Messaging to Keep Kids Coverage on the Agenda

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The Narrative Project

- Expensive
- Lots Uninsured
- Ineffective
- Partisan
- Little Support
- Failure
- Finish Line
- Leadership
- Grow and Thrive
- Successful
- Doable
- Lots Uninsured
- Cost-effective
- Expensive
Results

- Policy wins
- Message resonance
- Increased capacity and impact
Paid Messages in the Media

Television Ad Spending Since 2010

- Pro-ACA: $75 million
- Anti-ACA: $400 million
Tone of Earned Media Coverage

• Generally positive
• Coverage of Administration's perspective
• Negative articles allow for rebuttal
• Continually highlights political nature
Volume of Media Coverage

Coverage of “Affordable Care Act” in Top 50 Papers

- Memorial Day
- SCOTUS/DOMA
Search Volume

Interest over time
The number 100 represents the peak search interest

Search terms:
- affordable care
- obamacare
- ACA

Add term
Refreshing the Narrative
Child Success
Family Coverage
Family Economic Security
What’s in the Messaging Document?

- Overarching Message Platform
- Implementation
- Path to Coverage
- Affordability of Coverage
- Benefits of Coverage
- Access to Care
- Responding to Critics
Values-Based Messaging

vision

value

barrier

ask
**Message Box**

**Vision**

“So, what?”
This is what the world will look like if your audience does what you want them to do.

**Value**

Make your audience nod back at you in agreement.

**Ask**

What one, specific thing do you want them to do?

**Barrier**

(a.k.a. Overcome the Barrier)

Your response when your audience says, “Yeah, but…”

“So, what?”
This is what the world will look like if your audience does what you want them to do.
New Health Insurance Marketplaces

[STATE] is making it easier to obtain and afford health insurance coverage for children and their families.

New coverage options will increase the economic security of working families and reduce burdens on our health care system.

Our health care system is strengthened by every family that gets covered so it’s vital to [insert policy priority].

Bringing all children and their families into coverage will pave the way toward a better future for everyone in [STATE].
Message Support

• Data
  – Number of eligible families
  – Polling numbers
  – Economic benefits/job creation

• Stories
  – Uninsured child, parent or guardian
  – Family impacted by medical debt

• Solutions
  – Policy priority, e.g., outreach and enrollment, Navigators
Families juggle home budget priorities, including rent, groceries, gas and doctor’s visits every day.

Federal tax credits will help many families afford coverage, but they may not be enough for some.

Our leaders at the state and federal level should address these concerns so children aren’t locked out of coverage.

We can find a way to make sure every working family with a tight budget can afford quality health insurance.
Message Channels

• Offline
  – Issue papers, fact sheets, letters, comments
  – Speeches, testimony, interviews, meetings
  – Press releases, statements
  – Events

• Online
  – Website, blog, e-newsletter
  – Videos, images, infographics
  – Social media platforms
Joining an Existing Conversation Online

• Hashtags
  – #healthinsurance
  – #healthcare
  – #ACA
  – #Medicaid
  – #[STATE]
  – #investinkids
  – #[STATE LEGISLATURE]

• Mentions
  – @[EXCHANGE]
  – @[STATE LEADER]
Questions?