



Online Examples

(In order presented)

Crafting Media Strategies that Accelerate Policy Change

Can you share some examples of media investments that have been particularly successful?

The YouToons Get Ready for Obamacare: Health Insurance Changes Coming Your Way Under the Affordable Care Act

<http://kff.org/health-reform/video/youtoons-obamacare-video/>

Join the YouToons as they walk through the basic changes in the way Americans will get health coverage and what it will cost starting in 2014, when major parts of the Affordable Care Act, also known as “Obamacare,” go into effect.

Shared by David Rousseau, *The Henry J. Kaiser Family Foundation*

Kaiser Health News Original Stories: States

<http://khn.org/states/stories/>

Kaiser Health News (KHN) is a nonprofit news service committed to in-depth coverage of health care policy and politics. And we report on how the health care system – hospitals, doctors, nurses, insurers, governments, consumers – works.

Shared by David Rousseau, *The Henry J. Kaiser Family Foundation*

Speak City Heights

<http://www.speakcityheights.org/>

This is an example of a media collaborative that combines the work of two mainstream media outlets with two community media outlets to provide deeper reporting on the San Diego neighborhood of City Heights where The Endowment does place-based work.

Shared by Mary Lou Fulton, *The California Endowment*

Ed Source

<http://edsources.org/topic/student-wellbeing>

The leading provider of education policy news in California. This grant supports a full-time reporter to focus on how learning and health are two sides of the same coin. Her reporting has helped to validate health as an essential element of school success in education policy conversations.

Shared by Mary Lou Fulton, *The California Endowment*

How do you integrate media investments with other strategies to influence policy change?

Is a 6-year-old too young to be suspended?

<https://www.youtube.com/watch?v=HZs1ZIQb5-I>

Each year more than 400,000 California children (even kindergarteners!) are suspended from school for minor offenses.

Shared by Mary Lou Fulton, *The California Endowment*

California Healthline

<http://www.californiahealthline.org/>

A free, daily digest of health care news, policy and opinion. It is designed to meet the information needs of busy health care professionals and decision makers. California Healthline is part of the California HealthCare Foundation's commitment to important issues affecting health care policy, delivery, and financing.

Shared by David Rousseau, *The Henry J. Kaiser Family Foundation*

There is a perception that media investments are costly? How can funders invest in media advocacy without draining their grant budget?

Twitter

<https://twitter.com/KaiserFamFound/lists/kff-policy-experts>

Use social media to track policy experts.

Shared by David Rousseau, *The Henry J. Kaiser Family Foundation*

ACA & Federal Taxes Quiz

<http://kff.org/quiz/affordable-care-act-and-federal-income-taxes-quiz/>

Create engaging quizzes with online tools.

Shared by David Rousseau, *The Henry J. Kaiser Family Foundation*

The Uninsured: An Interactive Tool

<http://kff.org/interactive/the-uninsured-an-interactive-tool/>

Interactive infographics can present data in an affordable way.

Shared by David Rousseau, *The Henry J. Kaiser Family Foundation*

New Tools for Media Impact

AXS Map

<http://www.axsmap.com/>

AXS Map strives for a better world – accommodating, adapting and updating for the inclusion of people with disabilities.

Shared by Alice Cook, *AXS Labs*

Clear Health Costs

<http://clearhealthcosts.com/>

Bringing transparency to the health-care marketplace by telling people prices for medical procedures and items. By revealing prices, we are empowering consumers to make informed decisions about the costs of their medical care and coverage.

Shared by Jeanne Pinder, *Clear Health Costs*

Change.org

<https://www.change.org/>

One of the most influential channels for activism in the country.

Shared by Pulin Modi, *Change.org*