

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. paper	re: Insure Kids Now Campaign (partial) (2 pages)	02/23/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Devorah Adler
OA/Box Number: 20146

FOLDER TITLE:

CHIP [Children's Health Insurance Program] Outreach [Folder 7]

2012-0463-S

rc732

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

→ Martha Stewart Living
→ Safeway
→ SmithKline

INSURE KIDS NOW CAMPAIGN
DRAFT: NEW COMMITMENTS
February 23, 1999

Today, the President and the First Lady, along with Governors Carper and Leavitt and Secretary Shalala, launched the nationwide Insure Kids Now campaign that aims to enroll every eligible but uninsured child in Medicaid and the new Children's Health Insurance Program (CHIP). About half of the 10 million uninsured children qualify for these programs but remain unenrolled. To ensure that families know that their children may be eligible, the President has engaged a broad-based, bipartisan, public-private coalition to use whatever means possible to educate and assist families in insuring their children.

Public-Private Partnership. The Insure Kids Now campaign has three components: (1) a new television, radio, and print media campaign; (2) new efforts by private corporations and non-profit organizations; and (3) new proposals and actions from the President, all designed to educate families about the health insurance options available through Medicaid and CHIP. Parents will hear the message from teachers, volunteers, health care providers, and on the radio, and see the new toll free number on television, tray liners, grocery bags, and on diaper boxes.

Launching 1-877 KIDS NOW, a new, national toll-free number for children's health outreach. Today, the President and First Lady launched 1-877 KIDS NOW, a new toll free number developed by the National Governors Association in partnership with Bell Atlantic and the Administration that provides information on Medicaid and CHIP to families nationwide. This number will provide families in all 50 States with State specific information about Medicaid and CHIP. Families calling the line will speak with an eligibility counselor who can provide information about eligibility criteria, benefits, and how to apply for coverage. Beginning in October, HHS will assume responsibility for this line.

THE NATIONAL MEDIA MAKES AN UNPRECEDENTED COMMITMENT TO CHILDREN'S HEALTH INSURANCE OUTREACH. Today, the President unveiled new efforts by national media organizations to provide families across the country with information about the importance of health insurance and how to apply for Medicaid and CHIP, including:

TELEVISION

- **NBC** will air PSAs on children's health insurance. Beginning on February 24, "The More You Know" campaign will air a public service announcement to educate parents and families about free or low cost health insurance options. This PSA, using NBC stars S. Epatha Merkerson and Benjamin Bratt, provides information about the importance of health insurance for children and includes the Insure Kids Now number.
- **ABC** will air a PSA featuring the new Insure Kids Now number during their morning programming and evening programming for at least a year beginning on February 25 and will distribute it to their affiliates to air during local programming

- **Viacom/Paramount** will to air a PSA featuring the new Insure Kids Now number beginning March 1st. This PSA will air on 19 of their stations throughout the country .
- **Univision** will air Spanish language PSA developed by the Department of Health and Human Services beginning on February 23. The PSA will air twice a day (during the day and in prime time) over the next six months. Univision is watched by 90 percent of Hispanic households -- over 18 million people. Over 25 percent of Hispanic children are uninsured.
- **National Association of Broadcasters (NAB)** will distribute a PSA featuring the new Insure Kids Now number. The NAB, the national trade association representing broadcast stations, will make the PSA available to all their member stations on Monday, February 22nd.
- **POSSIBLY DROP: Black Entertainment Television** to air a public service announcement featuring the new Insure Kids Now toll free number. BET will air a public service announcement that provides parents and families with information about the importance of health insurance and promoting the new toll-free number. This PSA will air on 19 of their stations throughout the country.

RADIO

- **Airing radio ads in 45 States.** Beginning on February 23, the Department of Health and Human Services will fund radio ads to be aired in 45 States and the District of Columbia. In each State, the spots will run for 4 weeks (15 per week). The spots will run in groups of 10-11 States at a time, beginning with California, Utah, Colorado, Alabama, Illinois, Ohio, Kentucky, North Carolina, New Jersey, Connecticut, and Maine.
- **Radio Disney/ABC radio** will run ads specialized for children in their 25 markets, and will distribute the audio version of the PSA to all affiliate stations.
- **Bonneville International Corporation** will run six public service announcements narrated by General Powell that will be aired in Chicago, Salt Lake City, San Francisco, and Washington DC. The Ad Council will distribute these ads nationwide.

PRINT MEDIA

- **USA Today** will run an editorial on the importance of children's health insurance. USA Today has agreed to do a editorial in their weekend edition on the importance of health insurance for children and the new options available to families through Medicaid and CHIP. The editorial will feature the new Insure Kids Now hotline number.

PRIVATE ORGANIZATIONS JOIN THE ADMINISTRATION'S NATIONAL EFFORT.

Today, the First Lady and the President lauded the efforts of private sector companies to get the word out about the new free or low cost children's health insurance options available to families across the nation. The following is a list of the new commitments:

CORPORATIONS

- **American Medical Response** will include the Insure Kids Now number on ambulances and other transport vehicles, such as school buses, which transport over 2,000,000 students daily.
 - In addition, they will provide information on Medicaid and CHIP to communities in 36 States through their 20,000 employees.
- **K-Mart Corporation** will dedicate two columns on children's health insurance in the K-Mart circular distributed to more than 70 million homes and they will also put daily public service announcements on K-Mart in-store radio network and put the Insure Kids Now number on all K-Mart shopping bags during June and September of 1999. In addition, during the month of May, K-Mart will work with the March of Dimes to staff counter displays at 1,600 K-Mart pharmacies nationwide with brochures for the Insure Kids Now campaign.
 -
- **McDonalds** will distribute information about Insure Kids Now to its millions of customers.
 -
- **General Motors** will work with La Raza to affix labels with the Insure Kids Now number to child safety seats being donated to families in low-income communities across the country.
 -
- **Ralph's Grocery** will place bag stuffers in shopping bags and to air PSA announcements in their in-store radio network to promote the Insure Kids Now toll free number.
 -
- **Kids Korner Gift Shops**, owner of the 1-800-KIDS NOW and 888- KIDS NOW numbers, has already fielded over 900 phone calls on behalf of the Insure Kids Now campaign and will continue to refer callers to the 1-877 KIDS NOW number. Kids Korner Gift Shops will also include Insure Kids Now materials in packets sent to thousands of schools nationwide.
 -
- **Romano & Associates Inc.** will work with CHIP corporate partners to produce a television PSA featuring the President, First Lady, or celebrity athlete to distribute on behalf of the campaign, to millions of people across the country.

HEALTH INDUSTRY

-  **Blue Cross & Blue Shield Association** will begin to educate local physicians, hospitals and state government partners about the new health insurance options for low income children next month by distributing posters, brochures, and other materials featuring the Insure Kids Now number. In addition, Blue Cross / Blue Shield's national association will produce and distribute a radio public service announcement nationwide as well as print advertorials on

the Insure Kids Now campaign in the April issues of Readers Digest and Time Magazine.

- **Pfizer Inc** has agreed to incorporate the Insure Kids Now onto their patient/parent resource publication, mailings to their pediatricians, and in their Pharmacy Assistance Program. In addition, Pfizer will distribute an outreach kit to 400 community health centers in the Spring.
- **Wyeth Lederle Vaccines** will distribute handbooks this March that include the Insure Kids Now toll free number and information on how to educate families about health insurance options for their children to 1500 local community based organizations and providers.
- **Schering-Plough** will provide information on the Insure Kids Now effort to the nation's 33,000 school nurses information through their health education website later this year.

PROFESSIONAL ASSOCIATIONS

- **American Dental Hygienists' Association**, will include the Insure Kids Now toll free number on toothbrushes and on a tear out flyer in its Access magazine, which reaches 80,000 dental hygienists in each of the 50 states nationwide.
- **American Nurses Association** has committed to distribute posters featuring the Insure Kids Now number and other materials to their 180,000 member nurses this spring. Information will also be posted on their new web site.
- **American College of Emergency Physicians** has agreed to send information to 20,000 members through their March newsletter, including how to download posters and access outreach materials through the internet.



American College of Physicians / American Society for Internal Medicine will advertise the Insure Kids Now toll free number through its national website, in its monthly publication, the Observer, and in its bi-monthly legislative newsletter. These materials are distributed to 110,000 physicians.

- **Association of State and Territorial Health Officials** will distribute outreach resource packets to publicize the Insure Kids Now toll free number to state health departments leaders and staff in 57 states and territories.
- **American Maternal and Child Health Association** will devote the front page of their newsletter Updates, which is mailed to over 500 national, State, and local public health organizations and officials, to Insure Kids Now. They will also add an ad banner to their website that will link to the Insure Kids Now website.
- **American Psychiatric Association** will develop a Medicaid/CHIP Tool Kit to educate doctors and patients about Medicaid and CHIP programs for use by its 42,000 members

nationwide.

- **American Medical Association** will promote the Insure Kids Now toll free number to the nation's 600,000 physicians in its weekly newspaper, the American Medical News, and by
 - posting information on AMA's website.

GRASSROOTS ORGANIZATIONS JOIN TOGETHER WITH PRIVATE SECTOR PARTNERS IN THIS BROAD BASED EFFORT.

In addition, numerous groups representing health care providers, volunteers, children's advocates, educators, child care providers, and religious organizations come in contact with low-income and working families on a regular basis and can help educate them about Medicaid and CHIP.

COMMUNITY-BASED ORGANIZATIONS

- **Volunteers of America** will make information on Medicaid and CHIP available to low-income families through the distribution of outreach material to homeless shelters, low income housing, and childcare centers.

- **United Way of America**, together with the Department of Justice, will enroll 500,000 eligible children in CHIP and will mobilize select local United Ways (of which there are 1400 across the country) to partner with local organizations to coordinate training for outreach volunteers to pilot the program, then expanding to approximately 30-50 communities across the country.

- **March of Dimes** will feature children's health insurance in a direct mail newsletter to be sent to 800,000 individual donors in September of 1999. In addition, they will promote the Insure Kids Now effort through the June issue of the local chapter and WalkAmerica newsletters which are sent to an additional 500,000 volunteers and 20,000 corporate supporters. *The Walk America*

20,000 Corporate

- **Points of Light Foundation** will publicize the Insure Kids Now toll free number by providing it to over 20 million people through the "Connect America" initiative. Information will also be provided to 450 communities and 200 corporate members through the Volunteer Centers of the Points of Light Foundation. In addition, over 2,000 members will receive information on the Insure Kids Now toll free number.

- **HOPE for Kids** has committed to make children's health insurance the primary focus of its national outreach event on April 17, 1999. Beginning this spring, it will also implement efforts to educate 400,000 people in 38 States about Medicaid and CHIP.

- **Veterans of Foreign Wars (VFW)** has committed to distributing information about CHIP through its network of posts.

EDUCATION AND CHILDREN'S ADVOCATES

- **National Child Care Association** has agreed to distribute advertisements and posters promoting the Insure Kids Now toll free number to 700,000 parents through the network beginning this spring.
- **National Collaboration for Youth** will distribute the toll free number to its 27 member organizations and 5 million volunteers, who collectively serve 40 million children aged 6 to 18. The collaboration includes Boys and Girls Clubs, Girls Inc., YMCA, YWCA, Big Brothers and Big Sisters, Campfire Boys and Girls, and the Salvation Army.
- **Public Education Network** will provide information on Insure Kids Now to the 2000 members participating in their listserve, and will display the Insure Kids Now toll free number on their website. They will also send information on Insure Kids Now to the participants of the Comprehensive School Health Initiative.

RELIGIOUS ORGANIZATIONS

- **Union of American Hebrew Congregations** will advertise CHIP and the Insure Kids Now toll free number to all 875 Reform Jewish Congregations across the nation through a mass mailing this spring.
- **Catholic Charities/USA** will host 10 training events to help facilitate enrollment in Medicaid and other state insurance programs during 1999.
- **Catholic Health Association** will put the Insure Kids Now toll free number on their website and in their newsletter, which reaches thousands of people. They are also hosting 10 training events together with the Catholic Charities.
- **National Council of Churches of Christ** will distribute the Insure Kids Now toll free number to their 33 member communions representing 52 million people.
- **International Union of Gospel Missions** will distribute the Insure Kids Now toll free number to their missions located in 260 cities where they serve over 7 million homeless and needy people.
- **United Synagogue of Conservative Judaism** will publicize the Insure Kids Now toll free number to their over 800 congregations across the country.
- **National Council of Catholic Women** will distribute the Insure Kids Now toll free number in their monthly newsletter to 350 diocesan leaders and their May/June magazine to 11,000 nationwide.

- **Council of Jewish Federations** will promote the Insure Kids Now toll free number in service settings across the country.

- **NETWORK MAGAZINE** will advertise the Insure Kids Now toll free number in their magazine, which that reaches 10,000 people nationwide.
- **The Evangelical Lutheran Church in America, Church Women United, Unitarian Universalist Service Committee, United Methodist Church-General board of Church and Society, and Women's Missionary Union** will distribute the toll-free number to their member churches.

NEW PRIVATE EFFORTS COMPLEMENT THE EXPANDING FEDERAL EFFORT.

Today, the President and First Lady unveiled the new steps Federal agencies are taking to identify and enroll uninsured children in free or low cost health insurance. These include:

- **HHS: Launching the "insurekidsnow.gov" website for outreach.** HHS has developed a website bringing together essential State-specific information for people who are potentially eligible to participate in the CHIP program, including contact information, benefits, and eligibility information in a user friendly format for families, educators, advocates and other non-health professionals. It will also provide information on the Administration's public-private outreach campaign, including posters, hand-outs, and descriptions of the effort.
- **HHS: Distributing 145,000 posters advertising the toll free number to over 20,000 Federal grantees and field offices beginning March 1.** HHS developed posters advertising the toll free number to be distributed to over 20,000 Federal grantees and field offices as part of their new and ongoing efforts to educate parents, health care providers, and other Federal employees about Medicaid and CHIP.
- **HHS: Development of a kit to teach other agencies about how to explain kids' health outreach to their employees and clients.** Today, HHS will distribute an outreach training kit has been prepared for to Federal workers from all Departments who will participate in the "Insure Kids Now" campaign. The kit contains a presentation outline, posters, and materials that can be used as handouts.
- **USDA: Sending 92,000 employees information about outreach.** On March 8, over 92,000 USDA employees will receive information on CHIP with the national toll-free hotline number on their Wage and Earnings Statements.
- **USDA: Reaching uninsured children through the Women, Infant and Children (WIC) program.** During February, over 115,000 Alabama WIC participants will receive a CHIP outreach message with the Al-Kids toll-free hotline number on their WIC food instruments. In the near future, over 90,000 Oklahoma WIC applicants and participants will receive assistance in completing CHIP applications during their WIC visit.
- **JUSTICE: Distributing information through Operation Weed and Feed.** The Department of Justice will work with Operation Weed and Feed, a crime prevention and

community revitalization initiative that brings together the United States Attorney and 170 community leaders nationwide to distribute a letter with information on CHIP and Medicaid and posters advertising the new toll free number beginning in March of 1999.

- **JUSTICE: Hands on involvement in communities nationwide.** Beginning in March of 1999, the Department of Justice, together with the United Way and HOPE for Kids (a non-profit charitable organization), will hold community forums, distribute enrollment information, and provide application assistance to residents in 6 to 10 cities to identify and enroll uninsured children in Medicaid and CHIP.
- **EPA: Distributing information on Medicaid and CHIP through the Child Health Champion Campaign.** The Environmental Protection Agency will distribute information on Medicaid, CHIP, and the new toll free number for children's health insurance outreach through the new Child Health Champion Campaign, which works with 200 communities nationwide to protect children from environmental hazards by providing information, technical assistance and other support.

THESE NEW ACTIVITIES BUILD ON THE COMMITMENTS MADE BY:

- **National Association of Chain Drug Stores (NACDS)** will include the Insure Kids Now number and include outreach campaign materials with each prescription filled.
 - Additionally, NACDS will display outreach posters and have brochures available in 30,000 chain pharmacies visited by over 5 million people daily.
- **National Community Pharmacists Association** will distribute information on Insure Kids Now to 50,000 pharmacists through their newsletter, journal, and satellite programs.
 -
- **American Hospital Association** will include materials on the Insure Kids Now campaign in their "Campaign for Coverage" information, will reach over 6 million uninsured people.
 -
- **Bell Atlantic** provided NGA with funding to implement the new Insure Kids Now number, the cornerstone of the President's new national effort.
- **Pampers** will include Insure Kids Now materials in their child birth education packages, which are given to 90 percent of first time mothers.
- **National Educational Association** will provide information on the Insure Kids Now toll free number to the presidents of their 14,000 local affiliates beginning this month. In addition, NEA will feature an article about CHIP in the October issue of the organization's magazine, distributed to 2.4 million educational employees.

new.

American Medical Association will distribute the Insure Kids Now number to 600,000 physicians in its weekly newspaper, American Medical News, and on AMA's website.

Safeway will place 1877 on the grocery bags beginning in the spring & summer.

CHIP

On behalf of the President and the First Lady, we thank you for your interest in the Children's Health Insurance Plan (CHIP) Initiative's private sector partnership program. The President and the First Lady Hillary Rodham Clinton would like to announce your commitment during a White House event to raise awareness about the CHIP program. The event is scheduled for February 23 and the time and location is to be determined.

The White House plans to incorporate a summary of your commitment in press materials. To streamline efforts, please provide the following information and fax this form to Barbara Woolley at 202-456-6218 by February 19th. Also, we can send to you our tagline and toll-free number if you are interested in using them as part of your efforts. If you have any questions or concerns, please don't hesitate to call Barbara Woolley at 456-2930. Thank you very much for your efforts to help insure children.

Name of company:

American Academy of Child and Adolescent Psychiatry

Summary of commitment/activity:

SCHIP updates and outreach information is provided regularly to child and adolescent psychiatrists throughout the country. State health, mental health contacts are provided, with outreach phone numbers included.

Time frame during which commitment/activity will be implemented:

Outreach efforts and implementation updates don't have an end date.

Location (nationwide/regional, etc.):

Nation wide using the Regional Councils of Child and Adolescent Psychiatry

Company representative attending White House event:

Name: Mary Crosby

Work address/telephone number: AACAP

3615 Wis. Ave. NW; Washington DC 20016
202-966-7300 ex 127; fax 202-966-1944

If applicable, can you provide a visual for the event? If yes, please describe:

Yes, a copy of the most recent (Feb 5) outreach update will be mailed to Barbara Woolley

On behalf of the President and the First Lady, we thank you for your interest in the Children's Health Insurance Plan Initiative's private sector partnership program. As you know, the President and the First Lady Hillary Rodham Clinton plans to announce your commitment during a White House event to raise awareness about children's health insurance plans. The event is scheduled for February 23 and the time and location is to be determined.

The White House plans to incorporate a summary of your commitment in press materials. To streamline efforts, please provide the following information and fax this form to Barbara Woolley at 202-456-6218 by February 19th. Thank you.

Name of company:

AMERICAN DENTAL ASSOCIATION

Summary if commitment/activity:

1) ADA ONLINE - This is ADA's homepage on the Internet; and/or

2) ADA News

Time frame during which commitment/activity will be implemented:

As soon as the information is available.

Location (nationwide/regional, etc.):

Nationwide

Company representative attending White House event:

Name: Thomas J. Spangler, Jr.

Work address/telephone number: 1111 14th St., N.W., Suite 1100

Washington, D.C. 20005

(202) 789-5177

If applicable, will you provide a visual for the event? If yes, please describe:

NO

HRSA

Health Resources and Services Administration

Scott Boule
(202) 205-8497
fax (202) 205-8384

To: Devorah Adler

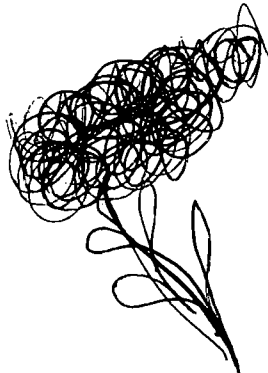
Date: 2/22/99

Re: Effectiveness of Radio Campaigns

of Pages (including cover): 15

Fodder for talking points!

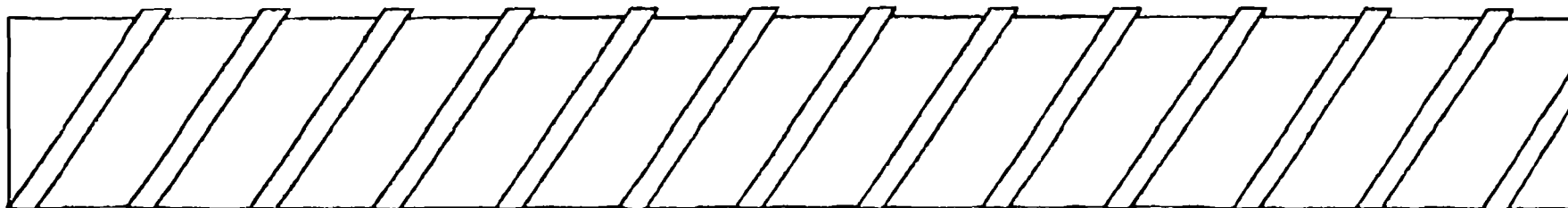
6/4
2004



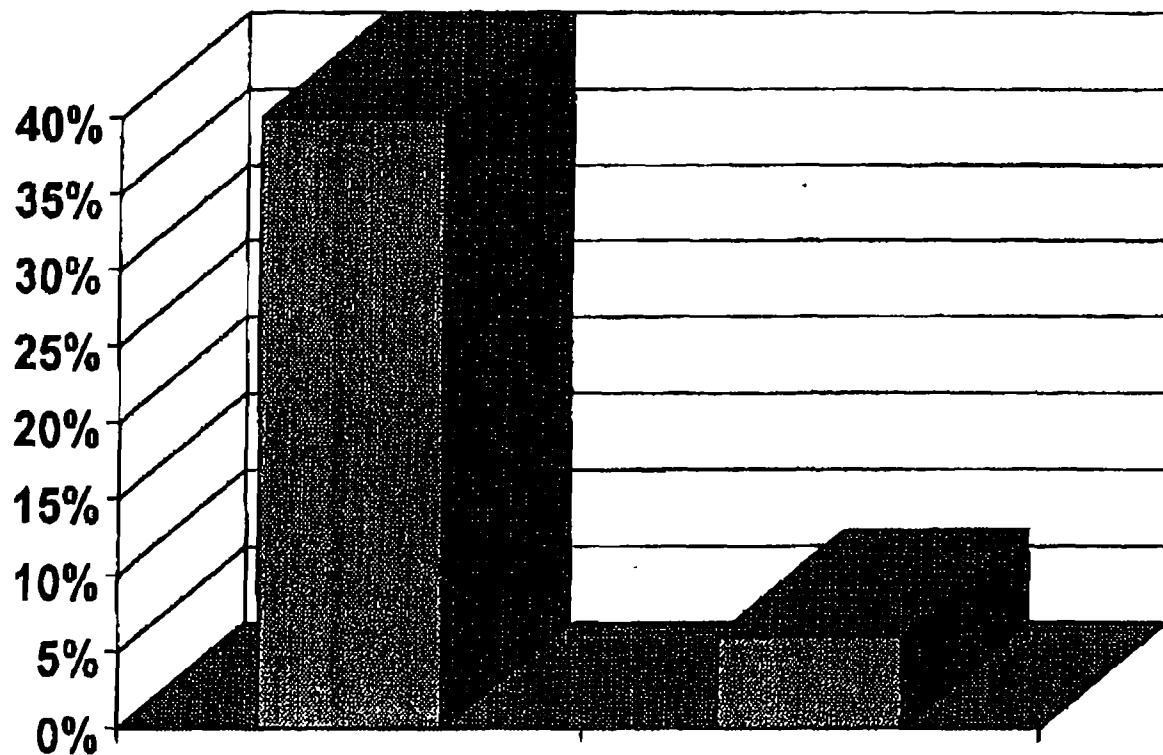
How Radio Can Help Newspaper Advertisers Increase Reach and Frequency

Without Increasing Their Budget

Top 20 Markets



People Spend More Time With Radio



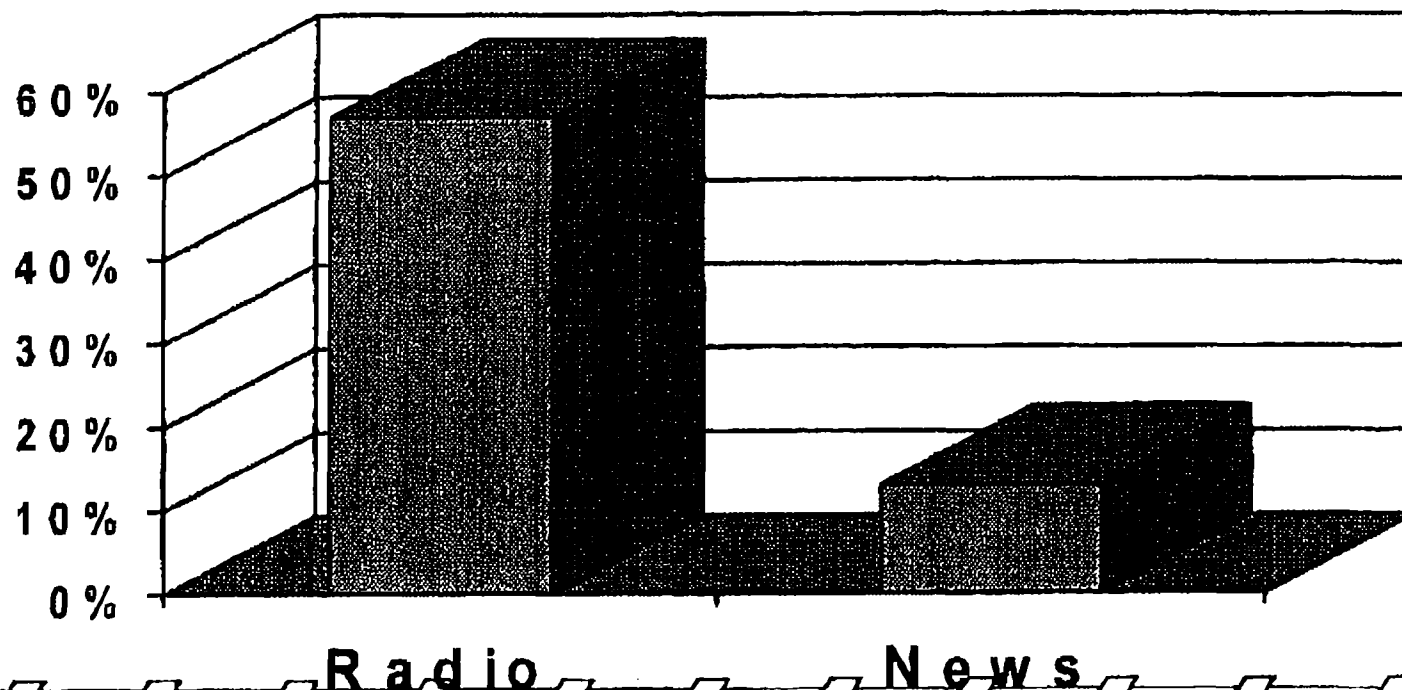
Radio

News.

Source: Media Targeting
2000 Arbitron

Radio Reaches Consumers Closest To Time Of Purchase

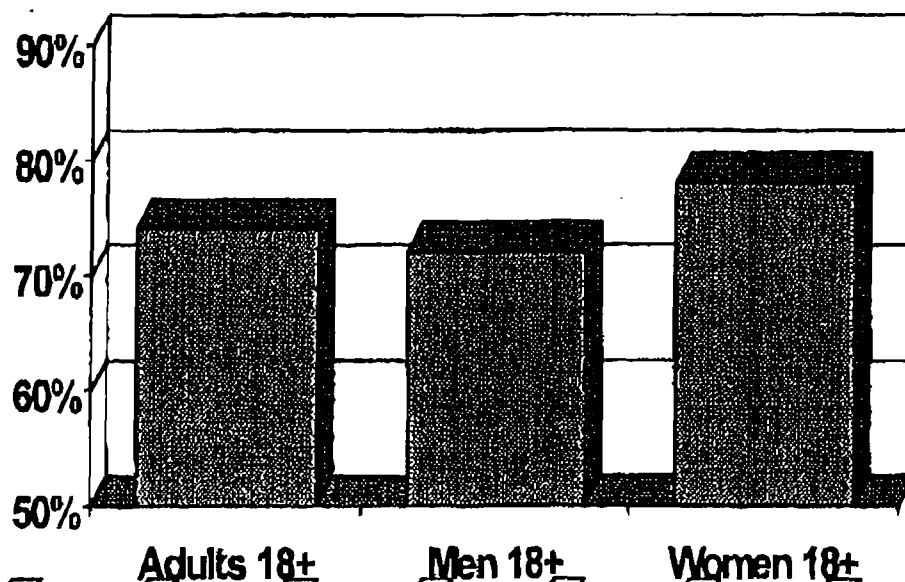
% of people reached by medium
within 1 hour of largest purchase



Source: Media Targeting
2000: Arbitron

Radio Enhances Other Media

% of People Who Remember Key Visual
Elements from TV Campaign After Hearing Radio

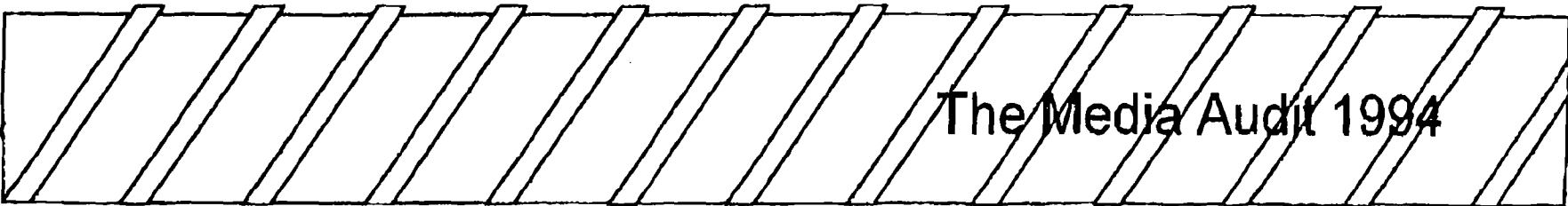


Source: Statistical
Research Inc.

Statistical Research Inc.

Radio Has Massive Reach

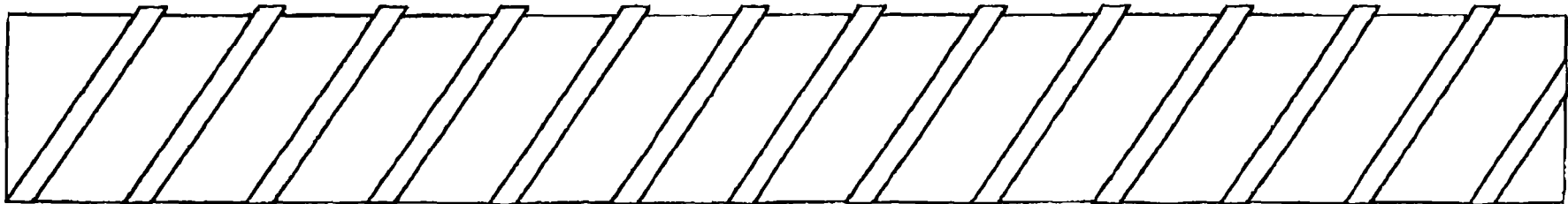
- Reaches 77% of all consumers every day.
- Reaches 95% every week.
- 3+ Hours of listening daily



The Media Audit 1994

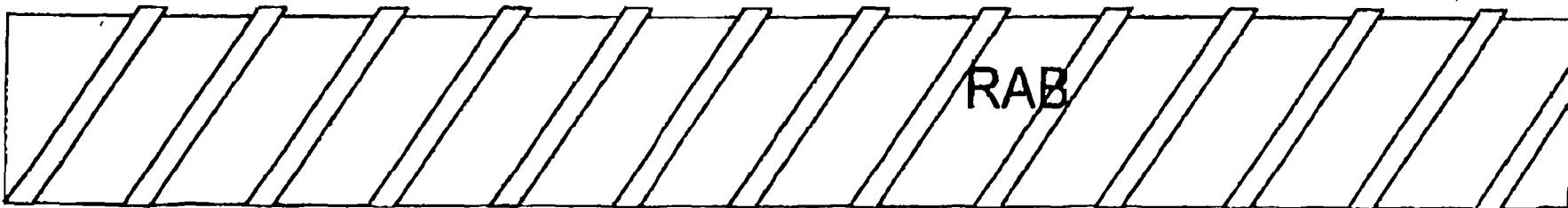
Radio Is Intrusive

- ◆ **Intrusive nature of radio demands consumer's attention.**
- ◆ **Newspaper readers have more of a choice of what to read or not read.**



Radio Delivers High Impact

- 15-20% of radio time is in advertising (vs. programming).**
- 60-68% of newspaper space is in advertising.**



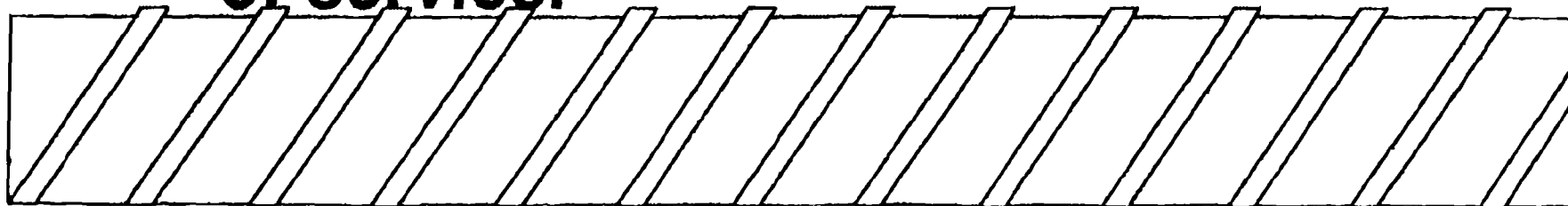
RAB

Radio Targets Specific Audiences

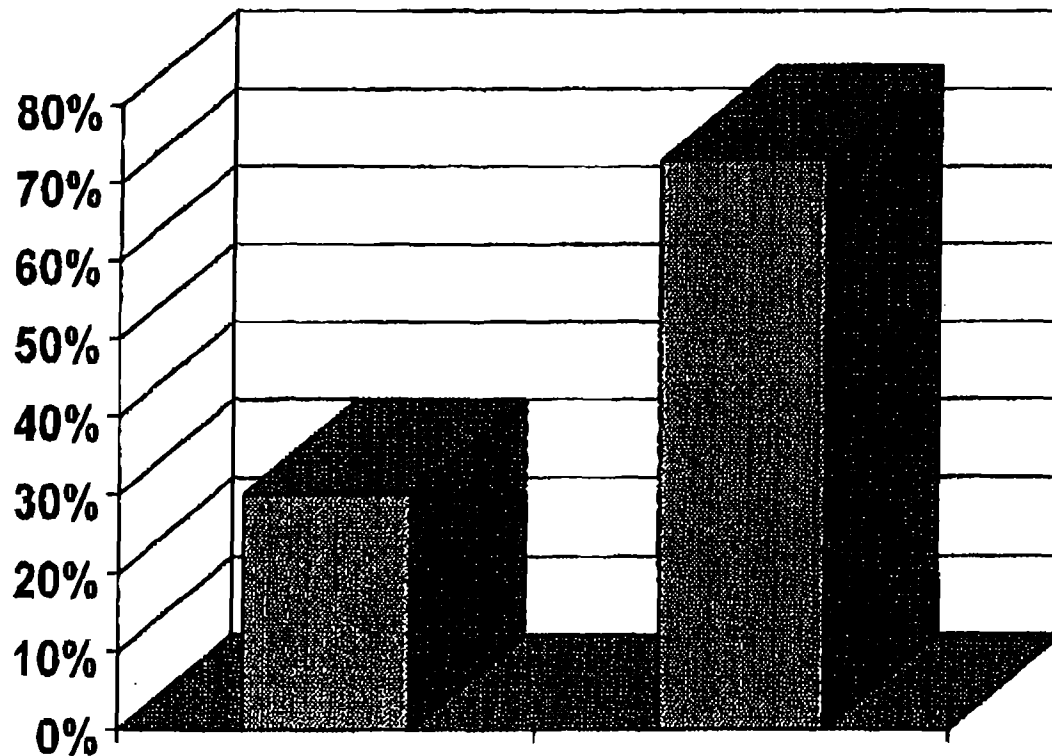
◆Radio targets precisely.

◆Newspaper delivers
general audiences.

Focus ad dollars on people with the
highest potential to use your product
of service.



Newspaper Rates Are Increasing Faster Than Most Media



Radio

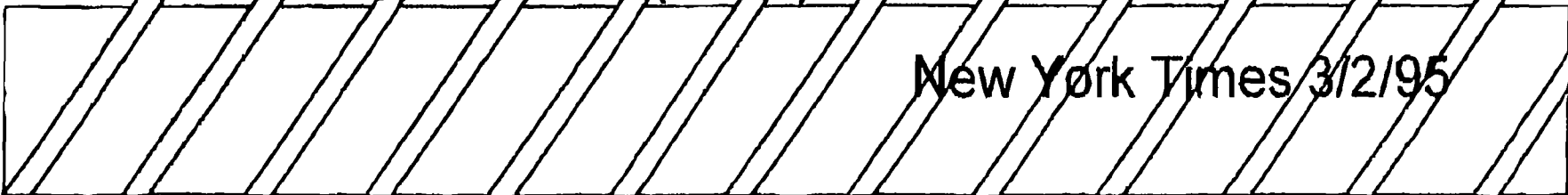
News

1984-1994 McCann Erickson

Newspaper Readership Declining

March 1994-March 1995 Readership

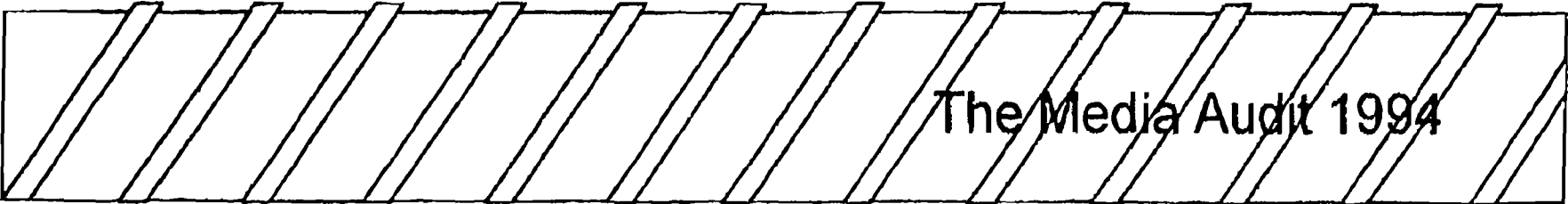
- ◆ San Francisco Chronicle(-5.18%)
- ◆ LA Times(-4.18%)
- ◆ Philadelphia Inquirer(-3.15%)
- ◆ Miami Herald(-2.29%)
- ◆ Minneapolis Star Tribune(-1.66%)
- ◆ Washington Post(-1.41%)
- ◆ NY Times(-1.38%)
- ◆ Chicago Tribune(-0.87%)
- ◆ Houston Chronicle(-.56%)



New York Times 3/2/95

Radio Reaches People Who Don't Read The Entire Newspaper

Section	Don't Read	Radio Reach
Front Page	42.6%	91.0%
TV Schedule	56.5%	91.2%
Movies/Entertainment	66.6%	90.9%
Sports	68.4%	90.8%
Food	71.1%	92.2%
Bus. News	69.6%	91.6%
Neighborhood news	69.8%	91.5%
Lifestyle/fashion	72.9%	91.5%
Travel	76.9%	91.7%
Classified	80.4%	91.4%
Real Estate	80.5%	91.7%

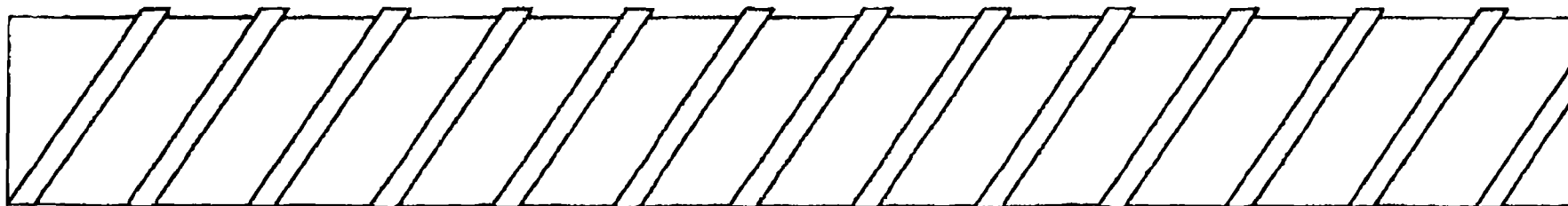


The Media Audit 1994

Radio Is More Efficient Than Newspaper

- ◆ **Radio delivers more reach than newspapers.***
- ◆ **Radio delivers more frequency than newspapers.***
- ◆ **Radio delivers more impressions than newspapers.***

***For the same cost or less than newspapers.**

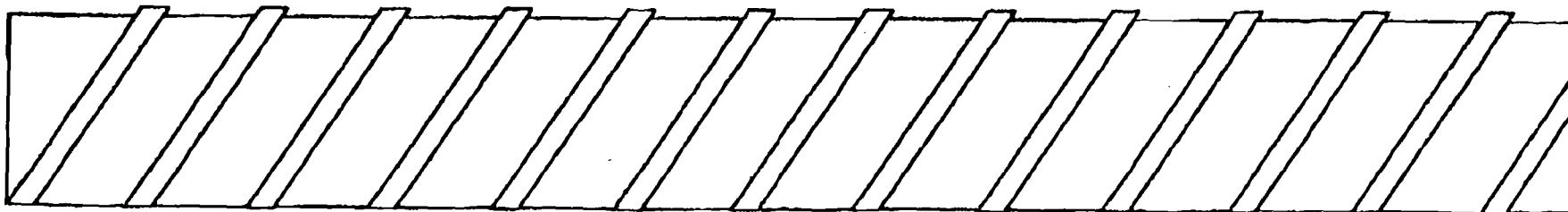


Radio Versus Newspaper

The following chart compares 1 full page insertion in the major newspaper in the top 20 markets, with a CityNets radio schedule using a similar budget.

Radio delivers:

- ◆ 109% greater reach
- ◆ 320% greater frequency
- ◆ 784% greater impressions



Kaiser

- Subsidizing all child Health care programs
- Child Health Plan Program is Kaiser's own program & Kaiser subsidizes it
- But Healthy Family Program is under CHIPS' program & CHIP subsidizes it, under Kaiser
- Healthy Family Program targets the 100-200% Federal poverty guideline level

so Kaiser patients/members have more options
& plans to ~~etc~~ pick from
brochures/posters distributed to all Kaiser in CA.

Glaxo Wellcome

NC Health Choice

- 1) Already have brochures w/ 1-800 # targeted to families in N.C. ~~there~~
- 2) working on brochures aimed at businesses now
- 3) working on promoting 1-800 through radio/TV/public announcements

Consumer Education for Medicaid Managed Care Enrollees

Joanne Rawlings-Sekunda

November 1998

NATIONAL ACADEMY
for STATE HEALTH POLICY

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Portland, ME 04101
(207) 874-6524 Telephone
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www.nashp.org Website

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Funded by The Pew Charitable Trusts

EXECUTIVE SUMMARY

As more and more Medicaid beneficiaries receive their health care coverage through managed care, the need for effective education grows. When enrollees have the information they need to navigate the managed care system, they are more likely to use their plan correctly, to see their provider, and to receive a physical examination. Lacking adequate education and information, Medicaid beneficiaries may have difficulty accessing appropriate care and advocating for themselves.

This study was designed to identify effective elements of a comprehensive education program. Seven different health care education programs were included. Typically, their education efforts consisted of the following strategies:

1. Getting the relevant players involved.
2. Doing research to understand the information Medicaid beneficiaries need and then determining how, where, and when to present it. Study participants stressed the importance of using consumers — through focus groups, interviews, or organized gatherings — whenever possible.
3. Focusing on one or two key messages to include in all education efforts.
4. Providing information and education to those who work frequently with Medicaid beneficiaries (e.g., case workers and staff of community-based organizations).
5. Using more than one method to deliver messages. Verbal strategies (face-to-face or phone conversations) are effective in explaining the complexities of the managed care system. Media and print are helpful in reinforcing basic messages or providing specific details when the consumer needs the information (for instance, when making a complaint).
6. Making education an ongoing, continuous effort.

Other strategies that study participants found particularly effective included telephone helplines, the use of public health nurses to first assist beneficiaries in their choice of plan and then to serve as case managers to teach enrollees how to use the plan, the use of local and regional groups to assist in phasing in statewide efforts, the hosting of consumer education sessions with established groups of beneficiaries, and partnerships with community-based organizations, marketing firms, and the media. The paper highlights innovative ways of implementing these strategies.

Education Programs

Table 1 provides brief profiles of the five education programs studied (more detail is provided in the Appendix). All except one began within the last four years. All except Baby Arizona began before mandatory Medicaid managed care (New York City, the site of two programs, is still enrolling voluntarily). One is conducted by an independent advocacy agency (Community Service Society). All use multiple client education strategies.

Table 1: Education Programs

	Start	Brief description/ goals	Results
Arizona - Baby Arizona	1994	Statewide (phased in by county) public-private streamlined eligibility campaign designed to increase the % of healthy babies by increasing the % of Medicaid-eligible pregnant women getting prenatal care starting in the first trimester	Last 2 years, 5% increase in early prenatal care; increase in calls to toll-free hotline; satisfaction survey of 300+ consumers found 88% very satisfied and 12% somewhat satisfied
Nebraska - Back to Sleep implementation	1995	A nationwide program supported by the American Academy of Pediatrics and the National SIDS Foundation to reduce the risk of SIDS by placing babies on their backs to sleep, brought to NE by the NE SIDS Foundation and the Nebraska Health and Human Services Perinatal and Child Health Program (Title V)	50% decrease in SIDS over a 2-year period
Utah - Baby Your Baby	1988	Statewide outreach program (which includes presumptive eligibility program) to decrease infant mortality and low birth-weight babies, and increase prenatal visits in the first trimester; education campaigns have also worked to increase numbers of well-baby visits, promote breast-feeding and child nutrition, and increase numbers of WIC and EPSDT referrals	Independent survey found 90%+ awareness of BYB throughout state; increased numbers of women enrolling (6,651 in '97)
New York City - Office of Medicaid Managed Care ⁷	1996	Citywide effort to educate Medicaid beneficiaries on enrolling and utilizing managed care, and prepare them for mandatory enrollment phase-in. Two step process: 1. educate providers 2. educate consumers directly	People are aware they have choices (message of PSAs); helpline calls increase after certain strategies
New York City - Community Service Society	1995	Citywide project to develop and demonstrate a replicable model to provide Medicaid beneficiaries with information and skills to effectively navigate within a managed care system	Independent evaluation found: workshop participants more knowledgeable about how to negotiate managed care, and use information from workshop and handbook to solve problems

⁷ Since this report was written, the Office of Medicaid Managed Care has become the Division of Health Care Access of the New York City Department of Health. Its responsibilities are the same.

Table 3: Education Strategies

	Baby AZ	NE - Back to Sleep	UT - Baby Your Baby	AHC- CCS	NE Ac- cess Medi- caid	NYC- OMMC	NYC- CSS	Utah MMC
TV campaign	✓	✓	✓		✓	✓		
Radio campaign	✓	✓	✓		✓	✓	✓	
Newspaper campaign	✓	✓	✓			✓	✓	
Video	✓	✓	✓	✓	✓	✓		✓
Print ads (brochures, billboards, etc.)	✓	✓	✓	✓	✓	✓	✓	
Print educational materials	✓	✓	✓	✓	✓	✓	✓	✓
Hotline/helpline	✓	✓	✓	✓	✓	✓	✓	✓
Ed. sessions for providers	✓	✓				✓	✓	
Ed. sessions for consumers				✓	✓		✓	✓
Face-to-face education	✓	✓	✓		✓	✓	✓	

* Health plan member handbooks (& possibly newsletters)

Verbal Education: Explaining Complex Processes

Given the complexity of managed care, and the high levels of functional illiteracy among Medicaid beneficiaries, verbal education is an essential component of any education effort. One Medicaid official noted that anything presented through the media has to be reinforced one-on-one, adding "When you talk to a mom about emergency room use for her child in a particular situation, it has a much stronger impact." To provide this component:

- Most of the programs have made significant efforts to educate staff of entities in close contact with Medicaid beneficiaries, and to participate in health fairs and other public gatherings.

facilitating two workshops per week for at least six months. Working in two-person teams, each receives a stipend of \$5 per workshop (to cover transportation). For quality monitoring, staff test new educators at the end of their training on accuracy, and periodically sit in on sessions.²⁰ Workshop participants also have the opportunity to discuss their own experiences with managed care and learn from each other.

Toll-free Hotlines/Helplines

A survey conducted by the National Academy for State Health Policy found that as of June 30, 1996, 31 states had hotlines available for Medicaid managed care enrollees.²¹ Most operate their own hotlines, although some use enrollment brokers in this role.

Most of the studied programs have -- toll-free -- either a 24-hour hotline or a helpline run during business hours. Most include bilingual operators; for languages not spoken by staff, several use the AT&T language line. In addition to answering questions, many of these hotlines assist consumers in resolving issues with their plans.

Medicaid officials described both pro's and con's to using hotlines as education tools. On one hand, these lines allow Medicaid beneficiaries to ask questions about particular situations. On the other hand, hotline operators may be expected to know processes for a number of insurance products within a number of health plans. Even with this limitation, having one phone number which can link the caller with the appropriate person or help in getting to that person, is considered helpful.

Ideas that Work

Medicaid managed care program Using data logged during the initial call, staff at Community Services Society call random helpline consumers to determine if they were satisfied with the service received and the outcome of the issue in question.

Other education programs It is important that phone staff are adequately trained to provide accurate responses and to link callers with issues they cannot resolve to staff who can. Utah's Baby Your Baby hotline coordinator individually trains new staff for two weeks, to learn not only BYB and other public health education initiatives, but other programs available to callers. Once familiarized, the new hire listens to an experienced operator handle incoming calls, then takes calls while the coordinator monitors.

²⁰ If a problem is discovered, the educator is asked to return for additional training. If the problem is not corrected, the person is asked to leave.

²¹ Horvath, Jane and Kaye, Neva, Editors. *Medicaid Managed Care: A Guide for States, 3rd Edition*. Portland, ME: National Academy for State Health Policy, 1997.

Baby Arizona shares the hotline established by the Maternal and Child Health (Title V) office of the Department of Health Services, to maximize efficiencies and coordinate the knowledge within both programs.

Mass Marketing Campaigns: Building Awareness

Mass marketing campaigns can include a number of components:

- Media campaigns (television, radio, newspaper) with programs, paid advertisements, free Public Service Announcements (PSAs) and cultivation of news coverage.
- Videos, to be aired on public affairs cable stations and shown in waiting rooms or on closed-circuit TV at hospitals, providers, community-based organizations and welfare offices.
- Direct mailings and newsletters. Populations to target for special newspapers/newsletters include AFDC/TANF/Medicaid beneficiaries and community-based organization clientele. Some programs develop and distribute the newsletters themselves while others write articles for placement in other entities'.

Medicaid officials emphasized that as accessing care can vary by health plan, mass marketing campaigns are not the most effective way to teach enrollees how to use their chosen plan. Such campaigns can be used to transmit basic messages, build awareness (particularly of availability of, and eligibility for, programs), and decrease fears (e.g., New York City Office of Medicaid Managed Care's "You have a choice" message).²²

Ideas that Work

Medicaid managed care programs The Office of Medicaid Managed Care (OMMC) used the media in several creative ways:

- They posted a PSA the same time each day on a local public affairs cable station. Topics included: basic managed care concepts, how the change to mandatory enrollment will work, what the enrollment process will look like, and how to work with a primary care physician (PCP). Every spot urged people with questions/concerns to call the helpline.
- Their five-minute video featured a primary care physician (PCP) discussing: "What is a PCP? How do you use your PCP? Why is it important to have one doctor?" The video is shown on the cable spot and on hospitals' closed-circuit TV networks.

²² However, one Medicaid official noted that impoverished populations living in extremely rural areas (such as Indian reservations) do not have access to mass media and so are not reached by these campaigns.

HRSA

Health Resources and Services Administration

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To: Devorah Adler

Date: 2/22/99

Re: Information for talkings points on social marketing.

of Pages (including cover): 9

More stuff courtesy of HCFA (Joyce S.)!

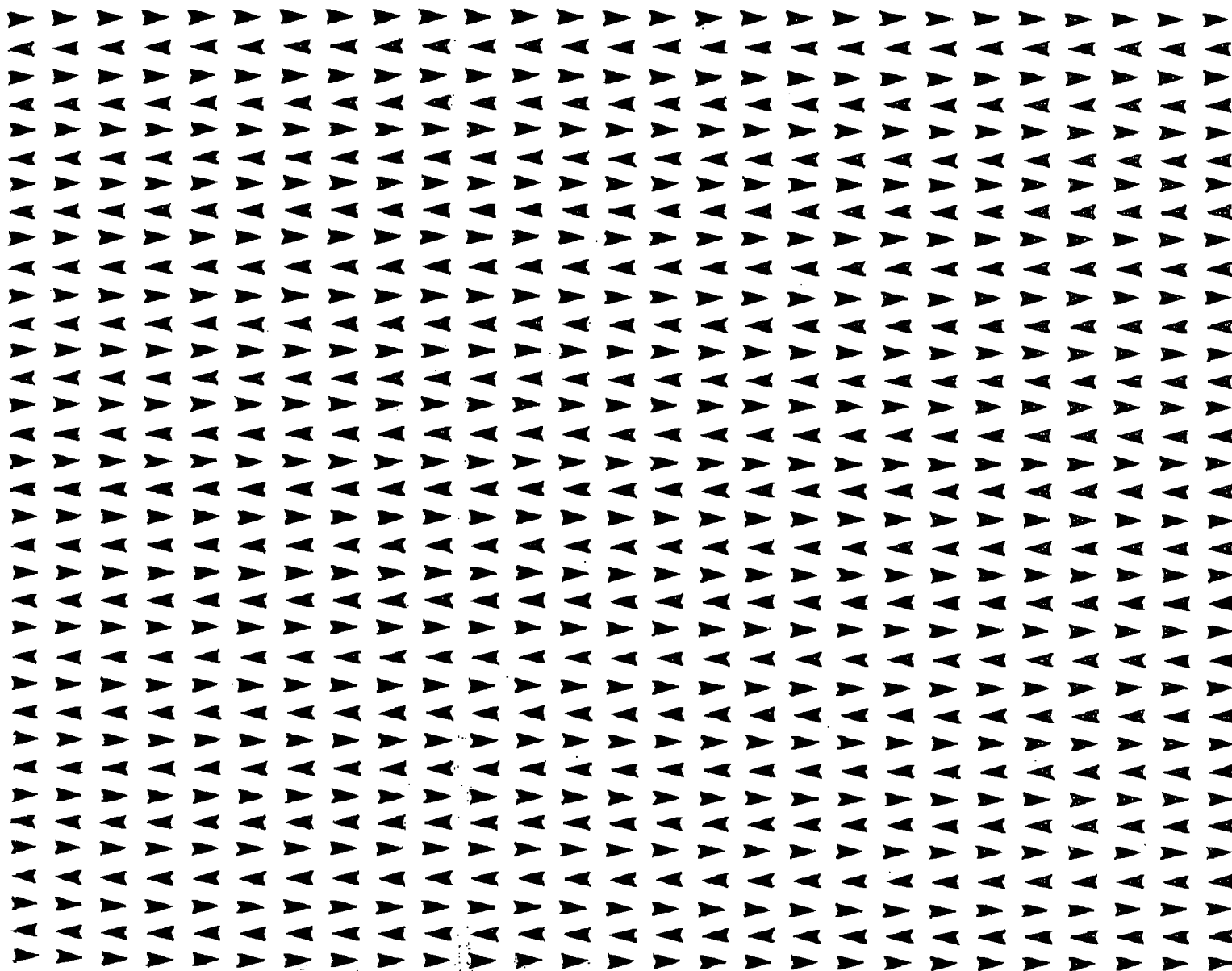
MAKING HEALTH COMMUNICATION PROGRAMS WORK

A PLANNER'S GUIDE

U.S. DEPARTMENT OF HEALTH
AND HUMAN SERVICES
Public Health Service
National Institutes of Health

Office of Cancer Communication
National Cancer Institute

NIH Publication No. 92-1493
April 1992



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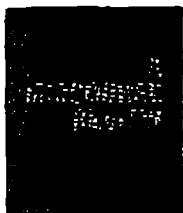
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Introduction

The Role of Communication in Disease Prevention and Control



In 1980 the Department of Health and Human Services published the *Objectives for the Nation: 1990*. These health objectives, compiled by

groups of experts addressing 15 priority areas, projected an improvement in our national health status that could be reached by 1990 if current knowledge were to be applied. Better use of existing health knowledge requires communication among health care and social service professionals, related organizations, government agencies, the private sector, and individual citizens. In fact, communication between leaders in health, education, industry, labor, community organizations and others was cited as essential in reaching the 1990 objectives. Health communication programs can be designed to inform, influence and motivate institutional or public audiences.

Communication can:

- ☐ increase awareness of a health issue, problem or solution
- ☐ affect attitudes to create support for individual or collective action
- ☐ demonstrate or illustrate skills
- ☐ increase demand for health services
- ☐ remind about or reinforce knowledge, attitudes or behavior.

Health communication programs cannot:

- ☐ compensate for a lack of health care services
- ☐ produce behavior change without supportive program components
- ☐ be equally effective in addressing all issues or relaying all messages.

Therefore, communication should be included as one component in programs designed to address a health problem.

Relevant Health Education, Mass Communication and Social Marketing Theories, Models and Practices

The National Cancer Institute has incorporated aspects of various communication models, theories and practices into its planning process. Each discipline offers a different perspective on the consumer and the steps leading to behavior change. For example, *social marketing* practice considers the perceptions and perceived needs of the target audiences as an essential element of planning. *Health education* models involve an exploration of the components of behavioral intention that will influence an individual's willingness to act. *Mass communication* theories help explain factors that influence message transmission between the source and the target audience and the expected effects. Summarized below are some of the theories, models and practices that have been applied in developing this guide.

Social Marketing

Social marketing models, first articulated by Philip Kotler and based on commercial marketing practices, show that the consumer (target audience)

should be the central focus for planning and conducting a program. The program's components focus on the:

- ☐ *price*—what the consumer must give up in order to receive the program's benefits. These "costs" may be intangible (e.g., changes in beliefs or habits) or tangible (e.g., money, time or travel)
- ☐ *product*—what the program is trying to change within the target audience
- ☐ *promotion*—how the exchange is communicated (e.g., appeals used)
- ☐ *place*—what channels the program uses to reach the target audience (e.g., mass media, community, interpersonal)

The formulation of price, product, promotion and place evolves from research with the consumer to determine what benefits and "costs" they would consider acceptable, and how they might be reached. Lessons learned from social marketing stress the importance of understanding the target audience and designing strategies based on their wants and needs rather than what good health practice directs that they "should" do.

Behavioral Intentions

Studies of behavioral intentions suggest that the likelihood of the target audience adopting a desired behavior can be predicted by assessing (and subsequently trying to change or influence) their attitudes toward and perceptions of benefits of the behavior, along with how they think that their peers will view their behavior. Research by Fishbein and Ajzen support the idea that an individual's, and society's (perceived) attitudes are an important predecessor to action. Therefore, an important step toward influencing behavior is a preliminary assessment of target audience attitudes, and subsequent tracking to identify any attitudinal changes.

Communications for Persuasion

William McGuire has described the steps an individual must be persuaded to pass through in order to assimilate a desired behavior. These steps are:

- ☐ exposure to the message
- ☐ attention to the message
- ☐ interest in or personal relevance of the message
- ☐ understanding of the message
- ☐ personalizing the behavior to fit one's life
- ☐ accepting the change
- ☐ remembering the message and continuing to agree with it
- ☐ being able to think of it
- ☐ making decisions based on bringing the message to mind
- ☐ behaving as decided
- ☐ receiving (positive) reinforcement for behavior
- ☐ accepting the behavior into one's life

To communicate the message successfully, five communication components all must work:

- ☐ the credibility of the message source
- ☐ the message design
- ☐ the delivery channel
- ☐ the target audience
- ☐ the targeted behavior

Attention to McGuire's considerations helps assure that the communication program plan addresses all factors that determine whether a message is received and absorbed, and that the program is staged over time to address audience needs as they differ over time while progressing toward behavior change.

Diffusion of Innovations

The health policy makers call it "technology transfer;" Everett Rogers describes the process whereby new products or ideas are introduced or "diffused" to an audience. Whether the message is accepted (or the behavior adopted) depends upon whether the audience:

- ☐ perceives it as beneficial
- ☐ sees it as in accordance with their needs and values
- ☐ finds it easy or difficult to understand or adopt
- ☐ can try the behavior
- ☐ feels that the results of the trial or acceptance are viewed positively by their peers.

Rogers suggests that the mass media are a quick and effective route for introducing new information or trying to influence attitudes, especially in the early stages of reaching audiences predisposed toward accepting new ideas. However, at the point of trial, or "adoption," interpersonal channels are more influential. This means that a communications strategy might consist of using the mass media to introduce the message, provide knowledge, influence attitudes, and reinforce behavior, and using community or interpersonal intervention to teach and encourage the adoption of the behavior. This is especially important for groups known not to adopt new behaviors quickly.

PRECEDE Model

Lawrence Green developed the PRECEDE model, an approach to planning that examines the factors which contribute to behavior change. These include:

- ☐ predisposing factors—the individual's knowledge, attitudes, behavior, beliefs, and values prior to intervention that affect their willingness to change

- ☐ enabling factors—the structure of the environment or community and an individual's situation that facilitate or present obstacles to change
- ☐ reinforcing factors—the positive or negative effects of adopting the behavior (including social support) that influence continuing the behavior.

These factors require that the individual be considered in the context of their community and social structures, and not in isolation, when planning communication or health education strategies.

Understanding these concepts related to health communication planning can help assure a successful program. A more thorough review may be valuable for planning a particular program. Sources of more information include:

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- Additional sources are included in Appendix F (Bibliography).

Television	Radio	Magazines	Newspapers
Potentially largest/wide range of audiences, but not always at times when PSAs are most likely to be broadcast.	Various formats offer potential for more audience targeting than television (e.g., teenagers via rock stations). May reach fewer people than TV.	Can more specifically target to segments of public (young women, people with an interest in health).	Can reach broad audiences rapidly.
Deregulation ended government oversight of station broadcast of PSAs, public affairs programming.	Deregulation ended government oversight of stations' broadcast of PSAs, public affairs programming.	No requirement for PSA use; PSAs more difficult to place.	PSAs virtually nonexistent.
Opportunity to include health messages via news broadcasts, public affairs/interview shows, dramatic programming.	Opportunity for direct audience involvement via call-in shows.	Can explain more complex health issues, behaviors.	Can convey health news/breakthroughs more thoroughly than TV or radio and faster than magazines. Feature placement possible.
Visual as well as audio make emotional appeals possible. Easier to demonstrate a behavior.	Audio alone may make messages less intrusive.	Print may lend itself to more factual, detailed, rational message delivery.	
Can reach low income and other audiences not as likely to turn to health sources for help.	Can reach audiences who do not use the health care system.	Audience has chance to clip, reread, contemplate material.	Easy audience access to in-depth issue coverage is possible.
Passive consumption by viewer; viewers must be present when message is aired, less than full attention likely. Message may be obscured by commercial "clutter."	Generally passive consumption; exchange with audience possible, but target audience must be there when aired.	Permits active consultation. May pass on. Read at reader's convenience.	Short life of newspaper limits rereading, sharing with others.
PSAs can be expensive to produce and distribute. Feature placement requires contacts and may be time consuming.	Live copy is very flexible and inexpensive; PSAs must fit station format. Feature placement requires contacts and may be time consuming.	Public service ads are inexpensive to produce; ad or article placement may be time consuming.	Small papers may take public service ads; coverage demands a newsworthy item.

The Role of Public Service Media Campaigns

Public service campaigns have been used frequently in recent years by health promotion and disease prevention programs. Many Federal agencies and national voluntary organizations have sponsored campaigns on health subjects. Similarly, many local agencies have produced campaigns designed to target particular communities. Typically, these campaigns have included a combination of television and radio public service announcements (PSAs), public service transit ads and billboards, booklets, posters, specially planned events and health education activities. In addition, campaign planners have generated local or national news media coverage to provide attention to health issues.

PSAs are usually 30-, 30- or 10-second radio or TV public service advertisements sponsored by nonprofit and government agencies to provide new information, reinforce prevailing knowledge or attitudes, or to promote particular services, activities or issues of community interest. The broadcast time for these messages and, in some cases, the production costs are donated by radio and TV stations and networks. Some PSAs are produced at the joint effort of the sponsoring agency and the station. For example, a PSA might state: "This message is brought to you as a public service from the American Cancer Society and Station WXXX." Many times, however, PSAs are especially community and college news stories and provide public service advertising space.

Although cost is a consideration for public service time and space is very limited. Although radio and/or TV stations are now required to donate specific amount of time to PSAs or public affairs programming, stations are often faced with a difficult task of how to ascertain and respond to the concerns of the community they serve. There is no such incentive for print media, and major newspapers rarely offer free space (although they frequently cover health issues in news, features and editorials).

Public service announcements are seen by the public as important, credible, and reliable sources of health and medical information. A 1979 survey conducted by Louis Harris and Associates for the National High Blood Pressure Education Program found that, next to the doctor or clinic where treatment is received, television PSAs are seen as the most important source of health information.

While public perceptions of PSAs appear to be favorable, PSAs are limited in their actual impact. PSAs, alone, will not cause long term behavior changes, especially with such ingrained behaviors as smoking, sedentary lifestyles or poor eating habits. For this reason, communication programs designed to affect behavior use PSAs as one component of an overall communication program that includes an array of mass media and interpersonal communication activities. As demonstrated in both the Stanford Heart Disease Prevention Program and Finland's North Karelia Project, this combination of techniques can be effective in promoting health behavior and lifestyle changes. These programs implemented several intensive campaigns over a period of several years and used multiple media strategies including PSAs, radio and television programs, news coverage, and information brochures mailed directly to homes. They also included interpersonal communication activities, such as physician-patient counseling, presentations to high-risk individuals and self-help groups for support and reinforcement.

Within the context of a larger communication program, PSAs are most useful for creating awareness or heightening the public's sensitivity to a health problem or issue, or reinforcing a newly established behavior. A well-designed PSA can transmit specific information to the public such as alerting homeowners to the need to test for radon, or announcing the time and place of a health screening. PSAs also are appropriate for increasing recognition of a health program, generating requests for health information

continued

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The Role of Public Service Media Campaigns *continued*

or recruiting volunteers. Unless campaign messages attract attention, however, they are unlikely to succeed at these objectives or to contribute to more complex ones, such as:

- changing or reinforcing attitudes (eg., reducing fears of breast cancer)
- motivating specific behaviors (eg., using seat belts)
- teaching new skills (eg., how to check a child's hearing)
- creating behavior change (eg., quitting smoking or reducing alcohol consumption)

The probability of achieving these succeeding objectives becomes less as the desired response becomes more difficult for the individual.

Public service media campaigns distributed by radio and television are the most common. Unfortunately, not all campaign materials are effective in achieving objectives without specific guidelines and staff training. Stations are reluctant to assess their ability to attract attention, to be understood, and to be perceived as memorable, relevant, or believable. Further, many PSAs receive minimal air time or are ignored by radio and TV station public service directors because they are unaware of your program, the message is unclear, perceived as unnecessary or unimportant, the PSA does not meet the station guidelines or cost guidelines, or there is no staff time to review the PSA to the station. The most common reason for a PSA not being produced is that it does not meet the station's guidelines. A health communication program but rarely does the station produce a program.



International campaign will reach families at their homes through the schools, their children's schools, and this national campaign is designed to reach families multiple times and in multiple ways, numerously so that they take the first steps to enrollment from parents who may not know about these programs, to school teachers, to volunteers, to see the message from shopping mailers, and see it on the network.

INSURE KIDS NOW CAMPAIGN
DRAFT: FULL LIST OF ACTIVITIES stat.
February 23, 1999

Today, President Clinton and First Lady Hillary Rodham Clinton, together with Governors Carper and Leavitt, Secretary Shalala, and private sector partners from across the country, launched the "Insure Kids Now" campaign, a new national campaign designed to identify and enroll eligible children in Medicaid and the new Children's Health Insurance Program (CHIP). Currently, there are over millions of children who are eligible for but unenrolled in free or low cost health insurance. Although they have access to these critical programs, these children remain unenrolled -- because their families ~~do not~~ know about the options, cannot easily get information, or struggle with the application process. The Insure Kids Now campaign partners the Federal government, the States, and the private sector in an unprecedented effort to ensure that all children who are eligible for health insurance receive it.

The campaign has three components, all designed to educate families about the free or low cost health insurance options available through Medicaid and the new State CHIP programs: a new television, radio, and print media campaign; new efforts by private corporations; and new efforts by non-profit ~~corporations~~ *organizations*. Do

LAUNCHING 1-877 KIDS NOW, A NEW NATIONAL NUMBER FOR KIDS HEALTH OUTREACH. Today, the President and First Lady launched 1-877 KIDS NOW, a new toll free number developed by the National Governors Association in partnership with Bell Atlantic and the Administration that provides information on Medicaid and CHIP to families nationwide. This number will provide families in all 50 States with State specific information about Medicaid and CHIP. Families calling the line will speak with an eligibility counselor who can provide information about eligibility criteria, benefits, and how to apply for coverage. Beginning in October, HHS will assume responsibility for this line.

THE NATIONAL MEDIA MAKES AN UNPRECEDENTED COMMITMENT TO CHILDREN'S HEALTH INSURANCE OUTREACH. Today, the President unveiled new efforts by national media organizations to provide families across the country with information about the importance of health insurance and how to apply for Medicaid and CHIP, including:

TELEVISION

- **NBC to air PSA on children's health insurance.** Beginning on February 24, "The More You Know" will air a public service announcement to educate parents and families about free or low cost health insurance options. This PSA, using NBC stars S. Epatha Merkerson and Benjamin Bratt, provides information about the importance of health insurance for children and includes the new toll-free number for children's health insurance outreach.
- **ABC to air a public service announcement featuring the new Insure Kids Now toll free number.** Beginning on ____, ABC Television Network will air a public service

announcement providing parents and families with information about the importance of health insurance and promoting the new toll-free number. This PSA will air during (prime-time?/throughout the day?) over the next (a year/three months??) *low down when they go up*

- 7) **Viacom/Paramount to air a public service announcement featuring the new Insure Kids Now toll free number.** Beginning March 1st, Viacom/Paramount will air a public service announcement that provides parents and families with information about the importance of health insurance and promoting the new toll-free number. This PSA will air on 19 of their stations throughout the country during over the next _____. *up*

- 6) **Black Entertainment Television, to air a public service announcement featuring the new Insure Kids Now toll free number.** Beginning on _____, BET will air a public service announcement that provides parents and families with information about the importance of health insurance and promoting the new toll-free number. This PSA will air on 19 of their stations throughout the country during _____ over the next _____.

- 5) **National Association of Broadcasters, to distribute a public service announcement featuring the new Insure Kids Now toll free number.** The National Association of Broadcasters, the national trade association representing broadcast stations, will make the ~~first~~ PSA available to all their member stations on Monday, February 22nd.

- 4) **Univision to air Spanish language PSA.** Beginning on February 23, Univision will run a Spanish language PSA developed by the ~~Department of Health and Human Services~~ *featuring the first lady & the Insure Kids Now toll-free number* once a day for the next year. The PSA will air twice a day over the next six months, once during the day and once during prime time. Univision is watched by 90 percent of Hispanic households -- over 18 million people; *and* over 25 percent of Hispanic children are uninsured.

RADIO

- Airing radio ads in 45 States.** Beginning on February 23, the Department of Health and Human Services will fund radio ads to be aired in 45 States and the District of Columbia. In each State, the spots will run for 4 weeks (15 per week). The spots will run in groups of 10-11 States at a time, beginning with California, Utah, Colorado, Alabama, Illinois, Ohio, Kentucky, North Carolina, New Jersey, Connecticut, and Maine.

- Radio Disney/ABC radio** will run ads specialized for children in their 25 markets, *when again reach markets*
- Bonneville** will run public service announcements from by General Powell and America's Promise will distribute these ads nationwide.

PRINT MEDIA

Bonneville - Chicago, CA, Salt Lake City, SF, D.C. Bonneville now produced & aired PSAs - narrated by Ad Council nationwide.

- **USA Today will run an editorial on the importance of children's health insurance.** USA Today has agreed to do a editorial in their weekend edition on the importance of health insurance for children and the new options available to families through Medicaid and CHIP. The editorial will feature the new Insure Kids Now hotline number.

PRIVATE AND PUBLIC ORGANIZATIONS JOIN THE ADMINISTRATION'S NATIONAL EFFORT.

Today, the First Lady and the President lauded the efforts of private sector companies to get the word out about the new free or low cost children's health insurance options available to families across the nation. In addition, numerous groups representing health care providers, volunteers, children's advocates, educators, child care providers, and religious organizations come in contact with low-income and working families on a regular basis and can help educate them about Medicaid and CHIP. The following is a list of the new commitments:

9 - NEW KIND COMMITMENTS **CORPORATIONS** → *Names large to large area corporations*

- **American Medical Response** will include the Insure Kids Now toll free number beginning on ~~_____~~ on ambulances and other transport vehicles, such as school buses, which transport over 2,000,000 students daily. In addition, beginning on ~~_____~~, they will provide information on Medicaid and CHIP to communities in 36 States through ~~_____~~.
- **Kmart Corporation** will dedicate two columns on children's health insurance in the Kmart circular distributed to more than 70 million homes on ~~_____~~. In addition, beginning on ~~_____~~, stores will have counter displays at 1,600 Kmart pharmacies nationwide with brochures promoting Insure Kids Now. Beginning on ~~_____~~, they will also put daily public service announcements on Kmart in-store radio network and put the Insure Kids Now number on all Kmart shopping bags. *March 4 of Dimes*
- **General Motors**, which will affix labels with the Insure Kids Now toll free number to ~~_____~~ child safety seats being donated to families in low-income communities across the country, beginning on ~~_____~~.
- **Ralphs Grocery**, has agreed to place bag stuffers in shopping bags and to air public service announcements in their in-store radio network to promote the Insure Kids Now toll free number beginning on ~~_____~~, *how many*
- **General Mills, Inc.**, will help to ensure that children have a healthy start in life by underwriting the work of America's Promise on the State Children's Health Insurance Program. [need specifics -- what is new]
- **Kids Korner Gift Shops**, will include Insure Kids Now materials in packets sent to thousands of schools nationwide beginning on ~~_____~~.
- **Neil Romano & Associates Inc.**, will work with CHIP corporate partners to produce a

television PSA featuring the President, First Lady, or celebrity athlete to distribute on behalf of the campaign, to millions of people across the country.[??]

GRASS-ROOTS ORGANIZATIONS

HEALTH PROVIDERS AND PROFESSIONAL ASSOCIATIONS *STEP*

- ③ **Pfizer Inc.**, has agreed to incorporate the Insure Kids Now onto their patient/parent resource publication, mailings to their pediatricians, and in their Pharmacy Assistance Program beginning on _____. In addition, beginning on _____, Pfizer will distribute an outreach kit to 400 community health centers.

- ② **Blue Cross & Blue Shield Association**, will begin to educate local physicians, hospitals and state government partners about the new health insurance options for low income children on _____ by _____. In addition, beginning on _____, Blue Cross Blue Shield's national association will produce and distribute a nationwide radio public service announcement nationwide as well as print advertorials on the Insure Kids Now campaign in Readers Digest and Time Magazine (CK).

- Columbus Children's Hospital**, [is this one hospital?? Yes.] will place Medicaid/CHIP applications in the Emergency Room, the Outpatient Care Center, and community-based primary care sites along with posters in busy hospital elevators beginning on _____.

- National Association of Chain Drug Stores (NACDS)**, will include the Insure Kids Now number and include outreach campaign materials with each prescription filled. Additionally, NACDS will display outreach posters and have brochures available in 30,000 chain pharmacies visited by over 5 million people daily. ~~[I think we should take this out -- announced in February.]~~ *old*

- National Community Pharmacists Association**, will distribute information on the Insure Kids Now campaign to 50,000 pharmacists through their newsletter, journal, and satellite programs beginning on _____. *old*

- ④ **Wyeth Lederle Vaccines**, will distribute handbooks including the Insure Kids Now toll free number and information on how to educate families about health insurance options for their children to 1500 local community based organizations and providers beginning on _____.

- American Hospital Association**, will distribute materials on the Insure Kids Now campaign into their "Campaign for Coverage" information, will reach over 6 million uninsured people, beginning on _____. *old*

- ① **American Dental Hygienists' Association**, will include the Insure Kids Now toll free number on toothbrushes and on a tear out flyer in its Access magazine on _____, reaches 80,000 dental hygienists in each of the 50 states nationwide.

Under Grass roots — subdivide into:

~~Health~~ ① Community-based organizations:
Pomeroy, etc

② Education + Children

③ Religious

④ Health care

- new ⑥
- **American College of Emergency Physicians** has agreed to send information to 20,000 members through their newsletter on _____, including how to download posters and access outreach materials through the internet.

- new ⑦
- **American College of Physicians / American Society for Internal Medicine**, will advertise the Insure Kids Now toll free number through its national website, in its monthly publication, the Observer, and in its bi-monthly legislative newsletter beginning on _____. These materials are distributed to 110,000 physicians.

- off
- **American Dental Association (ADA)**, has committed to host a conference in August to bring together dentists, state legislators, and health officials to work together to find solutions to increasing access to children's oral health services. [does this count?]

- **American Medical Association**, has agreed to promote the Insure Kids Now toll free number to the nation's 600,000 physicians in its weekly newspaper, the American Medical News, and by posting information on AMA's website.

- new ⑤
- **American Nurses Association**, has committed to distribute _____ posters and other materials to their _____ State Associations, ~~beginning on _____~~. Information will also be posted on their new web site.

- new ④
- **American Psychiatric Association**, will develop a Medicaid/CHIP Tool Kit to educate doctors and patients about Medicaid and CHIP programs for use by its 42,000 members nationwide.

~~GRASS-ROOTS~~
COMMUNITY-BASED, CHILDRENS, AND EDUCATION ORGANIZATIONS

- ③
- **America's Promise**, has committed its support for youth development programs working with hundreds of communities to address the needs of youth. It is taking its program for kids to cities and towns throughout the nation. [??]

- ④
- **Association of State and Territorial Health Officials** has agreed to distribute outreach resource packets to publicize the Insure Kids Now toll free number to state health departments leaders and staff in 57 states and territories.

- **Center on Budget and Policy Priorities** will provide outreach materials as well as training and technical assistance on effective outreach strategies to insure children nationwide beginning on _____.

- **Children's Health Fund**, has proposed to reach out to [how?] up to 30,000 uninsured children in the Bronx, NY. In addition, beginning on _____, it will also disseminate information on the Insure Kids Now campaign in 13 National Children's Health Project Network sites in 8 States across the country.

2. **HOPE for Kids** has committed to make children's health insurance the primary focus of its national outreach event on April 17, 1999. Beginning on _____, it will also implement efforts to educate 400,000 people in 38 States about Medicaid and CHIP.

6. **Veterans of Foreign Wars (VFW)**, has committed to distributing information about CHIP through its network of posts, beginning on _____.

4. **Volunteers of America**, will make information on Medicaid and CHIP available to low-income families through the distribution of outreach material to homeless shelters, low income housing, and childcare centers beginning on _____.

8. **Neighborhood Networks Initiative CHIP Outreach Collaboration**, has agreed to address the need for organized CHIP benefits at its centers. It is made up of nearly 100 national and state organizations whose purpose is to eliminate health and social disparities. [??]

Let's School principals
• **California Congress of Parents, Teachers, and Students, Inc.**, has agreed to include the Insure Kids Now toll free number and campaign materials into their PTA newsletter sent to 6000 subscribers, the Convention Chronicle, which is sent to 4600 local PTA presidents, and their Convention Program Books, which are given to 5000 convention delegates in California.

• **California School Boards Association**, has agreed to have information about the Insure Kids Now toll free number and the campaign in the packet of information they provide at the start of each school year to 5.7 million school children. In addition, it will promote the Insure Kids Now toll free number through statewide publications that will reach 1,000 school districts and more than 8000 individual school sites.

• **Chicago Public Schools**, will provide enrollment assistance at over 600 public schools and KidCare Kits including information on children's health insurance options to 430,000 students beginning on _____.

• **National Child Care Association**, has agreed to distribute advertisements and posters promoting the Insure Kids Now toll free number to 700,000 parents through the network beginning on _____.

first
• **National Educational Association**, has agreed to provide information on the Insure Kids Now toll free number to the presidents of their 14,000 local affiliates beginning on _____. In addition, on _____ NEA will feature article about CHIP in the organization's magazine, distributed to 2.4 million educational employees.

5. **March of Dimes**, will feature children's health insurance in a direct mail newsletter sent to 800,000 individual donors on _____ and through local chapter and WalkAmerica newsletters

*vetting
2nd pass
to HHS
-800 center
→ Success*

new

which are sent to an additional 500,000 volunteers and 20,000 corporate supporters on _____.

- **NETWORK**, a _____, will advertise the Insure Kids Now toll free number in their magazine that reaches 10,000 people nationwide beginning on _____.
- ① • **United Way of America** has committed to enrolling 500,000 eligible children in CHIP and will mobilize select local United Ways (of which there are 1400 across the country) to partner with local organizations to coordinate training for outreach volunteers to pilot the program, then expanding to approximately 30-50 communities across the country.
- ② • **Points of Light Foundation**, will publicize the Insure Kids Now toll free number by providing _____ to over 20 million people through the "Connect America" initiative beginning on _____. Information will also be provided to 450 communities and 200 corporate members through the Volunteer Centers of the Points of Light Foundation beginning on _____. In addition, over 2000 members will receive information on the Insure Kids Now toll free number.

RELIGIOUS ORGANIZATIONS

- **Union of American Hebrew Congregations**, will advertise CHIP and the Insure Kids Now toll free number to all 875 Reform Jewish Congregations across the nation through _____.
- **Catholic Charities/USA**, will host 10 training events to help facilitate enrollment in Medicaid and other state insurance programs during 1999.
- **National Council of Churches of Christ**, will distribute the Insure Kids Now toll free number to their 33 member communions representing 52 million US Christians beginning on _____.
- **International Union of Gospel Missions**, will distribute the Insure Kids Now toll free number to their missions located in 260 cities where they serve over 7 million homeless and needy people beginning on _____.
- **United Synagogue of Conservative Judaism**, will publicize the Insure Kids Now toll free number to their over 800 congregations across the country beginning on _____.
- **National Council of Catholic Women**, will distribute the Insure Kids Now toll free number in their monthly newsletter to 350 diocesan leaders and their May/June magazine to 11,000 nationwide.
- **Council of Jewish Federations**, will promote the Insure Kids Now toll free number in

service settings across the country beginning on _____.

NEW PRIVATE EFFORTS COMPLEMENT THE EXPANDING FEDERAL EFFORT.

Today, the President and First Lady unveiled the new steps Federal agencies are taking to identify and enroll uninsured children in free or low cost health insurance. These include:

- **HHS: Launching the “insurekidsnow.gov” website for outreach.** HHS has developed a website bringing together essential State-specific information for people who are potentially eligible to participate in the CHIP program, including contact information, benefits, and eligibility information in a user friendly format for families, educators, advocates and other non-health professionals. It will also provide information on the Administration’s public-private outreach campaign, including posters, hand-outs, and descriptions of the national effort.
- **HHS: Distributing 145,000 posters advertising the toll free number to over 20,000 Federal grantees and field offices beginning March 1.** HHS developed posters advertising the toll free number to be distributed to over 20,000 Federal grantees and field offices as part of their new and ongoing efforts to educate parents, health care providers, and other Federal employees about Medicaid and CHIP.
- **HHS: Development of a kit to teach other agencies about how to explain kids’ health outreach to their employees and clients.** Today, HHS will distribute an outreach training kit has been prepared for to Federal workers from all Departments who will participate in the "Insure Kids Now" campaign. The kit contains a presentation outline, posters, and materials that can be used as handouts.
- **USDA: Sending 92,000 employees information about outreach.** On March 8, over 92,000 USDA employees will receive information on CHIP with the national toll-free hotline number on their Wage and Earnings Statements.
- **USDA: Reaching uninsured children through the Women, Infant and Children (WIC) program.** During February, over 115,000 Alabama WIC participants will receive a CHIP outreach message with the Al-Kids toll-free hotline number on their WIC food instruments. In the near future, over 90,000 Oklahoma WIC applicants and participants will receive assistance in completing CHIP applications during their WIC visit.
- **JUSTICE: Distributing information through Operation Weed and Feed.** The Department of Justice will work with Operation Weed and Feed, a crime prevention and community revitalization initiative that brings together the United States Attorney and 170 community leaders nationwide to distribute a letter with information on CHIP and Medicaid and posters advertising the new toll free number beginning in March of 1999.
- **JUSTICE: Hands on involvement in communities nationwide.** Beginning in March of

1999, the Department of Justice, together with the United Way and HOPE for Kids (a non-profit charitable organization), will hold community forums, distribute enrollment information, and provide application assistance to residents in 6 to 10 cities to identify and enroll uninsured children in Medicaid and CHIP.

- **EPA: Distributing information on Medicaid and CHIP through the Child Health Champion Campaign.** The Environmental Protection Agency will distribute information on Medicaid, CHIP, and the new toll free number for children's health insurance outreach through the new Child Health Champion Campaign, which works with 200 communities nationwide to protect children from environmental hazards by providing information, technical assistance and other support. [WHEN]

Judy - talk u/m

INSURE KIDS NOW CAMPAIGN
DRAFT: FULL LIST OF ACTIVITIES
February 23, 1999

Today, the President and the First Lady, along with Governors Carper and Leavitt and Secretary Shalala, launched the nationwide "Insure Kids Now" campaign that aims to enroll every eligible but uninsured child in Medicaid and the new Children's Health Insurance Program (CHIP). About half of the 10 million uninsured children qualify for these programs but remain unenrolled. To ensure that families know that their children may be eligible, the President has engaged a broad-based, bipartisan, public-private coalition to use whatever means possible to educate and assist families in insuring their children. This includes launching a nationwide, toll-free number set up by the National Governors' Association in partnership with White House and Bell Atlantic, that allows families to get essential information; airing public service announcements on TV and radio; placing the toll-free number on corporate products; enlisting grass-roots organizations to get the word out; and stepping up activities by over 10 Federal agencies that interact with working families. Altogether, these actions will make a major contribution towards the President's goal of covering up to 5 million uninsured children.

The campaign has three components, all designed to educate families about the free or low cost health insurance options available through Medicaid and the new State CHIP programs: a new television, radio, and print media campaign; new efforts by private corporations; and new efforts by non-profit corporations.

LAUNCHING 1-877 KIDS NOW, A NEW NATIONAL NUMBER FOR KIDS HEALTH

OUTREACH. Today, the President and First Lady launched 1-877 KIDS NOW, a new toll free number developed by the National Governors Association in partnership with Bell Atlantic and the Administration that provides information on Medicaid and CHIP to families nationwide. This number will provide families in all 50 States with State specific information about Medicaid and CHIP. Families calling the line will speak with an eligibility counselor who can provide information about eligibility criteria, benefits, and how to apply for coverage. Beginning in October, HHS will assume responsibility for this line.

THE NATIONAL MEDIA MAKES AN UNPRECEDENTED COMMITMENT TO CHILDREN'S HEALTH INSURANCE OUTREACH.

Today, the President unveiled new efforts by national media organizations to provide families across the country with information about the importance of health insurance and how to apply for Medicaid and CHIP, including:

TELEVISION

- **NBC** to air PSA on children's health insurance. Beginning on February 24, "The More You Know" will air a public service announcement to educate parents and families about free or low cost health insurance options for _____. This PSA, using NBC stars S. Epatha Merkerson and Benjamin Bratt, provides information about the importance of health insurance for children and includes the new toll-free number for children's health insurance outreach.
- **ABC** to air a public service announcement featuring the new Insure Kids Now toll free number. Beginning on ____, ABC Television Network will air a public service announcement providing parents and families with information about the importance of health insurance and promoting the new toll-free number. This PSA will air during (prime-time?/throughout the day?) over the next (a year/three months??).
- **Viacom/Paramount** to air a public service announcement featuring the new Insure Kids Now toll free number. Beginning March 1st, Viacom/Paramount will air a public service announcement that provides parents and families with information about the importance of health insurance and promoting the new toll-free number. This PSA will air on 19 of their stations throughout the country during _____ over the next _____.
- **Black Entertainment Television** to air a public service announcement featuring the new Insure Kids Now toll free number. Beginning on ____, BET will air a public service announcement that provides parents and families with information about the importance of health insurance and promoting the new toll-free number. This PSA will air on 19 of their stations throughout the country during _____ over the next _____.
- **National Association of Broadcasters** to distribute a public service announcement featuring the new Insure Kids Now toll free number. The National Association of Broadcasters, the national trade association representing broadcast stations, will make the PSA available to all their member stations on Monday, February 22nd.
- **Univision** to air Spanish language PSA. Beginning on February 23, Univision will run a Spanish language PSA developed by the Department of Health and Human Services. The PSA will air twice a day over the next six months, once during the day and once during prime time. Univision is watched by 90 percent of Hispanic households -- over 18 million people. Over 25 percent of Hispanic children are uninsured.

RADIO

- **Airing radio ads in 45 States.** Beginning on February 23, the Department of Health and Human Services will fund radio ads to be aired in 45 States and the District of Columbia. In each State, the spots will run for 4 weeks (15 per week). The spots will run in groups of 10-11 States at a time, beginning with California, Utah, Colorado, Alabama, Illinois, Ohio, Kentucky, North Carolina, New Jersey, Connecticut, and Maine.
- **Radio Disney/ABC radio** will run ads specialized for children in their 25

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. paper	re: Insure Kids Now Campaign (partial) (2 pages)	02/23/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Devorah Adler
OA/Box Number: 20146

FOLDER TITLE:

CHIP [Children's Health Insurance Program] Outreach [Folder 7]

2012-0463-S

rc732

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

markets, and will distribute the audio version of the PSA to all __ affiliate stations.

- **Bonneville** will run public service announcements from by General Powell and America's Promise will distribute these ads nationwide. (CK)

PRINT MEDIA

- **USA Today** will run an editorial on the importance of children's health insurance. USA Today has agreed to do a editorial in their weekend edition on _____ on the importance of health insurance for children and the new options available to families through Medicaid and CHIP. The editorial will feature the new Insure Kids Now hotline number.

PRIVATE AND PUBLIC ORGANIZATIONS JOIN THE ADMINISTRATION'S NATIONAL EFFORT. Today, the First Lady and the President lauded the efforts of private sector companies to get the word out about the new free or low cost children's health insurance options available to families across the nation. In addition, numerous groups representing health care providers, volunteers, children's advocates, educators, child care providers, and religions come in contact with low-income and working families on a regular basis and can help educate them about Medicaid and CHIP. The following is a list of the new commitments:

[001] CORPORATIONS

Sole Murphy
American Medical Response will include the Insure Kids Now number beginning on _____ on ambulances and other transport vehicles, such as school buses, which transport over 2,000,000 students daily. In addition, beginning on _____, they will provide information on Medicaid and CHIP to communities in 36 States through _____. (CK)

P6(b)(6)
P6(b)(6)
P6(b)(6)
K-Mart Corporation will dedicate two columns on children's health insurance in the K-Mart circular distributed to more than 70 million homes *once in June & once in Sept.* In addition, beginning on may stores will have counter displays at 1,600 K-Mart pharmacies nationwide with brochures promoting Insure Kids Now. ~~Beginning on _____~~, they will also put daily public service announcements on K-Mart in-store radio network and put the Insure Kids Now number on all K-Mart shopping bags. (Diapers and pharmaceutical bottles -- CK?)

For months of June & Sept,
APley
⑤ **General Motors** will affix labels with the Insure Kids Now toll free number to _____ child safety seats being donated to families in low-income communities across the country beginning on _____. (La Raza -- CK)

BW ⑤ **Ralph's Grocery** will place bag stuffers in shopping bags and to air public service announcements in their in-store radio network to promote the Insure Kids Now toll free number beginning on _____.

② **Kids Korner Gift Shops**, owner of the 1-800-KIDS NOW and 888- KIDS NOW numbers,

has already fielded over 900 phone calls on behalf of the Insure Kids Now campaign and will continue to refer callers to the 1-877 KIDS NOW number. Kids Korner Gift Shops will also include Insure Kids Now materials in packets sent to thousands of schools nationwide beginning on _____.

- **Neil Romano & Associates Inc.** will work with CHIP corporate partners to produce a television PSA featuring the President, First Lady, or celebrity athlete to distribute on behalf of the campaign, to millions of people across the country.

HEALTH PROVIDERS AND PROFESSIONAL ASSOCIATIONS

- **Pfizer Inc** has agreed to incorporate the Insure Kids Now onto their patient/parent resource publication, mailings to their pediatricians, and in their Pharmacy Assistance Program beginning on ~~4/1/99~~ ^{Spring '99}. In addition, beginning on ~~4/1/99~~ ^{Spring '99} Pfizer will distribute an outreach kit to 400 community health centers. *each states diff*

Blue Cross & Blue Shield Association will begin to educate local physicians, hospitals and state government partners about the new health insurance options for low income children on _____ by _____. In addition, beginning on March, Blue Cross Blue Shield's

national association will produce and distribute a nationwide radio public service announcement nationwide as well as print advertorials on the Insure Kids Now campaign in Reader's Digest and Time Magazine (CK). *on April 12, 1999*

Columbus Children's Hospital [where is this] will place Medicaid/CHIP applications in the Emergency Room, the Outpatient Care Center, and community-based primary care sites along with posters in busy hospital elevators beginning on _____.

- **National Association of Chain Drug Stores (NACDS)** will include the Insure Kids Now number and include outreach campaign materials with each prescription filled. Additionally, NACDS will display outreach posters and have brochures available in 30,000 chain pharmacies visited by over 5 million people daily.
- **National Community Pharmacists Association** will distribute information on the Insure Kids Now campaign to 50,000 pharmacists through their newsletter, journal, and satellite programs beginning on _____.
- **Wyeth Lederle Vaccines** will distribute handbooks including the Insure Kids Now toll free number and information on how to educate families about health insurance options for their children to 1500 local community based organizations and providers beginning on March.
- **American Hospital Association** will include materials on the Insure Kids Now campaign in their "Campaign for Coverage" information, will reach over 6 million uninsured people, beginning on _____.

*Julie
for
Randall
Kase*

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Nerve*

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HIFA

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- **American Dental Association (ADA)** has committed to host a conference in August to bring together dentists, state legislators, and health officials to work together to find solutions to increasing access to children's oral health services. (DROP)
- **American Medical Association** has agreed to promote the Insure Kids Now toll free number to the nation's 600,000 physicians in its weekly newspaper, the American Medical News, and by posting information on AMA's website. (DROP)
- **American Dental Hygienists' Association**, will include the Insure Kids Now toll free number on toothbrushes and on a tear out flyer in its Access magazine on mid-march reaches 80,000 dental hygienists in each of the 50 states nationwide.



American College of Emergency Physicians has agreed to send information to 20,000 members through their newsletter on March 5, 2004, including how to download posters and access outreach materials through the internet.

Calla 202 728-0610 X3009

- **American College of Physicians / American Society for Internal Medicine** will advertise the Insure Kids Now toll free number through its national website, in its monthly publication, the Observer, and in its bi-monthly legislative newsletter beginning on March. These materials are distributed to 110,000 physicians.
- **American Medical Association** will promote the Insure Kids Now toll free number to the nation's 600,000 physicians in its weekly newspaper, the American Medical News, and by posting information on AMA's website.



- **American Nurses Association** has committed to distribute 50 posters and other materials to their State Associations, beginning on March. Information will also be posted on their new web site.

180,000 nurses
how many nurses
membership
SNA after receiving info from us.

- **American Psychiatric Association** will develop a Medicaid/CHIP Tool Kit to educate doctors and patients about Medicaid and CHIP programs for use by its 42,000 members nationwide.

COMMUNITY-BASED, CHILDRENS, AND EDUCATION ORGANIZATIONS

- **America's Promise** has committed its support for youth development programs working with hundreds of communities to address the needs of youth. It is taking its program for kids to cities and towns throughout the nation. [WHAT IS THIS]
- **Association of State and Territorial Health Officials** will distribute outreach resource packets to publicize the Insure Kids Now toll free number to state health departments leaders and staff in 57 states and territories.

- 671 356
- **Center on Budget and Policy Priorities** will provide outreach materials as well as training and technical assistance on effective outreach strategies to insure children nationwide beginning on _____. [WHAT IS THIS]
 - **Children's Health Fund** will also disseminate information on the Insure Kids Now campaign in 13 National Children's Health Project Network sites in 8 States across the country.
 - **HOPE for Kids** has committed to make children's health insurance the primary focus of its national outreach event on April 17, 1999. *during this long event day and noon* ~~Beginning on _____~~ it will also implement efforts to educate 400,000 people in 38 States about Medicaid and CHIP.

• **Veterans of Foreign Wars (VFW)** has committed to distributing information about CHIP through its network of posts, beginning on _____.

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- **Neighborhood Networks Initiative CHIP Outreach Collaboration** has agreed to address the need for organized CHIP benefits at its centers. It is made up of nearly 100 national and state organizations whose purpose is to eliminate health and social disparities. *[??] faced by African American children & families*
- **California Congress of Parents, Teachers, and Students, Inc.** has agreed to include the Insure Kids Now toll free number and campaign materials into their PTA newsletter sent to 6000 subscribers, the Convention Chronicle, which is sent to 4600 local PTA presidents, and their Convention Program Books, which are given to 5000 convention delegates in California.
- **California School Boards Association** has agreed to have information about the Insure Kids Now toll free number and the campaign in the packet of information they provide at the start of each school year to 5.7 million school children. In addition, it will promote the Insure Kids Now toll free number through statewide publications that will reach 1,000 school districts and more than 8000 individual school sites.

• **Chicago Public Schools** will provide enrollment assistance at over 600 public schools and KidCare Kits including information on children's health insurance options to 430,000 students beginning on _____.

• **National Child Care Association** has agreed to distribute advertisements and posters promoting the Insure Kids Now toll free number to 700,000 parents through the network, *beginning on _____ already in process*

• **National Educational Association** will provide information on the Insure Kids Now toll

the Oct issue of '98
 free number to the presidents of their 14,000 local affiliates beginning on Feb. 4th In
 addition, on Jan NEA will feature an article about CHIP in the organization's magazine,
 distributed to 2.4 million educational employees.

- month of Sept
 • **March of Dimes** will feature children's health insurance in a direct mail newsletter sent
 to 800,000 individual donors on Jan and through local chapter and WalkAmerica
 newsletters which are sent to an additional 500,000 volunteers and 20,000 corporate
 supporters on Jan. 659-1800.
by June 1st.
- **NETWORK**, a Jan, will advertise the Insure Kids Now toll free number in their
 magazine that reaches 10,000 people nationwide beginning on Jan.

- **United Way of America** will enroll 500,000 eligible children in CHIP and will mobilize
 select local United Ways (of which there are 1400 across the country) to partner with
 local organizations to coordinate training for outreach volunteers to pilot the program,
 then expanding to approximately 30-50 communities across the country.

- the information new letters
 • **Points of Light Foundation** will publicize the Insure Kids Now toll free number by
 providing the information new letters to over 20 million people through the "Connect America" initiative
 beginning on March. Information will also be provided to 450 communities and
 200 corporate members through the Volunteer Centers of the Points of Light Foundation
 beginning on March. In addition, over 2000 members will receive information on the
 Insure Kids Now toll free number.

RELIGIOUS ORGANIZATIONS

- 729-3231
 • **Union of American Hebrew Congregations** will advertise CHIP and the Insure Kids
 Now toll free number to all 875 Reform Jewish Congregations across the nation through
mailing pockets.
- **Catholic Charities/USA** will host 10 training events to help facilitate enrollment in
 Medicaid and other state insurance programs during 1999.
- **National Council of Churches of Christ** will distribute the Insure Kids Now toll free
 number to their 33 member communions representing 52 million US Christians beginning
 on Jan.
- **International Union of Gospel Missions** will distribute the Insure Kids Now toll free
 number to their missions located in 260 cities where they serve over 7 million homeless
 and needy people beginning on Jan.
- **United Synagogue of Conservative Judaism** will publicize the Insure Kids Now toll
 free number to their over 800 congregations across the country beginning on Jan.

- **National Council of Catholic Women** will distribute the Insure Kids Now toll free number in their monthly newsletter to 350 diocesan leaders and their May/June magazine to 11,000 nationwide.
- **Council of Jewish Federations** will promote the Insure Kids Now toll free number in service settings across the country beginning on _____.

NEW PRIVATE EFFORTS COMPLEMENT THE EXPANDING FEDERAL

EFFORT. Today, the President and First Lady unveiled the new steps Federal agencies are taking to identify and enroll uninsured children in free or low cost health insurance. These include:

- **HHS: Launching the "insurekidsnow.gov" website for outreach.** HHS has developed a website bringing together essential State-specific information for people who are potentially eligible to participate in the CHIP program, including contact information, benefits, and eligibility information in a user friendly format for families, educators, advocates and other non-health professionals. It will also provide information on the Administration's public-private outreach campaign, including posters, hand-outs, and descriptions of the national effort.
- **HHS: Distributing 145,000 posters advertising the toll free number to over 20,000 Federal grantees and field offices beginning March 1.** HHS developed posters advertising the toll free number to be distributed to over 20,000 Federal grantees and field offices as part of their new and ongoing efforts to educate parents, health care providers, and other Federal employees about Medicaid and CHIP.
- **HHS: Development of a kit to teach other agencies about how to explain kids' health outreach to their employees and clients.** Today, HHS will distribute an outreach training kit has been prepared for to Federal workers from all Departments who will participate in the "Insure Kids Now" campaign. The kit contains a presentation outline, posters, and materials that can be used as handouts.
- **USDA: Sending 92,000 employees information about outreach.** On March 8, over 92,000 USDA employees will receive information on CHIP with the national toll-free hotline number on their Wage and Earnings Statements.
- **USDA: Reaching uninsured children through the Women, Infant and Children (WIC) program.** During February, over 115,000 Alabama WIC participants will receive a CHIP outreach message with the Al-Kids toll-free hotline number on their WIC food instruments. In the near future, over 90,000 Oklahoma WIC applicants and participants will receive assistance in completing CHIP applications during their WIC visit.
- **JUSTICE: Distributing information through Operation Weed and Feed.** The Department of Justice will work with Operation Weed and Feed, a crime prevention and

community revitalization initiative that brings together the United States Attorney and 170 community leaders nationwide to distribute a letter with information on CHIP and Medicaid and posters advertising the new toll free number beginning in March of 1999.

- **JUSTICE: Hands on involvement in communities nationwide.** Beginning in March of 1999, the Department of Justice, together with the United Way and HOPE for Kids (a non-profit charitable organization), will hold community forums, distribute enrollment information, and provide application assistance to residents in 6 to 10 cities to identify and enroll uninsured children in Medicaid and CHIP.
- **EPA: Distributing information on Medicaid and CHIP through the Child Health Champion Campaign.** The Environmental Protection Agency will distribute information on Medicaid, CHIP, and the new toll free number for children's health insurance outreach through the new Child Health Champion Campaign, which works with 200 communities nationwide to protect children from environmental hazards by providing information, technical assistance and other support. (WHEN)