



Talking About It

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Spitfire Strategies

Children's Health Conference

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GETTING TO THE



FINISH LINE

Ed's Youth

15 years, 3 members

Half in district, half in DC

Health issues

Good, bad and ugly



Our Agenda

1. Strategic
2. Compliance
3. Data
4. Upgrades





Strategy and TA

..... A Badger State Case Study



..... The Process

- Understand the problem
- Discuss the options
- Choose an option
- Plan it out
- Execute the plan
- Evaluate and consider lessons learned



..... The Takeaway







Communications Constants

Stormy Weather

One Hundred Eleventh Congress of the United States of America

AT THE SECOND SESSION

*Begun and held at the City of Washington on Tuesday,
the fifth day of January, two thousand and ten*

An Act

Entitled The Patient Protection and Affordable Care Act.

*Be it enacted by the Senate and House of Representatives of
the United States of America in Congress assembled,*

SECTION 1. SHORT TITLE; TABLE OF CONTENTS.

(a) SHORT TITLE.—This Act may be cited as the “Patient Protection and Affordable Care Act”.

(b) TABLE OF CONTENTS.—The table of contents of this Act

In Good Times

And Bad

3



1. Value for Every Taxpayer Dollar

Easier to ask
for bigger
investments

Harder to cut
something
valuable





Pollyanna Kicks Butt and Takes Names

The Salt Lake Tribune

Setting Hatch and Herbert Straight

By Lincoln Nehring, July 14, 2011

For nearly 50 years Medicaid has provided cost-effective, high-quality health coverage to Utah's kids. Our state's children get their vaccinations, have their broken arms set and their cavities filled through Medicaid and CHIP. As a result, Utah children are healthier and live in more secure families, where losing a job doesn't have to mean becoming uninsured.

Unfortunately, some politicians, including Sen. Orrin Hatch and Gov. Gary Herbert, have been telling a different story. Let's set the record straight.

In June 2010, Medicaid provided health coverage to 60,000 more Utahns than in June 2007. But Utah Medicaid spending is 16 percent lower. State Medicaid expenditures are expected to rise in fiscal year 2012 as the federal government's stimulus program ends.

3. Diversify Your Messengers

Turns up the
volume

Makes cuts
riskier





..... How Often Do Your Communications?

1. Lead with value?
2. Emphasize the state's success?
3. Demonstrate breadth of support?

The background is a solid blue color with several white starburst or fireworks-like patterns scattered across it. These patterns consist of small dots arranged in a circular or radial shape, with some having a central point from which lines radiate outwards.

Tactical Best Practices

..... In the Ring



1. Define the debate
2. Stay in your frame
3. Keep it simple
4. Stay outcome-focused

..... Lace 'Em Up!

You

Me

..... Takeaways?





Communications TA Needs

..... Tell Us What You Need

January

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Thank You!



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