


State Coverage Initiatives
Robert Wood Johnson Foundation

Communications Tactics: Identifying an Integrated Approach

November 2008



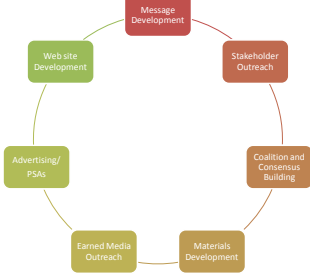
Session Goals



- ✓ Understand components of an integrated approach
- ✓ Share successful examples of integrated outreach
- ✓ Brainstorm new tactics to help you reach your goals

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Tactics



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Coalition Building

Get buy-in from key stakeholders from the start

Reach out to potential opponents

Represent diverse constituencies

Lay the groundwork for long-term participation

Delegate tasks

Maximizing Your Budget

Leverage partnerships with key agencies and organizations

Build off of existing efforts

Organize activities around rallying points

Case Study: Green Mountain Care

Situation: More than 65,000 Vermonters (roughly 10 percent) were without health insurance

Goal: Enroll 96 percent of Vermonters by 2010

Research, branding and earned media

Paid TV, radio and online advertising

New Web site and screening tool

Promotional materials and outreach ambassadors

Research

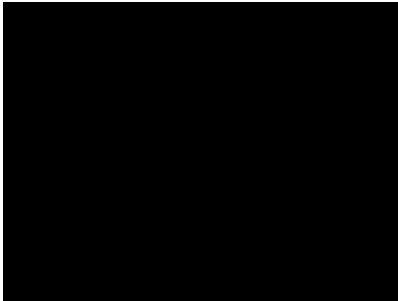
Reasons for being uninsured are diverse

Virtually no stigma associated with state programs

Top testing message themes included quality, affordable coverage, something for everyone, risk of being uninsured

Best testing ads were serious/informative and funny/memorable

Paid Advertising: "Numbers"



Paid Advertising: "Healthy as a..."



GreenMountainCare.org

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Outreach Materials

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Results

- 10,000 more Vermonters insured in the first year
- 51 percent increase in calls to state health coverage hotline
- More than 60,000 unique visitors to Web site
- 69 percent of Vermonters recall "Healthy as a..." TV ad
- 1 in 5 Vermonters took action

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Questions & Answers