



Using Social Media to Amplify Outreach and Enrollment Efforts

May 8, 2013

Agenda

- Living in a Digital World
- Specific Social Channels
 - Facebook
 - Twitter
 - YouTube
- Tips on Engagement



Living In a Digital World

The Evolution of Media



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Audiences: Fragmented & Hyper Connected

Yesterday

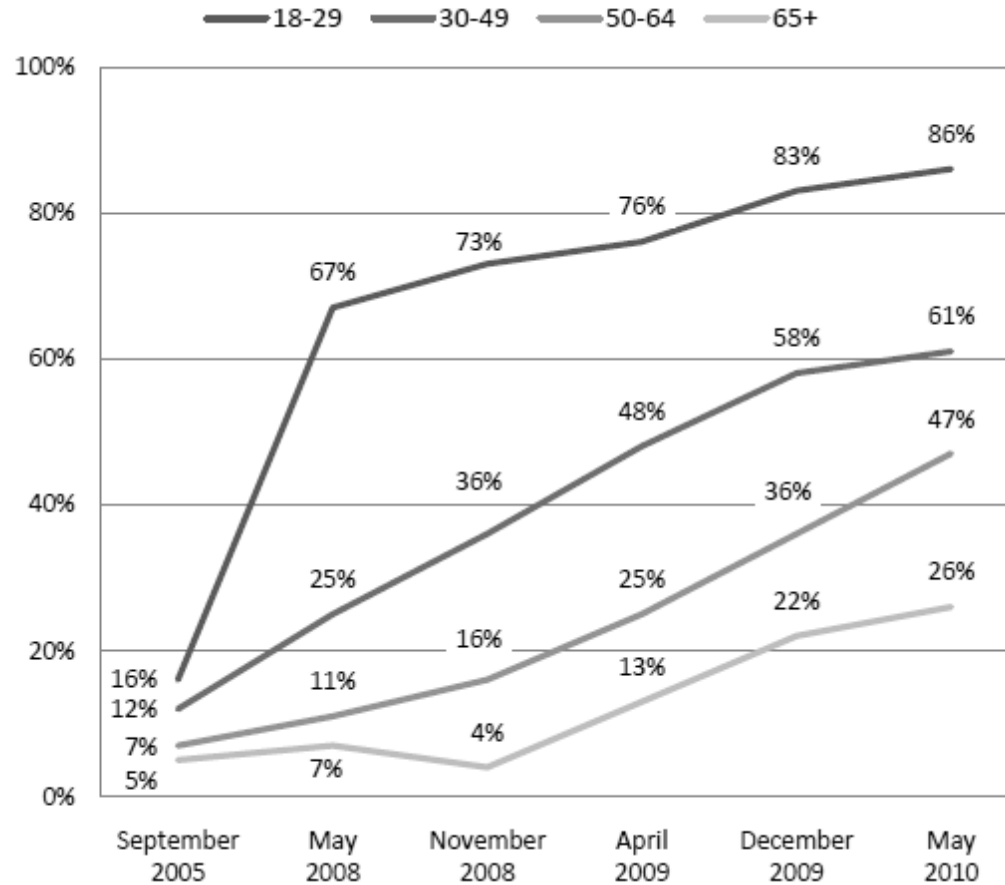


Today



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Digital Media Is NOT Just for the Young



Pew Research Center's Internet & American Life Project



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The Landscape of Social Media Users

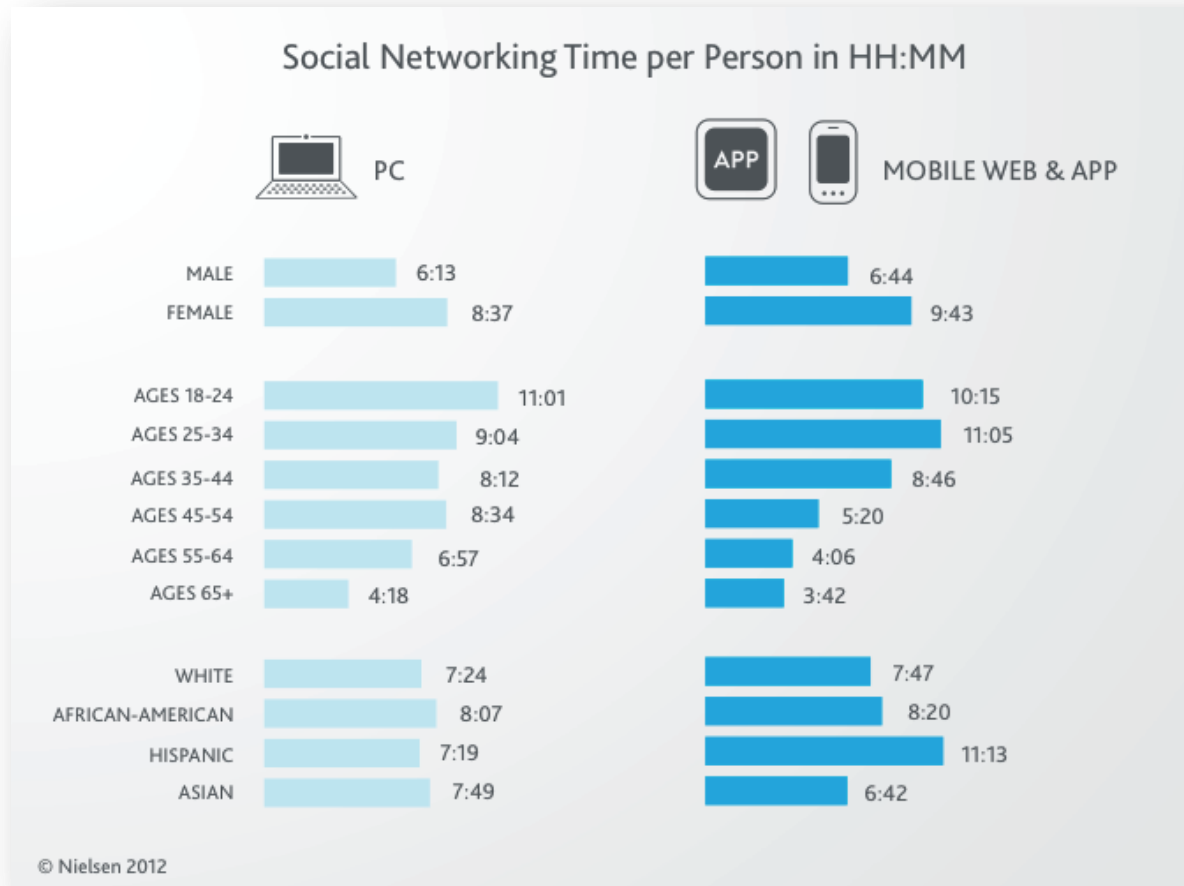
	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Pew Research Center's Internet & American Life Project Nov/Dec 2012

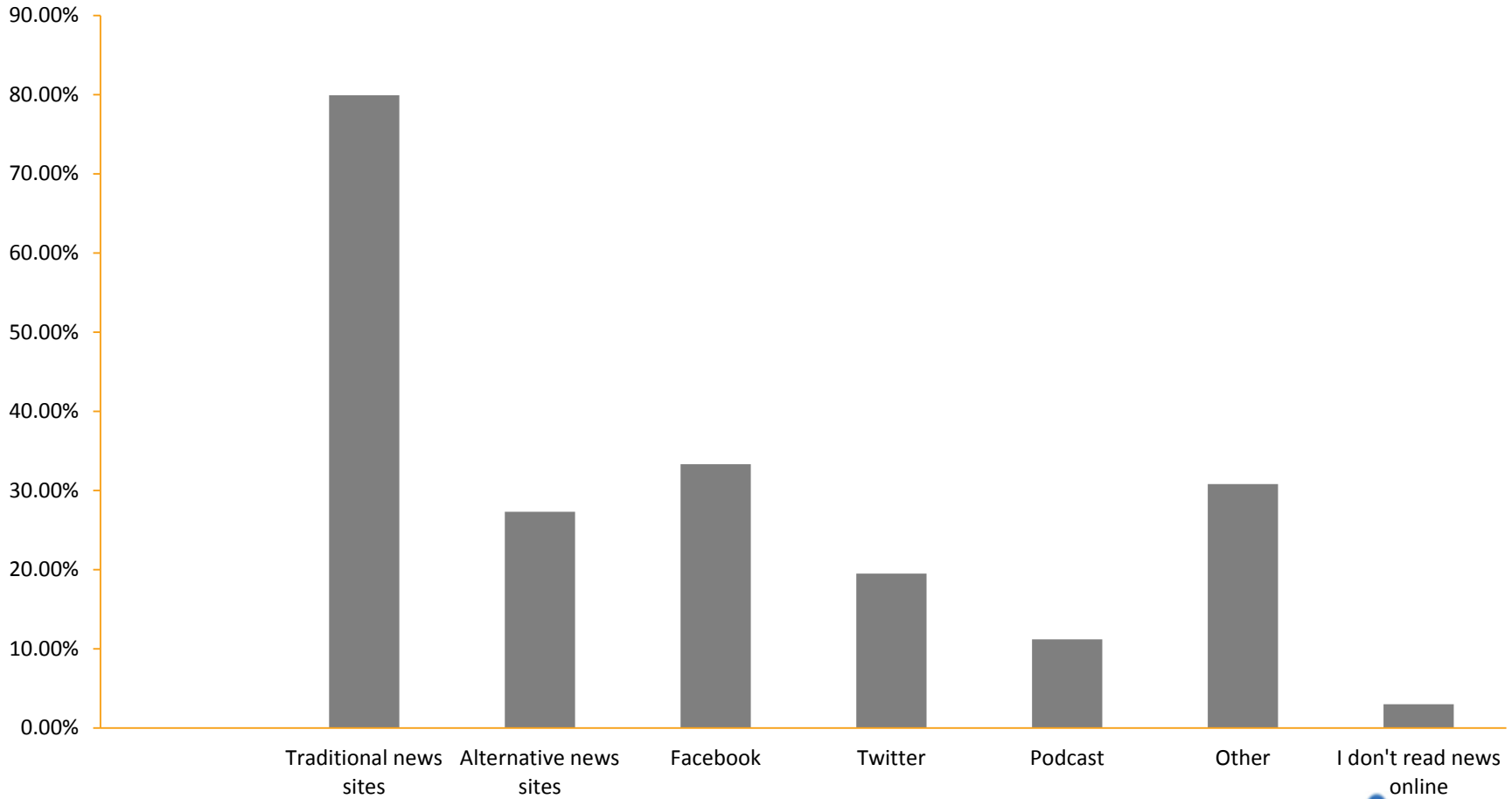


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Time Spent on Social Media



Where Do You Get Your News Online?



Health Related Searches (Surfing)

Health Topics, by Education

% of all adults who have ever looked online for information about various health topics, by education level

	All Adults N=3,014	Education			
		LT HS N=269	HS N=830	Some Coll. N=778	Coll+ N=1,115
Specific disease or medical problem	45	16	31*	52**	64***
Certain medical treatment or procedure	35	10	26*	40**	50***
Health insurance, including private insurance, Medicare or Medicaid	20	8	12	24**	30***
Pregnancy and childbirth	10	8	6	12**	11*
Food safety or recalls	16	8	11	18**	22**
Drug safety or recalls	13	5	9*	15**	19**
Medical test results	12	2	6*	13**	22***
How to lose weight or control your weight	22	11	14	26**	30**
How to reduce health care costs	9	5	6	10**	13**
Caring for an aging relative or friend	12	4	8*	13**	16**
Drug you saw advertised	13	4	9*	16**	17**
Any other health issue	17	6	11*	20**	24**

Health Online 2013, Pew Internet & American Life Project, Jan. 15, 2013



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Specific Social Channels

Facebook, Twitter & YouTube



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Facebook

- Two-thirds (67%) of online Americans
- Spend 20 minutes/visit
- Popular actions include:
 - Update status
 - “Like” content
 - Share photos
 - Send personal messages
 - Tag others in photos

Source: <http://pewinternet.org/Reports/2013/Social-media-users/Social-Networking-Site-Users/Demo-portrait.aspx>



Twitter

- 16% of online adults
- More than a quarter (28%) of African Americans
- 27% Young adults (18-29)
- Residents of urban and suburban areas

Source: <http://pewinternet.org/Reports/2013/Social-media-users/Social-Networking-Site-Users/Demo-portrait.aspx>



YouTube

- 71% of online Americans
- African-American and Hispanic more likely than Whites to visit video sharing sites
- 72 hours of video are uploaded to YouTube every minute

Source: <http://pewinternet.org/Reports/2013/Social-media-users/Social-Networking-Site-Users/Demo-portrait.aspx>



Partnership Focus

- Holly Remer, Healthy Beginnings Coordinator, High Desert Education Service District, Oregon





Question & Answer

Tips On Engagement

Using Social Media to Reach & Engage Audiences



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Tips on Engagement

- Talk to people, not audiences
 - Be compelling
 - Be relevant
 - Be personal
 - Be different; funny is good
- Share and engage with other's content
- What interests one person, doesn't interest all



Find Your Partners on Social Media

- Follow partners on social media
 - Like them on Facebook
 - Follow them on Twitter
- Create “lists” on Twitter to keep up with their content



Sharing Content

- Share partner content (with commentary) on your social media channels
 - “Tag” on Facebook
 - RT on Twitter
- Share your news and events with them
 - Provide sample posts and tweets



Create Original Content

- Content remains king!
- Create your own:
 - Infographics/Graphics:
<http://www.easel.ly/>
 - Memes:
<http://memegenerator.net/>
- Post pictures
- Share Ads/PSAs



Use Social Media to Amplify Earned Media

- Follow reporters – some have Twitter and/or Facebook presence
 - RT stories
 - Comment on articles/posts
- Tweet/Post news articles on your social channels



Facebook & Twitter

- Facebook
 - Utilize “Event” functionality
 - Leverage timeline to share unique content
 - Consider “sponsored stories” (paid advertising) to expand reach
- Twitter
 - Follow discussions (#hashtags)
 - Dialogue with followers
 - Share content when it’s relevant/current



Create Original Content - Blogging

- Guidelines
 - 150-500 words
 - A data point/nugget
 - An observation
 - A video clip/photos
 - A few links
 - Surround it with a narrative
- Services
 - <http://wordpress.com/>; <http://www.blogger.com>;
 - <http://www.tumblr.com>

Web
+ Log

BLOG



Partnership Focus

- Sarah Ingersoll, Director, text4baby



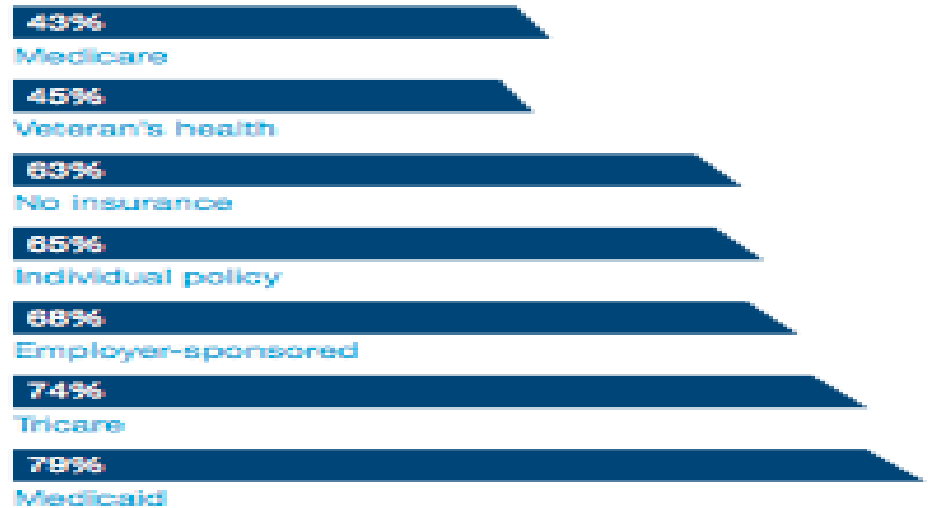
Harnessing the Power of Mobile to Connect Families to Health Coverage



Mobile: A Powerful Tool

- 87% of adults age 18-29 in the U.S. have cell phones.
- 79% of Medicaid beneficiaries text.
- 99% of text messages are read.
- 90% are read within 3 minutes.

Figure 11: Text message usage by insurance type



Source: PricewaterhouseCoopers
HRI Consumer Survey, 2010



Program Summary

- Text4baby is a **free program** of the non-profit National Healthy Mothers, Healthy Babies Coalition (HMHB). The founding sponsor is Johnson & Johnson. The White House Office of Science & Technology and the Department of Health & Human Services are among the over 950 partners who are actively promoting the service.
- Text4baby is the largest national mobile health initiative reaching **over 530,000** moms since launch three years ago.
- Text4baby is available in both **English** and **Spanish**.
- We reach **low-income** and **young** women, particularly **Hispanic** or **African-American**.

UC San Diego & National Latino Research Center Final Evaluation Results(N=625)

65%

Reported that text4baby helped them remember an appointment or immunization that they or their child needed

74%

Reported that text4baby messages informed them of medical warning signs that they did not know

67%

Reported talking to their doctor about a topic that they read on a text4baby message

40%

Reported that they called a service or phone number that they received from a text4baby message

50%

...of participants *without* health insurance reported calling a service number

Alliance of Chicago Community Health Services

11% vs 17%

There was a lower percentage of missed appointments among t4b users (n=917) vs. non-users (n =1647)*

*Note: This outcome was not the result of a research study

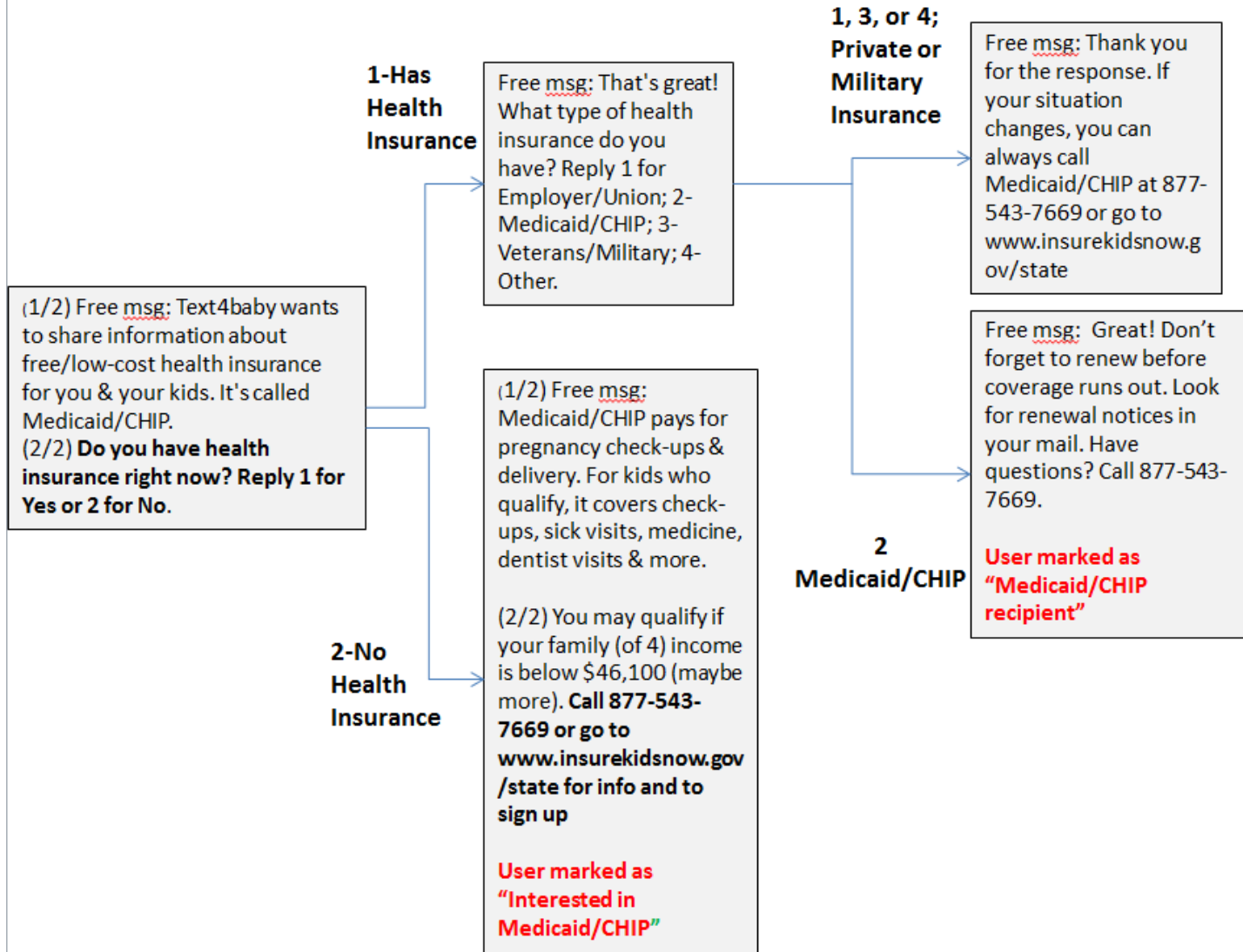
Goals:

- Encourage uninsured moms to apply for coverage by providing a brief description of benefits and eligibility.
- Identify the number of uninsured users who reported they applied for Medicaid/CHIP.
- Remind current Medicaid/CHIP beneficiaries and those interested in Medicaid/CHIP to renew coverage.

The screenshot shows the InsureKidsNow.gov website. At the top, there is a logo with three stylized figures (blue, orange, purple) and the text "InsureKidsNow.gov Connecting Kids to Coverage". Below this is a search bar with the word "SEARCH" and a search icon. The main content area is titled "Programs in Your State" and includes a navigation menu on the left with links: Home, What is CHIP?, What is Medicaid?, Learn About Programs in Your State, Questions & Answers, For Professionals, and About Us. The main content area features a map of the United States with state abbreviations, and a dropdown menu labeled "Select ..." with a "Go" button. Below the map is a photo of a doctor and a child, with the text "1-877-Kids-Now (1-877-543-7669)".

Medicaid Module Flow

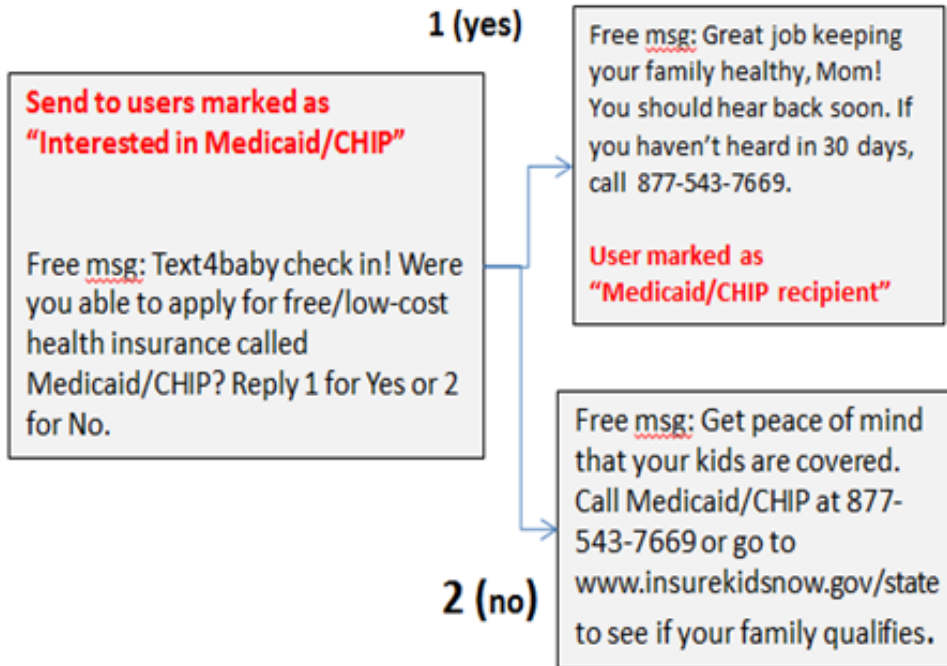
Medicaid Enrollment: 3 days following text4baby enrollment



Applying and Renewal

Follow up message 7 days later for Moms interested in Medicaid/CHIP

Follow up week 50 in new baby protocol for Moms interested in Medicaid/CHIP



Send to users marked as "Interested in Medicaid/CHIP" or "Medicaid/CHIP recipient"

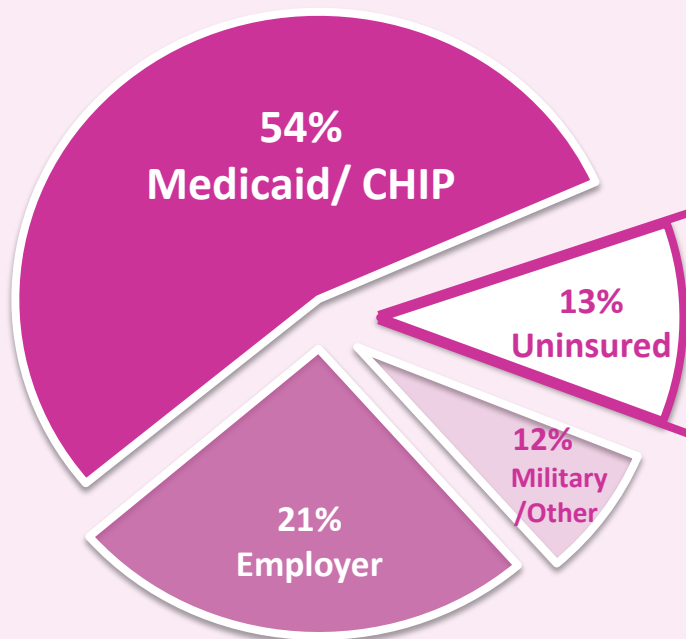
Free msg: If you have Medicaid/CHIP, don't forget to renew before coverage runs out. Look for a renewal notice in the mail. Have questions? Call 877-543-7669.

Text4baby | Medicaid / CHIP module

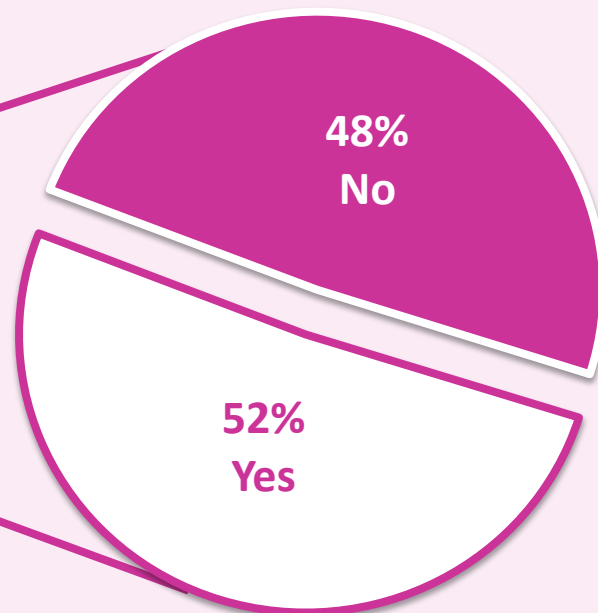
Insurance Type?

Did you apply?

+1 week



N=12,604 48% Response Rate for Pregnant Women/New Moms



N= 706 (out of 1641) 46% Response Rate for Uninsured Pregnant Women/New Moms

1. Integrate t4b enrollment into intake/discharge processes and train staff.
 - Louisiana Department of Health and Hospitals – Staff sign up prenatal clients at first visit/health pregnancy screening appointments.
2. Integrate t4b enrollment link within online state/county enrollment forms & one-stop social service resources.
 - Oklahoma Health Care Authority - Adding link on online SoonerCare application and electronic newborn enrollment form used in hospitals to enroll infants in Medicaid.
 - San Diego County - t4b enrollment link on “One-e-App,” where individuals can apply for various health, social and support services.
3. Include an Application Programming Interface (API) for direct enrollment through checkbox on online state enrollment forms.
 - Louisiana Health Assessment Referral and Treatment (LaHART) – Opt-in check box on web screening tool for Medicaid-eligible women.



4. Integrate t4b into regular outreach to moms.

- Idaho Dept of Health and Welfare & Medicaid – Text4baby mailing to pregnant Medicaid beneficiaries.
- Virginia FAMIS, the Children Health Insurance Program, FAMIS MOMS and Medicaid for Pregnant Women Program - Welcome letters to new moms & back of business cards.
- Florida Covering Kids & Families and Department of Health’s Office of Vital Statistics - Distributed more than 90,000 letters about health insurance with t4b information on envelopes.

5. Integrate t4b into Health Insurance Marketplace.



Become a Partner!



Text BABY (or BEBE for Spanish) to 511411

For more information, please visit website: www.text4baby.org

To order free pre-printed text4baby materials, please email info@text4baby.org



Question & Answer

Contact

- Visit: www.insurekidsnow.gov
- Subscribe: **Connecting Kids to Coverage
National Campaign Notes**
- Call: **1-855-313-KIDS**
- Email: InsureKidsNow@fleishman.com



Outreach Materials

- Print materials
 - Customize with your local information



Outreach Materials

- TV and Radio PSAs
 - Watch the TV PSA on YouTube
 - English: <http://www.youtube.com/watch?v=Mar4BWhEgs>
 - Spanish: <http://www.youtube.com/watch?v=JdmJUQWA6cc>





Closing