



5 Ways You Can Use the Campaign Outreach Videos

The Connecting Kids to Coverage National Campaign has a library of short videos to showcase a variety of ways outreach partner organizations are helping to enroll children and teens in Medicaid and the Children's Health Insurance Program (CHIP). View all of the videos in the library on [InsureKidsNow.gov](#). We hope you will view these outreach videos to generate ideas to enhance your outreach and enrollment efforts.

Here are five ways you can use the Connecting Kids to Coverage outreach videos:

- 1. Recharge your approach to outreach.** Browse the video library to learn more about outreach and enrollment activities that are working throughout the country. This is a great way to get fresh ideas for your own work.
- 2. Energize your coalition members and local partners.** Play one of the outreach videos at your next coalition meeting to demonstrate new Medicaid and CHIP outreach possibilities and to spur dialogue among members. Use a video to show the effectiveness of a specific practice, type of partnership or event. For example, play the [California video](#) if your coalition wants to engage school-based health clinics in your work, the [Massachusetts video](#) if you are planning an enrollment phone-a-thon, or the [Iowa video](#) if you are exploring ways to work most effectively with other programs that provide benefits to children and families. Encourage coalition members to share the videos with their staff, too.
- 3. Train staff and volunteers.** Select a video to show during new employee or volunteer orientation events to help participants envision what their involvement in outreach activities can mean for children and families. Suggest that new staff also become familiar with other Connecting Kids to Coverage National Campaign resources, including the Campaign's recorded training [webinars](#), to help them gain new outreach and enrollment knowledge and skills.



4. Expand your social media reach. Post an outreach video on Facebook or a video link from the [CMS YouTube channel](#) on Twitter to engage your social media following. People share videos on Facebook **12 times more** often than other web links and text posts. Be sure to follow @IKNGov to keep informed as new Campaign videos are added to the library. Here are a few sample posts to share Campaign outreach videos with your followers:

- @IKNgov's video library has #Medicaid & #CHIP outreach suggestions. Poll: Which is your favorite? go.hc.gov/1Uiw9ky
- Check this out from @IKNgov! A Texas family went to buy groceries and got affordable health insurance for their kids. go.cms.gov/1hBBsVU

5. Forge new partnerships. Develop partnerships with local organizations and businesses to make your work more effective. Share a video with potential partners to show how they can get involved in helping children get the health care they need. For example:

- The [Texas video](#) demonstrates the benefits of establishing a partnership with a local business. Partner with businesses that are already interacting with eligible families, such as supermarkets, discount stores and movie theaters. Encourage businesses to help by displaying or distributing information on Medicaid and CHIP, providing space for enrollment events and donating refreshments or giveaways at events. See how Children's Defense Fund-Texas, the organization featured in the Texas video, broadened its reach by sharing it through the [Texas Well and Healthy website](#).
- The [Florida video](#) describes how partnerships can and should be mutually beneficial for the groups involved. In this video, schoolchildren in Miami get enrolled in coverage and medical students get valuable community experience.
- The [Massachusetts video](#) illustrates a partnership with a local radio or TV station. A local station can donate ad space to play a [PSA](#) on Medicaid and CHIP and promote an upcoming event.