of uninsured children. Next slide. So these first couple of slides are the findings that cut across both formative research studies. So things that we heard from both grantee staff and parents. One of the main things that we heard was about eligibility confusion. Participants assumed that parents, particularly that CHIP programs, would have the same eligibility requirements as Medicaid. And so if they had applied for Medicaid before and were turned down, they thought they also wouldn't qualify, their children wouldn't qualify for CHIP. We also found out that word of mouth and peer referrals are very important for people learning about Medicaid and CHIP through friends and family. Also, specific motivating events like a child's illness or injury or medical diagnosis. Next slide. The other things that we heard were about barriers to application and enrollment. That included things related to the application process, that parents found or expected to find the application process to be confusing or unpredictable. Also about eligibility. So parents and enrollment staff both described difficulty in understanding and meeting the eligibility requirements of Medicaid and CHIP, including difficulty reporting and

verifying income due to things like their income changing or their hours that they worked that month changing and that kind of thing. There were also a number of immigration issues noted. Some non-US foreign parents, primarily Hispanics in this research, assumed that their immigration status or lack of citizenship excluded their US born children from eligibility for Medicaid and CHIP, and also that applying for Medicaid or CHIP might impact their immigration status and cause certain legal repercussions. Next slide. And the last area that came up in the interviews and focus groups with parents and grantee staff were around enrollment motivators. So that included understanding the eligibility requirements, which was an important motivator for parents to enroll their kids in Medicaid or CHIP. So they really needed to know that they met the eligibility requirements. In the quantitative study, which we'll get to in a minute a little bit more in detail, messages around eligibility ranked the highest in motivating parents to go to healthcare.gov to explore health care coverage for their children. Peace of mind or the ability to pay for health costs was also a motivating factor. Next slide. So as I mentioned, we did message testing or Max Diff survey with parents that built on what we found in those early formative research studies. We found that messages that focused on rule changes in eligibility were 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. So the top three messages were: Working families in your state can qualify for free or low cost health coverage for children from your state. Children, the second one, so that was within the Eligibility message frame. The second one, which was also within the Eligibility message frame, was: Children in in a family of four earning up to $48,600 a year or more may qualify for free or low cost health coverage from your state. And the third most motivating message, which fell under the Rules Have Changed message frame was: Your children may qualify for free or low cost coverage from your state even if you don't. So as you can see, we've really built on the findings from the early interviews and focus groups to develop those messages. Next slide. So just to wrap things up, this research, these three different studies really highlight 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. And messaging around eligibility and rules were rated as the most motivating messages by parents. And that's it.

Gabby Duran: Thank you Allyssa for sharing the important research that informs our campaign materials and work. So for those of you who have

been using the campaign resources, we'd like to learn a bit more about your use of them. So, has your organization customized any Connecting Kids to Coverage materials? All right, it looks like the majority of people have voted. So we'll go ahead. It looks like we're split. So about 35% of you have said yes, 40% have said no, and we're happy to hear some of you were thinking of doing this in the coming months. So definitely please look at the materials that you're interested in and reach out to us about customization. Our next speaker is Johnny Vo. Johnny works in CMS's Division of Digital Marketing. He will share tips about how to extend audience reach using social media. Johnny?

Johnny Vo: Hi. Thanks Gabby, and hi everybody. So my goal here today is to talk to you about how we can expand outreach using digital resources. So if you can go to the next slide Gabby. @IKNGov is our official handle for Insure Kids Now. Right now, we're strictly on a Twitter platform, as we see that being most relevant with you guys and everybody else and being able to present things in real time. Just a quick background of our handle right now, we haven't been around for too long but just to give you some numbers, per tweet that we get that we post, we get an average of 28,000 views. So that is a good bit of numbers of people viewing our posts. And then with that, we amplify it with @HealthCareGov and @MedicaidGov as appropriate based on the context of the tweet. By doing that, and doing that partnership, we can also hit millions as far as the reach. But we like and retweet as appropriate, whether it is @HealthCareGov and @MedicaidGov, they retweet our posts or we retweet theirs. It's a great partnership that we've done internally with organization from both sides. It helps us reach the millions. So knowing that with partners as well, with you guys, if you guys have certain handles that you guys have been working with, we're more than happy to work with that, and it helps amplify the message along different avenues. So there could be such things as local events, sponsored materials, and just to give that appropriate respect and the ownership of the event. So that way you get a little publicity from the public on the sponsor side as well as the national side with @HealthCareGov and @IKNGov. Next slide. So currently our editorial calendar has three to five tweets per week. There is plenty of room for more tweets. So as you see fit, please feel free to reach out to Jessica or myself if you have any different topics to discuss. I would, based on past experience, we can double what we're currently doing, possibly even triple if the content is worthy enough. So please don't be scared to reach out to us if you have content that you would like to be shared amongst the Twittersphere. So within these tweets, we supplement it

with additional tweets actually on @HealthCareGov and @MedicaidGov that highlights outreach materials for Medicaid and CHIP. These are not retweets from these channels, these are actual, we would call them native tweets, on @HealthCareGov and @MedicaidGov that highlight materials and topics from IKN. And again, we have plenty of followers as well as we are following many other agencies and offices and whatnot. So we will retweet and follow and do community management if there are questions that are asked we can answer as appropriate with links to Insure Kids Now as a principal account, but also we have one off websites with Healthcare.gov, Medicaid.gov, CMS.gov if necessary. So there is a lot of community management, and then being able to retweet followers has greatly amplified our message. Next slide. I think Allyssa alluded to this earlier. Some of the topics based on the research are help with the application process. What we can do, just to give you an idea of what we can tweet out, are links to tutorials or links to videos or PDFs that will help the readers see how they can get help with the application process. Or if there are immigration issues, like Allyssa said, Spanish and non-English speaking users are having issues with the whole process of applying. We can put a tweet out in different languages just to reach out to them. We can do English, we can do Spanish, we can do Korean or Vietnamese as Jessica said earlier. So that way we can also reach out to a certain crowd if necessary. With the use of hashtags, we can reach a certain area. So we can get very detailed as far as what kind of tweet we want to do to reach a certain audience. Eligibility, if there is a new ruling or people, if there is a new press release or whatnot regarding eligibility, we can just put this out, we always try to put a link to our tweets to lead people to the correct site, to Insure Kids Now in theory. And then also rule changes. If there is a certain rule change and it is a very complicated rule change, possibly we have a video, a webinar again or other tutorials that can help explain what all these rule changes are outside of a tweet, because a tweet can only have 140 characters. So it can be very hard sometimes to explain a rule change in 140 characters or less. So within these topics, there are plenty of other topics, and if you guys have topics that you would like for us to share, again these are based on what we found in our research and we kind of stick to these main topics. There are lots of different rules, different issues that we can discuss. But sometimes there are other details, issues or topics that you'd like to discuss, and we are more than happy to put that out there on a tweet. Next slide please. So here is the key to Twitter. Millions of tweets go out every day. So what we want to do is be relevant. We want to be not text heavy. So what does that mean? We share links to webinars or trainings, or we can have videos embedded in our tweets. Again, there are

certain restrictions to them, however, showing some kind of animation or showing some kind of multimedia within our tweet definitely catches the user's eye. So if we have videos, great, if not, we can send a link and then we can have an image or still of the video or tutorial or something that will catch the user's eye to lead them to where we want them to read. And again, like I said before, we want to retweet others that share your same message. This is all about collaboration and partnership. So whatever you guys want us to share we are more than happy to do so. And whatever we have, we would hope that you guys will reciprocate the action or retweet us as well. And not only that with the collaboration and partnership, it exponentially increases the reach while supporting your cause. One of the biggest ways to do that is to use hashtags. For our tweets internally, we use #Enroll365, #CHIP and #Medicaid. There are other hashtags that we use based on the initiative, but those are the three main ones. If you guys have one that you guys would like for us to use, we are very open to discussing that option. You can also do based on location with a hashtag, and there are little keys and significant changes that we can do within Twitter that allows us to direct our tweet to a certain audience. So just to kind of know, don't be obscure about it. We don't want to do a random hashtag where nobody would follow it or there is no possibility of it to become trending. Next slide please. So these are some of the tweet examples that we have done over the past couple years. As you can see, they are very bright, they're colorful. You can see the hashtag that you could believe would be pretty popular and trending based on the time of year. For example, the first one on the top left is about spring, so we all know spring will be a popular one and allergies and asthma. So you can see where we can get a lot of traction based on the use of our hashtags. And then just the way we write our copy allows us to allude to the picture as well. So there is a little connection there. Again, you see the #Enroll365 and then both of our logos. If you look at all three of them, they are very consistent with the look and feel of it. These are all still images, however we have done gifs and videos in the past as well. This is just to give you an example of what we can do. Next slide. Something that has been emerging as of late is Twitter chats. To briefly explain, a Twitter chat is essentially a big conversation, kind of what we're doing now, except it just lives in Twitter. We will have a host, a couple panel members, and then we will have a massive conversation using a certain hashtag. So my example, February was National Children's Dental Health Month. There was a Twitter chat that was done, we did not participate unfortunately due to some reasons but there was one, and we've been promoting that as well. And what it allows us to do is it allows us to become trending. It allows us to

have a conversation with anybody that wants to be part of the conversation or can jump in at any time they want. So we use, the whole point of a Twitter chat is to have a hashtag that is consistent throughout every single tweet. That way you can follow along and you can do a search on Twitter and see everybody speaking about it. The goal here is to become trending during that time with thousands of tweets and have a conversation, real time conversations with the public about what they would like to see, what they would like to see on the site, how we can provide additional outreach, what they want to see, what we can help, and what CMS does overall and what Insure Kids Now can do. We can act as the host, a partner, or just a regular participant. So if there are Twitter chats that we just want to participate in and just kind of chime in whenever necessary, it is easy to do so, just understanding what the hashtag that is being used for the Twitter chat is, and just follow along and answer as necessary. Some key notes right there is that you really want to be careful who your partners are. Sometimes they don't align with your ideology or the way you want to present things. And then just knowing the script ahead of time it allows you to know what's going on and what questions should come up. And if there are any questions from the public, how to answer them ahead of time, just to give you an idea. Next slide. Some more Twitter chats. As I said, we use a common hashtag, and what it allows you to do, it expands the reach tenfold at least based on all the users and everything. So it can become very trendy, it can overload your Twitter feed, which is a great thing from what we want to do. And from our side, from everything that we tweet from @IKNGov, we can gain value from these analytics. We can see how many people are following a certain hashtag, how many people are following our certain tweets. What has been the sentiment behind it. How many likes have we had. Retweets. How many people have actually seen our tweets or how many people have clicked on the site if we add a link to our tweets. So it is a great way to do a big reach in a short period of time. Next slide please. So these were some examples that we did for the National Dental Health Month for kids. As you can see, we've done the most common hashtags, again for us, #Medicaid and #CHIP, because we want to keep hashing that out. It's all about consistency for us. And then we would also do the proclamation hashtags as well. So for this one it was #ThinkTeeth. So not only did we have #ThinkTeeth, we have ours, and then we have images and links. So there are lots of things for us to do as far as analyzing how many people see our hashtags, how many people are clicking on our link, how many people see all three together combined. So we're able to break down and see who's following what at any point based on all the hashtags that we use. And all

the different links that we use. We had a webinar for this particular campaign. So we were able to see how many people clicked on the webinar, how long they were on, who liked it, who retweeted, who shared the news of the webinar. So it is a great tool for us to get a better understanding of what people are reading or looking at. Next slide. So again overall, to talk about the analytics. From our posts, we can do a lot of different types of reporting. We can do reach, engagement, we can take a look at timing of when the best time to tweet is based on the certain day or the certain topic. And we can see what the best posts were based on engagement - likes, retweets, clicks. So we can see what the best formula is based on the campaign. Next slide. So just a brief overview, we have a design team that is internal that allows us to create all these wonderful tweets and very animated and colorful tweets. So we can do different types, images, gifs, videos, you name it. We have a great design team that allows us to do all these creative tweets. And they are all branded with the logo. It's very important to keep that consistency and make sure that our logo and our name is out there for everything. Then we use the #Enroll365 hashtag. So between the hashtag and the logo, it shows a very consistent look, it lets everybody know it's from us, and then we can also share with you guys what everything has been done. Feel free to reach out to me or Jessica if you'd like some tweets or if you'd like some ideas of what you guys can tweet about or any additional info. Thank you so much.

Gabby Duran: Thank you Johnny for your tips on expanding outreach messages using IKN digital content and the platforms. Our next speakers are Holly Gulick and Bradford Wiles who will share tips about how to use the Connecting Kids to Coverage materials and resources in community outreach settings. Holly and Bradford?

Holly Gulick: Hello everybody. As Gabby mentioned, I'm Holly Gulick. I'm the Project Manager, and Bradford is here with me to fill in any of the gaps I might miss. Next slide. Just a little about our project here in Kansas. We are focusing on four counties in southwest Kansas, you can see them circled on the map. It's Grant, Seward, Ford, and Finney counties. So they are very rurally populated with populations ranging from just about 8,000 to 37,000. They have a very diverse population. Our grant is focused largely on the large Hispanic population as well as refugee and immigrant populations. And I'll mention this a little on the next slide, but the main organizations that are in our collaborative effort are Kansas State University, Kansas University Medical Center, Genesis Family Health, and the Kansas Health Institute. Next slide please. So we're the holders of the grant here at Kansas State

University Research and Extension. We partner with Kansas Health Institute, and they help us with our data collection and analysis. KUMC, or Kansas University Medical Center and Genesis Family Health, they are assisting with a lot of our outreach and enrollment efforts. We also work with Child Care Aware, Kansas Action for Children, Communities in Schools, the Kansas Association of the Medically Underserved, as well as the Kansas Department of Health and Environment. And then of course, through all those connections, we are working with other community based organizations such as health departments, coalitions, WIC clinics, youth support organizations, faith ministries, United Way, as well as many others. Next slide please. So here are just a couple examples of ways that we've been using the materials with some of these partners. As you can see on the right, we have examples of materials we've had customized as well as translated. So we have one with the Communities in Schools logo, they were going to use for registration, back to school events. So we have one in Spanish, and then on the right we had one translated into Somali. So Child Care Aware of Kansas, they work with families finding childcare as well as other resources. They have agreed to add these resources into their toolkit sent out to families seeking childcare. So just since January alone, this has been shared with 205 families. And this is also I believe located online for families to access as well. And then Communities in Schools, as I mentioned, we've had materials with their logo added. This is used in preparation for school registration, school health fairs, community health fairs. Next slide please. Some other ways that we use our media outreach. Kansas State Research and Extension, each county has an agent, and they are seen all the time throughout their communities. The picture here on the top right is one of the extension agents from Finney County, and she has a regular TV and radio segment with the local TV station. She is willing to share our project materials, events, information. Just on March 8, she did a segment, and this had reached 1,200 viewers. There are a lot of likes and shares on Facebook as well.

Bradford Wiles: Those 1,200 viewers were just on the Facebook page. It was broadcast on the air during the lunch hour. So we weren't able to get analytics on the over the air broadcast, but even just having it as part of the online presence was helpful.

Holly Gulick: Right. And also, as pictured in the bottom right corner, this is the logo that we've been using and had customized on those materials from the online resource toolkit. Since we have so many partners, it was easier to use a community logo rather than try to get every single person's logo on

the different resources. So for all those other community based organizations that we are involving in the project, we try to provide them with canned messages from the online resource toolkit, whether those be PSAs, sample tweets, or Facebook posts. We try to tailor those to Kansas a little bit and give them all the resources they need to share that on their social media channel. This really helps build capacity at their local level. Community members already trust their pages, they already visit their pages and follow them. So this has been a really good strategy for us as well. Next slide please. So challenges overall. I would say, mostly language and cultural barriers. We have been able to get all the translation services we need from CMS, but knowing which forms of social media are best used is always a challenge. We've tried to involve as many community based organizations as possible, making sure we don't miss any that are very important. But we do have many different languages and dialects that are used in these four counties from different refugee and immigrant populations. So sometimes making sure we have everything translated in as many languages as possible, that can be difficult and challenging.

Bradford Wiles: Yes, and then one last component of those challenges as well that really goes into the language and cultural components. Since the change in perspective regarding immigrant and refugee families, I do want to give a little bit of context to say that those four counties are minority majority, three of the four counties are minority majority counties, and there are a lot of agribusinesses that are there that attract refugees and immigrants from all over the world. One of the issues that we're also facing are that at some of the events that used to be very well attended, given some concerns about immigration status and others, some of the outreach and engagement just requires a little bit more trusted and in depth advocacy and efforts. But the materials that we have can help us in reaching those audiences that may be a little bit more hesitant these days. That's it.

Gabby Duran: Well, thank you Holly and Bradford for sharing your great work in your community and giving those insights of how you all leverage the materials and the resources from CMS to do so in your community.

Bradford Wiles: You're very welcome.

Gabby Duran: Thanks again. And with that, really, we just want to thank all our speakers this afternoon. We wanted to remind you all you can stay up to date with the campaign. You can follow us at @IKNGov and engage with the campaign on social media. You can retweet, share or tag messages using the hashtags that we discussed today. And please sign up for our

eNewsletters that will let you know what is going on with the campaign. And if you ever want to share some of your work or have any questions, please email us at connectingkids@cms.hhs.gov. So please we definitely want to hear from you all. And we have been hearing from you all through the webinar, and we have some questions that have come up that we wanted to address. We have a question that's specifically for Jessica, but can we have a little more information on how to order customized brochures? People are interested in the cost. And then, do you have to have permission to use social media graphics.

Jessica Beauchemin: Thank you Gabby. So, as far as ordering the customized materials. If you go to InsureKidsNow.gov to the Outreach Tool Library, at the top of the page there is a hyperlink of our customization guide. On that customization guide, on slide 6, it will show you what your customization options are, which is you can add your program name, your state's annual income eligibility limit for a family/household of four, you can include your website and/or phone number and up to two logos. And then also, in that PDF, on the next slide, slide 7 is the steps that you need to take to request the customized materials. So what you need to do is send an email to CMS's Division of Design Services, and on that page you will have all the different points of information that you need to include in your email. There is also a sample email in the customization guide as well. And it's free. So we have been able to fulfill many requests over the past couple of years, and we're happy to keep on fulfilling requests from organizations like yours to help you customize these materials. So that is part one of the question. And the second part was, if you need to get permission to use our social media graphics. And the answer is no, you don't. We have included a number of our social media graphics on InsureKidsNow.gov, on the Outreach Tool Library as well. We have additional ones that we have used on our Twitter handle, and feel free to retweet those, or if you want to use them for your own purposes we welcome it. And thank you very much for the questions.

Gabby Duran: Thanks so much Jessica. We also have one question about the research for Allyssa. Someone was just wondering when the research was done, and if you could expand a bit on the meaning of rule changes in messaging.

Allyssa Allen: So this research was all done within the last year. The messaging research was done the most recently, and was conducted in January if I'm remembering correctly, early January/late December. The

rules have changed piece is just that with different legislative changes over the years the eligibility for Medicaid and CHIP has changed. Then in some cases, especially with Medicaid expansion states, it has gotten easier to qualify. So raising awareness with parents that even if they applied a couple of years ago and were not eligible, they could be eligible now.

Gabby Duran: Thanks so much for that answer. And again, we won't be able to get to everyone's questions today, but we will be following up with you all after the webinar. Along with that, the recording of the webinar will also be available on the website in two weeks along with the slides as well. So if you missed any past webinars, please check out the webinar archives on InsureKidsNow.gov to see the past webinars. And remember, as we mentioned there are campaign resources available for download on InsureKidsNow.gov. Again, thank you all for joining the webinar today, and we look forward to seeing you all on future webinars. Thanks so much.