

# Messengers

Getting the Messages to the Right  
People Through the Right People



# Hispanic/Latino Communities

## Research Finding:

More than half do not have computer or internet at home.



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## Messenger:

Prominent Latino television media personalities.



# Hispanic/Latino Communities

## Practical application:

- ① Engage one prominent Latino media personality as spokesperson.
- ② If there is no prominent Latino television outlet turn to Latino radio personality.

# Parents of Teens

## Research finding:

Parents are less anxious about their teenagers needing coverage than coverage for their younger children.

Can get injured driving or playing sports—  
resulting in huge medical bills.



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**Messenger:**  
Coaches



# Parents of Teens

## Practical application:

- ① Start with outreach to school districts with the largest numbers of eligible children.
- ① Work through athletic directors in particular.
- ② More to come from Coaches Campaign “Lessons Learned”



# 200-300% Families

## Research Findings:

Know less about the programs. They need to be informed of value before they will act.



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## Messenger:

Online communities

(via Mom blogs & Facebook)



# 200-300% Families

## Change in Media Use Since Having a Child According to US Mom Internet Users, 2009 (% of respondents)

	Use more than before	Use less than before
Mom-centric social media	68%	7%
Mainstream social media	35%	22%
Internet	32%	29%
Mobile phone	19%	21%
E-mail	19%	25%
TV	12%	42%
Magazines	10%	49%
Radio	7%	36%
Instant messaging	4%	34%
Newspapers	2%	46%

Source: BabyCenter and novaQuant, "21st Century Mom" provided to eMarketer, June 29, 2009

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[www.eMarketer.com](http://www.eMarketer.com)



InsureKidsNow.gov

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# 200-300% Families

More reasons to consider social media to spread word from parent to parent:

- ① Children's health issues are the leading topic of interest in online mom communities (91%) followed by childhood development tips (79%) and product reviews (72%).



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- ② Author monthly blog post on prominent mom blog.
- ③ **Create Facebook page for state program.**



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Reach of online communities as messenger:

- ① 60% of Facebook users fall in 200-300% FPL income bracket.

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- ② 65% of all moms online use Facebook.
- ③ **17 million Facebook moms have kids at home.**



# 200-300% Families

Reach of online communities as messenger:

- ① 60% of Facebook users fall in 200-300% FPL income bracket.
- ② 65% of all moms online use Facebook.
- ③ 17 million Facebook moms have kids at home.
- ④ **94% of those 17 million moms use Facebook once a week.**



# Critical Messenger

## Research finding:

Families value brief but confirming communication.

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## Messenger:

State program staff. They clearly value their interaction with you.



# State Agency Staff

## Practical application:

Timely confirmation of receipt of application and next steps.



# Faith Groups

- ① Extremely successful in bringing attention to Connecting Kids to Coverage Challenge.



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- ① **Active in CHIP reauthorization effort.**



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- ① Work through interfaith organization (e.g. PICO) to engage multiple faith organizations at one time.
- ② Engage faith leaders as media messengers.

# Thank You.

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