



# Messages that Motivate Enrollment in Medicaid and CHIP

January 29, 2013

# Agenda

- What makes an effective message
- What the research tells us
- What works for enrollment
  - General
  - Hispanic/Latino families
  - Teens



# 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.



# An Effective Message

- Informs and motivates your audience to action
  - Clear and simple
    - Make it as short as possible
    - Make it personal
    - Use plain language
  - Persuasive
    - Keep it timely and relevant
    - Use themes and words that resonate
  - Credible
    - Use proof points



# Perceptions of Medicaid and CHIP

- Medicaid and CHIP are recognized, valued programs among parents
- Many parents are willing to enroll their children
- Parents are satisfied with the care their child receives with Medicaid and CHIP

Source: Informing CHIP and Medicaid Outreach and Education.

<http://www.insurekidsnow.gov/professionals/CHIP-Medicaid-Survey-Topline.pdf>



# Barriers to Enrollment

- Parents may not think their children are eligible
- Parents may think the enrollment process is difficult
- Parents don't know where to go online to enroll or where to go to get application assistance



# Top Motivators for Parents

- **Peace of mind that comes from knowing their child is insured**
- Getting coverage at a price they can afford
- Understanding health coverage benefits and services
- Knowing their child is likely to be eligible



# Putting it Together: Messages

**Peace of mind:** Busy parents have their hands full. And they can use an extra hand. Medicaid and CHIP offer low-cost or free health insurance for kids and teens up to age 19. Now, there's one less thing to worry about.





# Putting it Together

**Affordability:** Medicaid and CHIP offer low-cost or free health insurance for kids and teens.



# Putting it Together

**List services:** Medicaid and CHIP cover key services, including immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more.



# Putting it Together

**Income eligibility:** Your child may be eligible for Medicaid or CHIP. Children in a family of four can earn up to \$47,100\* a year or more and still qualify.

\* Income eligibility may differ per state. Messages should use the income eligibility for your state when possible.



# Hispanic/Latino Families

- Motivators are largely the same
- Outreach efforts should
  - Acknowledge parents' role as caregivers
  - Emphasize how health coverage is important to child's success
  - Engage trusted community partners
- Address their perceived barriers (e.g., immigration status)



# Messages for Hispanic/Latino Families

- **Offer reassurance:** When you apply for Medicaid and CHIP for your child, only the child's citizenship or immigration status is considered.
- **Address language barriers:** Spanish-speaking operators are available.
- **Encourage them to enroll again:** Even if you have applied before, laws may have changed and you should try again. The application process is easy and you can get assistance applying from a Spanish-speaking representative.



# Teens

- Parents may be less anxious about a teen's health than the health of a younger child
  - Parents don't feel the urgency to enroll their teens in health coverage until they need it
- Parents may not realize their teens are eligible



# Messages for Teens

- **Refer to children *and* teens:** To find out if your child or teen is eligible, call 1(877) KIDS-NOW or visit [InsureKidsNow.gov](http://InsureKidsNow.gov).
- **Remind parents teens need health coverage:** School age children and teens need check-ups and immunizations to attend school and play sports. Teens can get these services with Medicaid and CHIP.







# Questions & Answers





**Materials**

# Materials

## An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer low-cost or free health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,100 or more may qualify.

Go to [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW to learn more.



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# Spanish Language Materials



## Ayuda para padres que lo necesitan

Ahora, usted tiene algo menos de qué preocuparse. Medicaid y CHIP ofrecen seguro de salud a bajo costo o gratis para niños y adolescentes. Los niños y adolescentes pueden recibir revisiones médicas regulares, vacunas, visitas al médico y al dentista, atención hospitalaria, servicios de salud mental, recetas y mucho más. Los niños en una familia de cuatro que ganan hasta \$47,100 o más pueden calificar.

Visite [InsureKidsNow.gov](http://InsureKidsNow.gov) o llame al **1-877-KIDS-NOW** para más información.



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**LOOKING AHEAD:  
Connecting Kids to Coverage**

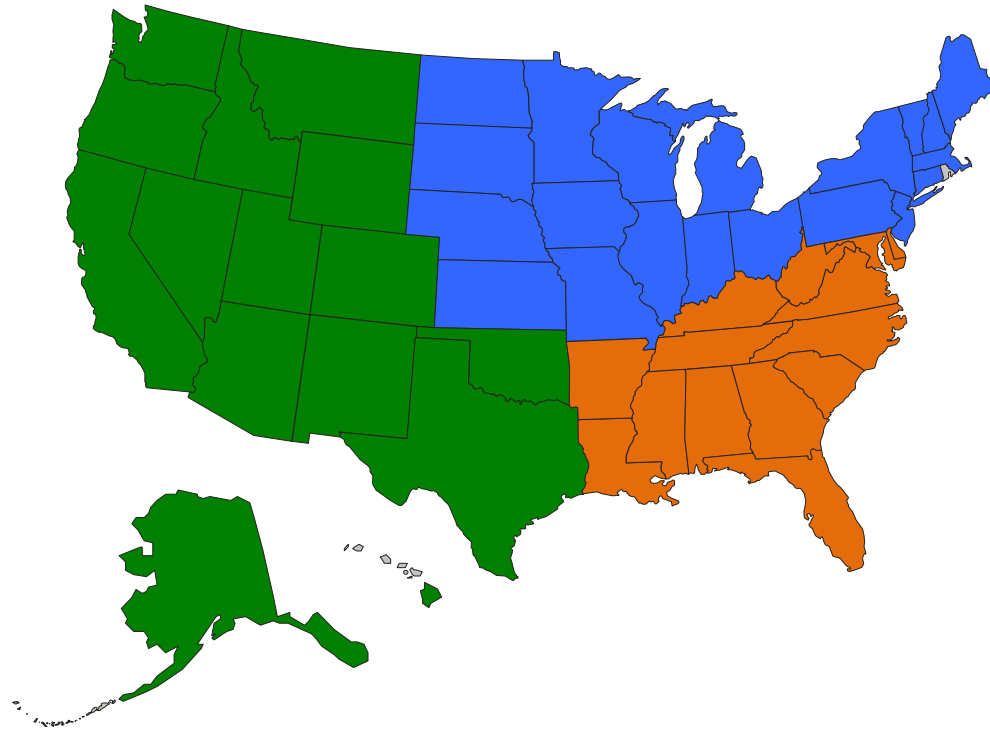
# Campaign Update

- Winter Wave Activities
  - Atlanta: Deamphis Williams, Metro Manager, Right from the Start Medicaid Outreach Project
  - Cincinnati: Trey Daly, Senior Attorney, Legal Aid Society of Greater Cincinnati



# Connecting Kids to Coverage Regions

Field Director:	Christine Glunz
Northeast/Central:	Kate Kreps
Southeast:	Riley Greene
West:	Ashley McPhail





# Regional Field Desks

- We are here to help and provide guidance.
- Contact us by phone or email and we will assist you with what you need to participate in the campaign:
  - Event planning
  - Messaging
  - Template materials
  - Partnerships
  - Earned media
  - PSA placements



# Contact

- <http://www.insurekidsnow.gov>
- Call: 1-855-313-KIDS
- Email: [InsureKidsNow@fleishman.com](mailto:InsureKidsNow@fleishman.com)







# Questions & Answers