



# Messages that Motivate

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**It's a new day!**

# Today's Discussion

- A Look at the Medicaid-eligible, Uninsured
- Barriers Old and New
- Motivations and Messages
- Messengers and Mediums
- Tactics and Timing
- Resources and Tools

# A Look at the Uninsured

- Lives are busy, often stressful
- Juggling bills, often have medical debt
- Delaying care until health problems are serious
- Many have tried before, don't think there is a coverage option for them.
- But they value health insurance. And want it.

# Barriers Old and New



**What else?**

# Messages

- This is new! The **rules have changed**, more people are eligible than ever before.
- It is **low cost or free** coverage.
- Accidents happen and medical bills add up fast—having coverage gives you **peace of mind**.
- **Comprehensive benefits**—you are covered for check-ups, hospitalizations, prescriptions and more. **Preventive care** is covered at **no cost to you**.
- You can get **in-person help** signing up from a trained expert in your community.
- No deadline to enroll—you can **sign up year-round**.

# Message Frame

Accidents can happen to anyone, and medical bills can add up fast.

Now, more people than ever are eligible for high-quality, low-cost or free health insurance through Healthy Louisiana. For example, individuals making up to \$16,395 a year, or a family of four making up to \$33,534 a year, could qualify.

Medicaid covers doctor visits, hospitalizations, prescriptions and more. To learn more, call 1-888-342-6207 or go to [healthy.la.gov](https://healthy.la.gov).

# Messengers





# Partners

- Hospitals and health centers
- Libraries
- Schools
- Faith-based organizations
- Tax preparers (VITA)
- Embassies/consulates
- Local and county agencies
  - Heating and energy assistance (LIHEAP)
  - DMV
  - Parents of kids on CHIP
  - Unemployment/job training benefits

**What partners have been particularly effective in your community?**

# Spreading the Word

- Conduct local earned media:
  - Op-eds
  - Radio interviews
  - Event announcements
- Tap into existing events
  - Health fairs
  - Cultural festivals
- Collect and share personal stories
- Engage trusted leaders in target communities
- Leverage existing communication channels:
  - Social Media
  - Listservs, websites, blogs, bulletins, and other channels

**Louisiana takes a healthy step forward today**

**Medicaid Expands in Louisiana, Giving 375K People Health Care**

# A Note on Social

- Why social?
  - Amplify your message
  - Word of mouth
- Who do we reach?
  - Your followers
  - Followers of any partners you tag or who share your content
- How should we use it?
  - Promote enrollment events
  - Demonstrate success for partners and media
- What to share?
  - Core messages
  - Personal testimonials
  - Data on enrollment success
- What not to share?
  - Policy/political/personal opinions



**New Low-Cost  
Health Coverage**  
Enroll Today! ▶

Include photos in posts for higher engagement!



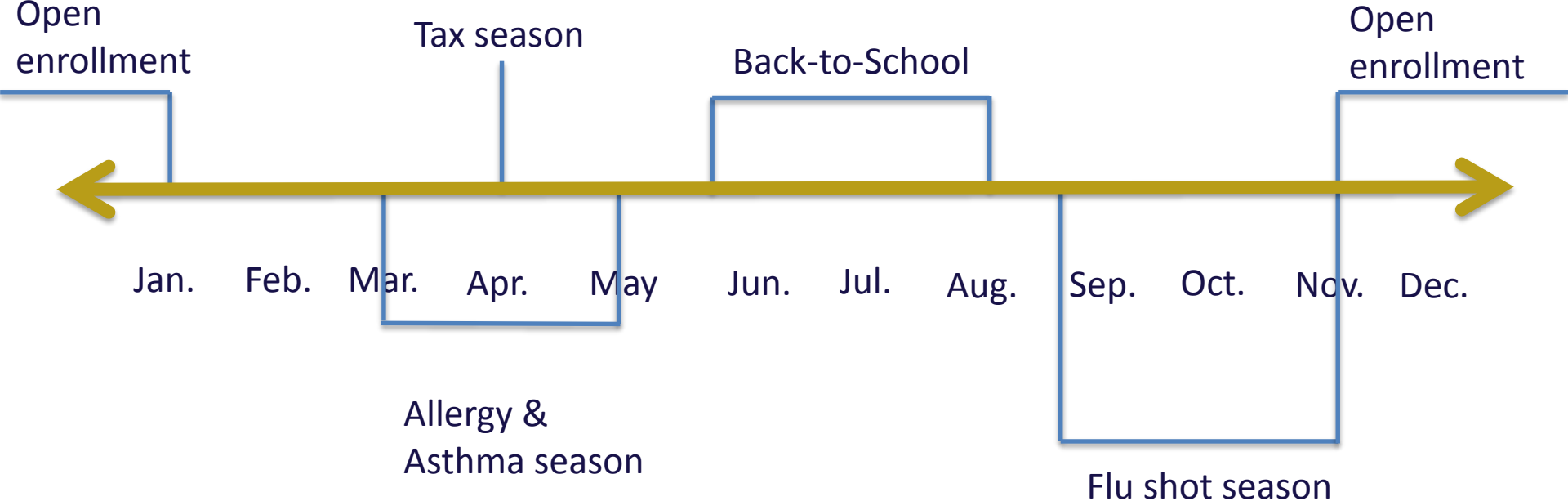
# Consistency, and Repetition, are Key.

Sing from the same song sheet to ensure message discipline, and repetition, across partners so key messages are reinforced.

## Tools:

- Core message document
- Template materials for use in communications
- Regular coalition check-ins

# Maximize Year-round Conversation



# Some Things to Keep in Mind

- Playing defense:
  - Enrollment numbers
  - Health care utilization
  - Testimonials
  - Budget impact

# Resources and Tools

- Flyers
- Posters
- Postcards
- Rackcards
- Social media graphics

## Coverage includes:

- Doctor, hospital, and emergency services
- Laboratory and x-ray services
- Maternity and newborn care
- Mental health and substance abuse treatment
- Prescription drugs
- Rehabilitative services and supplies
- Transportation to appointments
- Vision care and more!

## Who can enroll?

- Louisiana residents, ages 19-64
- Not already enrolled in Medicaid
- Not eligible for Medicare
- Must have a household income below \$16,395 per year for an individual or \$33,534 per year for a family of four.  
See [healthy.la.gov](https://www.healthy.la.gov) for more household income thresholds.

## There are three ways to apply:

- Online at [healthy.la.gov](https://www.healthy.la.gov)
- Call **1-888-342-6207**
- Visit [healthy.la.gov](https://www.healthy.la.gov) to find an application assister near you.



## New Low-Cost Health Coverage

**Thanks to Healthy Louisiana**, more residents can get Medicaid coverage through the state's new expansion program. Coverage includes doctor visits, hospital care, prescription drugs and more. Adults must have a household income below \$16,395 per year for an individual or \$33,534 per year for a family of four to qualify.

### There are three ways to apply:

- Online at [healthy.la.gov](https://www.healthy.la.gov)
- Call **1-888-342-6207**
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Questions?





Healthy  
Louisiana

+ gmmb

**Thanks.  
And good luck!**

