



**BUILDING
BETTER
HEALTH**

#coverCO

2016

RESOURCES
INSPIRATION
SUPPORT

Communications 101: Building
Communications into Your Outreach



Communications 101: Building Communications into Your Outreach

Oct. 3, 2016
2:30 to 3:30 p.m.



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Before we get started...

- Recording will be sent next week
- Send questions via chat
- Do not use the “Raise Hand” function
- Technical difficulties? Call **ReadyTalk**: 1-800-843-9166



Presenter

- Ezra Watland, Enroll America





Communications and Messaging 101

Ezra Watland | Western State Assistance Director | 10/32016



- **Learn the difference between paid and earned media**
- **Understand what your core message is and get comfortable using it in your work**
- **Learn how to engage the media and work with reporters**
- **Pivoting and bridging**



Publicity gained through editorial influence

The Miami Herald

Educating Florida about healthcare reform starts with conversation

BY PATRICIA BORNIS

Wednesday, July 10, 2013

Enroll America, a Washington, D.C.-based nonprofit whose mission is to educate Americans about their healthcare options under the Affordable Care Act, kicked off its Florida campaign Wednesday in Miami with a training session for more than 25 newly hired organizers who will be reaching out to residents statewide.



- **Reaching the uninsured**
 - Field = high engagement, low reach
 - Paid media = high reach, low engagement
 - Earned media = sweet spot
 - Wide reach, medium engagement
 - “Just the facts”
 - The uninsured are hard to find!
- **People trust the local media**
 - The media is one of the most influential ways people learn about the ACA
 - This is especially true of local news

Media coverage should:

Further your mission by reaching your target audience with an effective message.

“All press is good press” isn’t true in today’s sensationalistic media environment.

In other words, media coverage is **NOT** an end in itself.



Core Messaging

What is Your Core Message?



- **The one thing that you want your audience to leave your interaction remembering**
- **You should use your core message:**
 - In the media
 - When working with consumers
 - When working with partners
 - When working with volunteers
 - Everywhere!

WHAT MAKES A GOOD MESSAGE?



**Informs and motivates
your audience to
action**

- Clear and simple
- Make it personal
- Use plain language

Is persuasive

- Meets your audience where they are
- Timely and relevant
- Use themes, images and words that resonate

Is credible

- Use proof points
- Provocative or new
- Addresses barriers
- Make it memorable



Tips for Building Your Message

Remember your audience

Avoid confusing language, jargon and acronyms

Be definitive

Approach your messaging as a conversation

Don't forget about people who need to renew!

GET COVERED. STAY COVERED.

STEP 1
Lay Out
the Facts

Misconceptions vs. Reality

STEP 2
Convince Them
of Affordability

Financial Help is Real (% in your State)

TAKE ACTION
You can do this!

We're here to help! (In-person help, hotline, GCA.org)

STEP 3 Describe How, When, Where to Sign Up

STEP 1: LAY OUT THE FACTS



1. FINANCIAL HELP IS AVAILABLE TO LOWER MONTHLY COSTS.



2. IN-PERSON ENROLLMENT HELP IS AVAILABLE IN YOUR COMMUNITY.



3. COVERAGE HELPS PROTECT BOTH YOUR HEALTH AND YOUR WALLET.



4. NEW PLANS AND NEW PRICES ARE AVAILABLE.



5. THERE IS A FINE FOR NOT HAVING COVERAGE.

\$695
or 2.5% of yearly income,
whichever is more



STEP 2: CONVINCING THEM OF AFFORDABILITY

More than half of Americans who signed up got a plan for **\$100 per month or less.**

In fact, **4 out of 5 people** who signed up in the Marketplace received financial help for their new coverage.

Use a local story to illustrate that it's real.

STEP 3: CALL TO ACTION



Resources are available that make signing up for coverage easier.

Enrollment takes place between Nov. 1, 2016 – Jan. 31, 2017.

You can get **free, in-person help** to guide you through your options.



FIND LOCAL HELP

Need help with your health insurance application? Enter your ZIP code below to find appointments with local application assisters.

Enter Your ZIP Code:

Search Within:

10 miles

Language:

All

Search For Help



How to Reach the Media



Goes out before an event to notify the press

Generally gets sent out **1-2 business days** before the event

Used as a springboard to drive press to events

***** MEDIA ADVISORY FOR OCTOBER 1 AT 11:00 A.M. *****

**Pennsylvania Consumer Health Coalition Joins
Health Care Organizations to Host Press Conference on
Opening of New Health Insurance Marketplace**

New Marketplace Gives 1.3 Million Pennsylvanians Unprecedented Access to Health Coverage

PITTSBURGH, PA – On opening day of the new Health Insurance Marketplace, the Pennsylvania Consumer Health Coalition will join the Pennsylvania Health Access Network and other health care organizations at the Hill House’s Kauffmann Auditorium to discuss the new opportunities provided by the Marketplace. With the opening of the Marketplace, 1.3 million uninsured Pennsylvanians will have access to affordable health insurance – many for the first time. Media is encouraged to attend. After the event, the speakers will be available for interviews.

What: Press conference discussing new coverage opportunities for uninsured Pennsylvanians

Where: Kauffman Auditorium, Hill House
[ADDRESS]

When: Tuesday, October 1, 2013 at 11:00 AM

Who: Names of speakers using the following convention:
Bolded Name, Name of organization unbolded

Local contact: Name, (###) ###-####

How: To RSVP or for more details, please [call/e-mail] **CONTACT INFO**



Goes out after an event or to highlight something that has already happened

Used to draw attention to ongoing/past events and create a content for future coverage

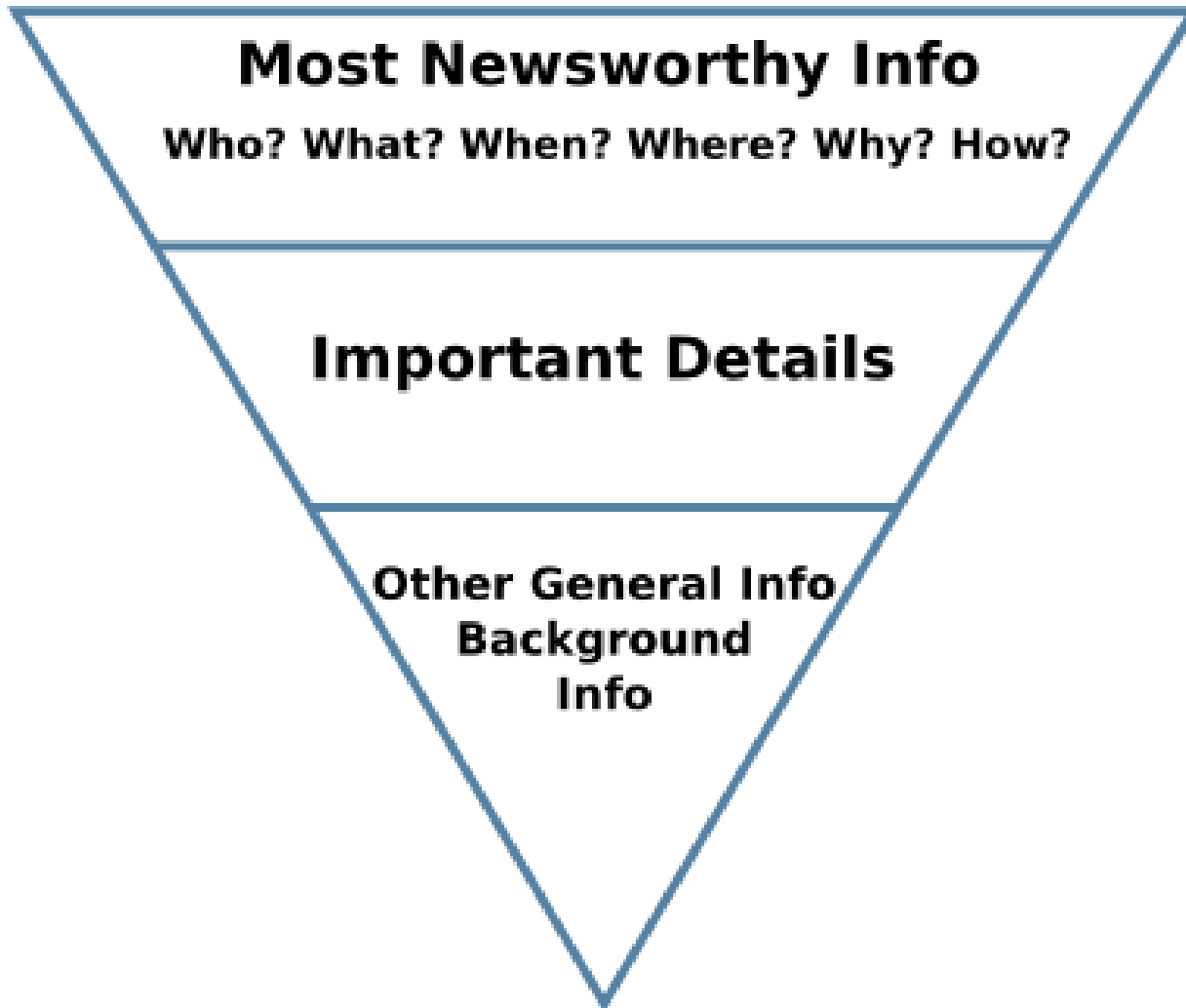
Goes out immediately after event/newsworthy item

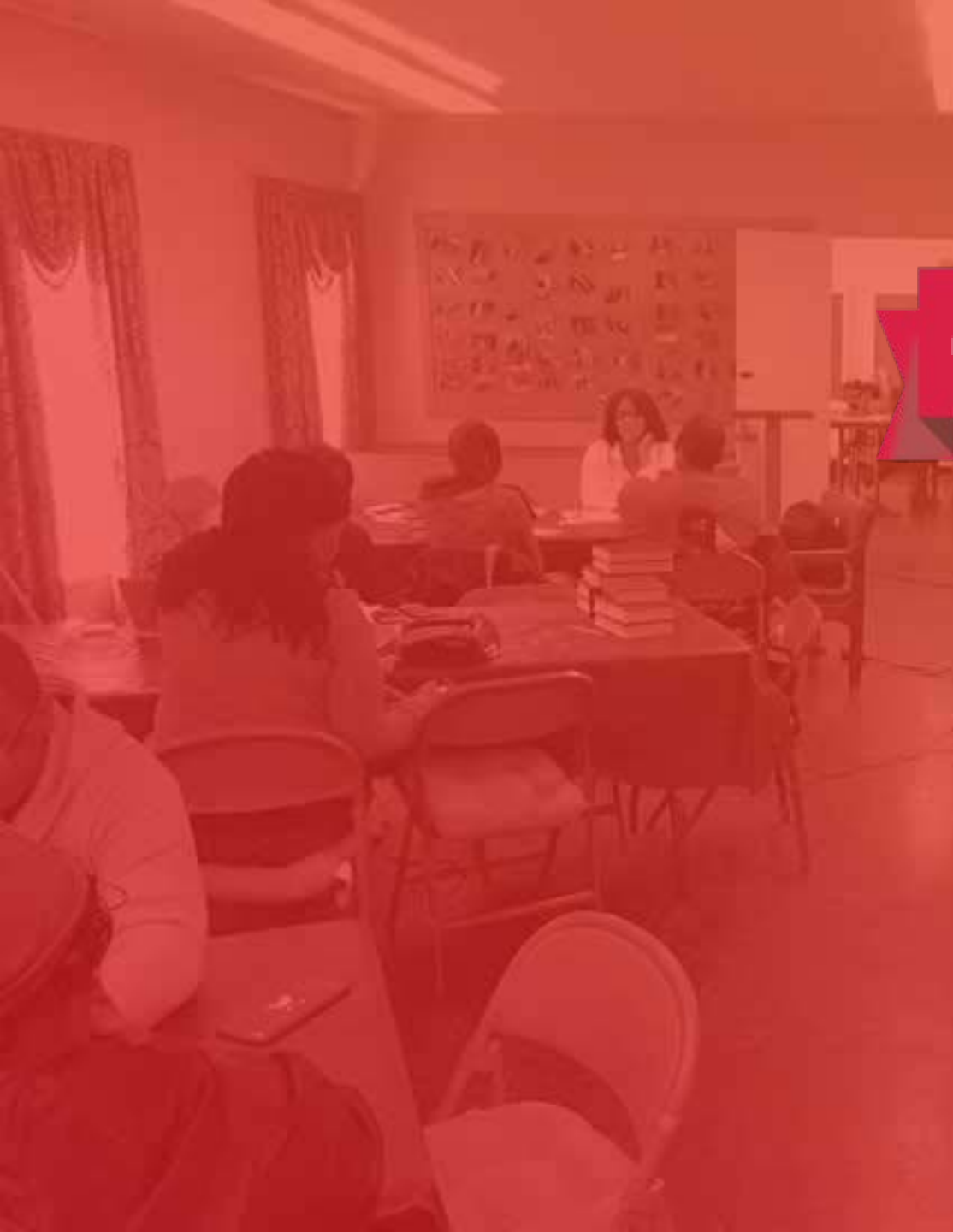
Largest Grassroots Outreach Effort Yet by Get Covered America Campaign Blankets Communities Across U.S.

*More Than a Thousand Volunteers Participate in More than 200 Events
Over Weekend to Raise Awareness About New Health Insurance Marketplaces;
Partnership with CVS/pharmacy Launched with 30 In-Store Events*

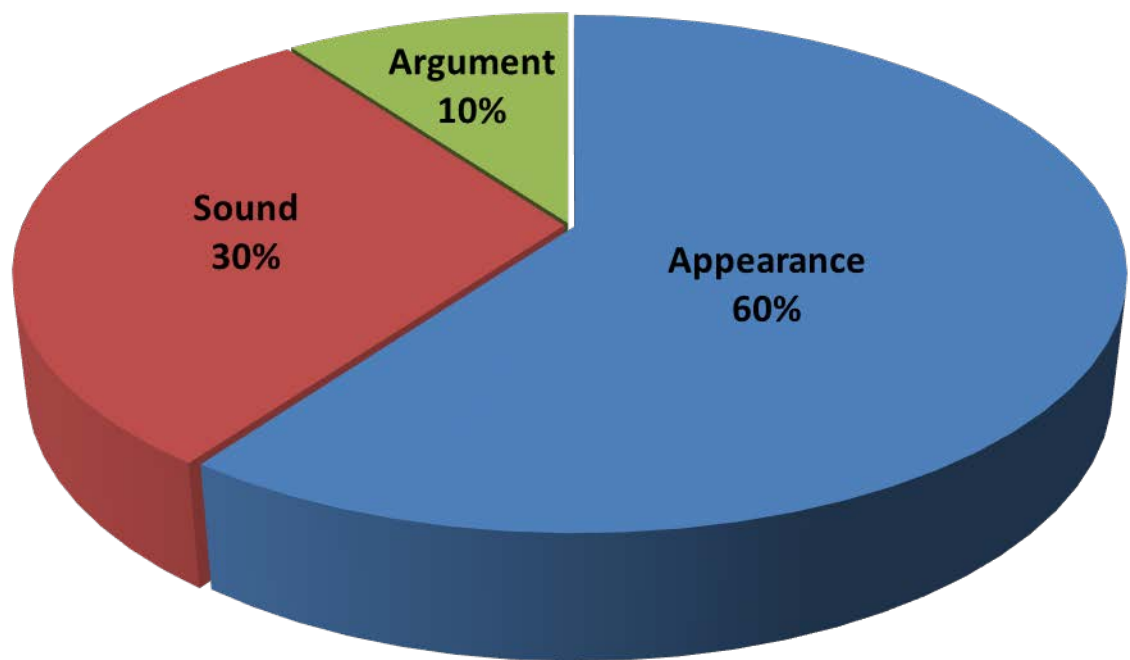
Washington, DC – This past weekend, staff and more than a thousand volunteers from the Get Covered America campaign reached out to Americans in communities across the country with word about the new health insurance options that will be available beginning October 1. As part of the “Get the Word Out Weekend” push, volunteers had just-the-facts conversations about the new Health Insurance Marketplaces on porches, at barbershops and farmer’s markets, over the phone, and at community events across the country. Working in partnership with CVS, Get Covered America representatives were also on hand to answer questions about the new health care options at free health screening events at 30 CVS/pharmacy locations across the country.

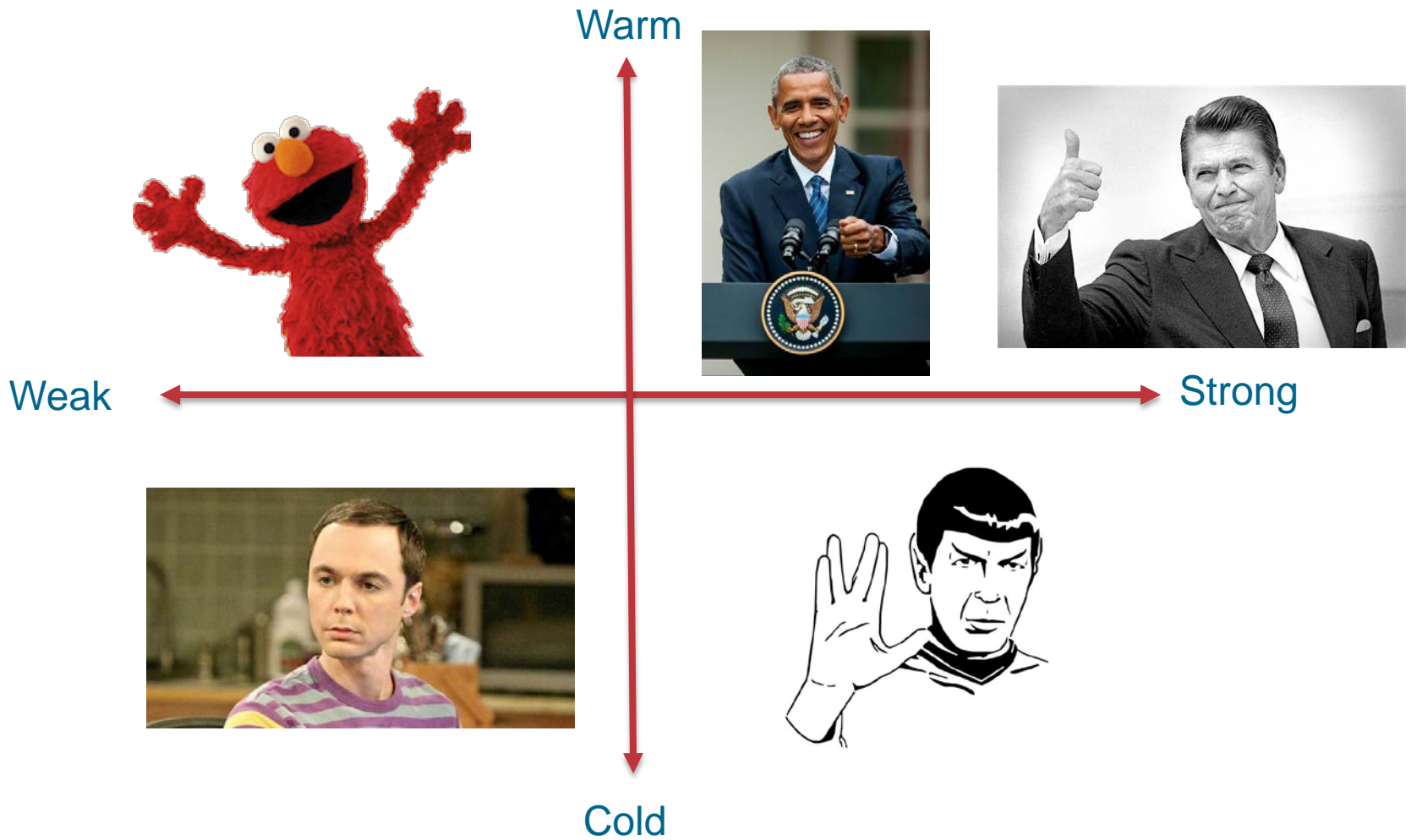
“Excitement is building for the new, affordable health insurance plans that will be available to Americans across the country in less than three weeks,” said Anne Filipic, President of Enroll America. “More than a thousand volunteers joined us this weekend to help spread the word, and in conversation after conversation, they found that people in their communities are eager to look at their options side by side on the new Health Insurance Marketplaces coming October 1. That’s why we’re making sure uninsured Americans have the facts they need to make the best decision for them and their families.”





Giving Effective Interviews







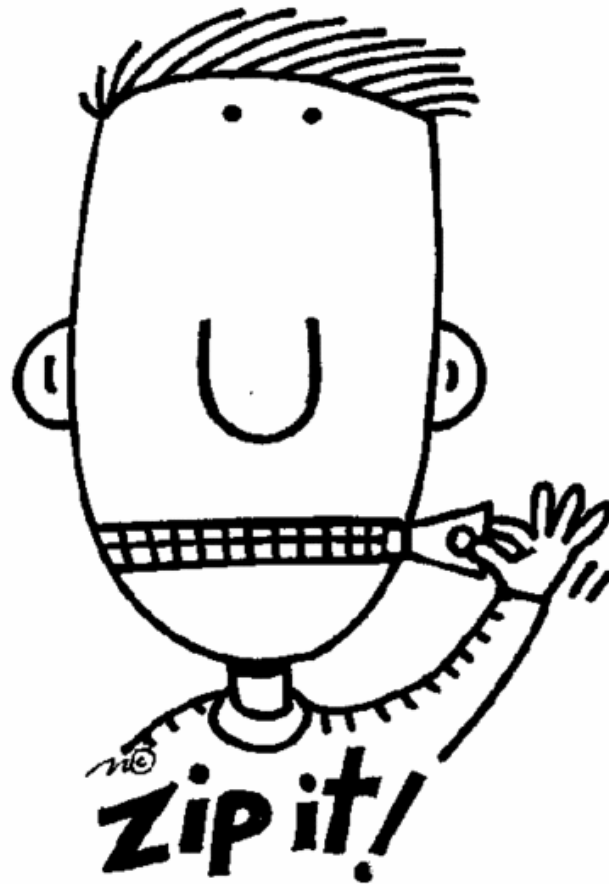
- Don't go overboard, but it is totally okay to gesture with your hands!
- Never look to the side off-camera – you'll look shifty!
- Same with looking up (don't know the answer) and down (apologetic).





Interview Tips and Tricks

How Long Should You Talk?





But What Do I Say?

Your Core Message!

Regardless of the question, the first thing you say should be your core message – you may not get another chance.

Repeat the core message early and often!



You are not speaking to your interviewer, he/she is just the middleman.

In other words: Give the message you want to convey, not necessarily the one the reporter asks about.

Wake Forest woman: Health law 'saved my life'

Posted December 12, 2014



Reactions



WAKE FOREST, N.C. — Kim Jones went 10 years without health insurance before she was able to get coverage earlier this year through the Affordable Care



Repeat Your Message - Often!

Don't be afraid to repeat your core message – you want to make sure your audience remembers it!





But I have no idea what reporters are going to ask me!



How do you handle tough or argumentative questions?



It's as easy as ABC!



Agree with a shared concern: “You’re absolutely right...”

Bridge to your point:

“That’s why...” or

“What I can tell
you is...” or

“The good news is...”



Convince your audience: end strongly on core message.



We just talked to a consumer who said this process was too complicated, so she gave up – why can't you simplify the enrollment process?

Find a shared concern to AGREE with:

Yes, we hear a lot from consumers who have questions about the enrollment process, and what plan is best for their family.

BRIDGE to your point:

The good news is, free personalized help is available!

CONVINCE your audience:

Anyone who visits [GetCoveredAmerica.org/Connector](https://www.getcoveredamerica.org/connector) can schedule an appointment to meet in-person with an assister in their neighborhood.

1. Don't be hostile or combative!
2. But don't accidentally agree with something that isn't true!

AGREE

BRIDGE

CONVINCE



Questions?

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Upcoming events

- Building Better Health
 - Oct. 13-14
- Think Like a Journalist: Advanced Techniques for Working with the Press
 - Oct. 12, 2:45 to 4:15 p.m.
- Lights, Camera, Action: Going on the Record and Perfecting Your Interview
 - Oct. 13, 10:00 to 11:30 a.m.



Thank you

www.ColoradoHealth.org



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