

Message and Materials Clinic

Alison Betty, Partner
GMMB

WHAT TO EXPECT IN THIS SESSION

- What is messaging?
- How do we test messages?
- What creates a compelling message?
- Talking about Medicaid and CHIP
 - Potential Enrollees
 - Parents
 - Hispanics (English and Spanish Speakers)
 - Stakeholders – Schools, physicians, etc.
 - Decision-makers
- Discussion/Q&A

WHAT IS MESSAGING?

- It's what you want to say, not what they want to hear.
- Meeting your audience where they are.
- It's not a popularity contest, it's persuasion.



MESSAGE TESTING

- Qualitative Techniques
 - Ethnographies
 - Focus Groups
- Quantitative Techniques
 - Polling
 - Audience Mapping/
Segmentation



A COMPELLING MESSAGE

- Clear, simple, true.
- Provocative or new.
- Relevant and useful.
- Memorable.



TALKING ABOUT MEDICAID AND CHIP

MESSAGES

- The “old” messages still work – for the most part.
- Our audience knows Medicaid and they know the barriers to enrollment.
- Only those newly unemployed or at slightly higher incomes don’t know about the programs.
- Hispanics perceive extraordinary obstacles to enrollment.

When you can talk about CHIP and Medicaid together, do it.

MEDICAID TODAY

- Times are tough
 - Some are new to the program
 - Our eligible population is very diverse
- All eyes on Medicaid enrollment
 - What does it tell us about preparing for HIX?
 - To rebrand or not to rebrand?

MOTIVATORS FOR PARENTS

PEACE OF MIND

Still works as the best motivator as it has for years.

To enroll their child in CHIP or Medicaid, other motivators still hold true:

- Affordability/Income eligibility
- Access to a regular doctor for their children
- Dental and vision care
- Prescription drug coverage
- Access to mental health services

NEWLY UNEMPLOYED PARENTS

Many parents who have recently lost their jobs and are now uninsured do not know about the state health coverage options.

- CHIP and Medicaid can help you cover the cost of health care for your kids and teens, even if it's temporary.
- CHIP and Medicaid offer low-cost or free health coverage.
- CHIP and Medicaid cover important health services such as doctor visits, hospitalizations, check-ups, dental and vision care, immunizations, mental health, prescriptions and more.

MOTIVATORS FOR PARENTS IN HISPANIC FAMILIES

- For English-speaking parents:
 - Motivators are mostly the same
- For Spanish-speaking parents:
 - Listing services helps
 - Dental
 - Vision



BEST TESTING MESSAGES

In these tough economic times, when so many people have lost their jobs and families are struggling to make ends meet, CHIP and Medicaid can help you cover the cost of health care for your kids and teens, even if it's temporary.

These programs provide low-cost or free health coverage for important health services such as doctor visits, hospitalizations, check-ups, dental and vision care, immunizations, mental health, prescriptions and more. If your situation has recently changed and your child needs health insurance, call 1(877) KIDS-NOW or go to <http://www.InsureKidsNow.gov> to find out if they are now eligible.

OTHER KEY FINDINGS

BEST MESSAGE FRAME:
CHIP and Medicaid offer low-cost or free health care for kids so parents don't have to choose between paying for groceries or paying for health coverage.



HISPANIC PARENTS

Hispanic parents still perceive and experience enormous barriers.

- Reassure them:
When you apply only the citizenship status of your child is considered. You will not be asked to provide any documentation about your citizenship status. Only the citizenship status of your child is considered.
- Make it accessible:
Spanish-speaking operators are available at any time.
- Encourage them to try again:
Even if you have applied before, laws have changed and you should try again. The application process is easy and you can get assistance applying from a Spanish-speaking representative.

DISCUSSION/Q&A

LET'S GET TO WORK!

- Review of Existing Materials
- Refresh/Revamp/Rewrite
- Next Steps



thanks.