

# Messaging to Keep Kids Coverage on the Agenda



**Elizabeth Curwen & Anna Hasselblad**

**July 31, 2013**



# The Narrative Project



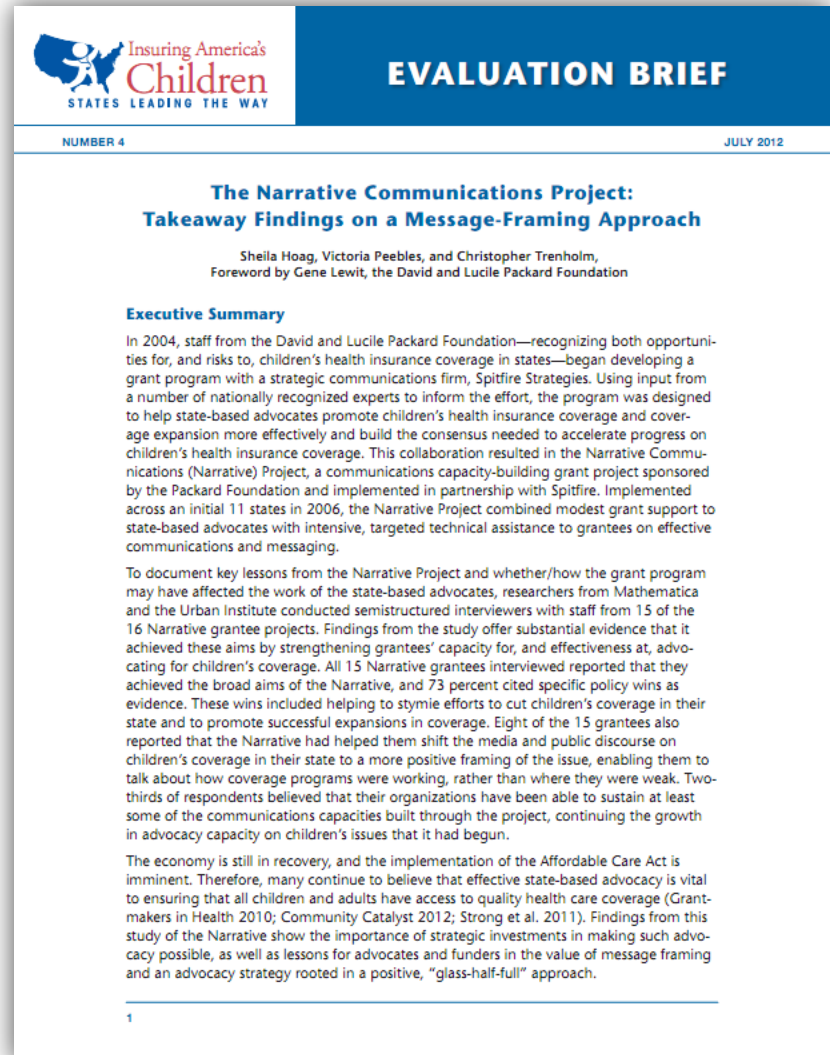
# The Narrative Project





# Results

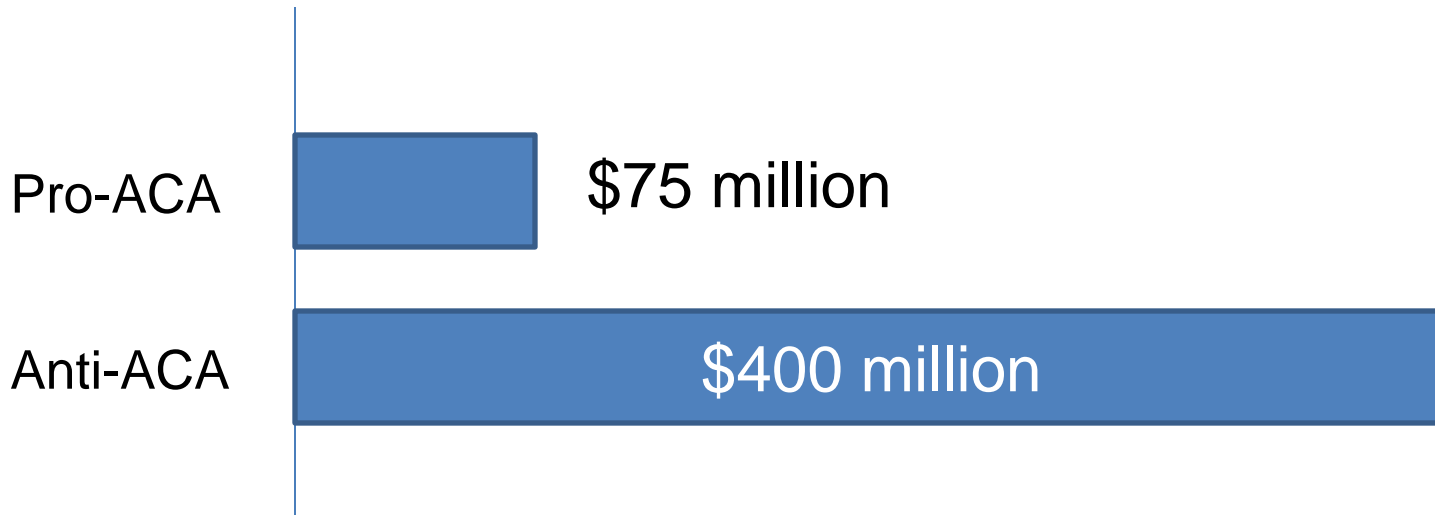
- Policy wins
- Message resonance
- Increased capacity and impact





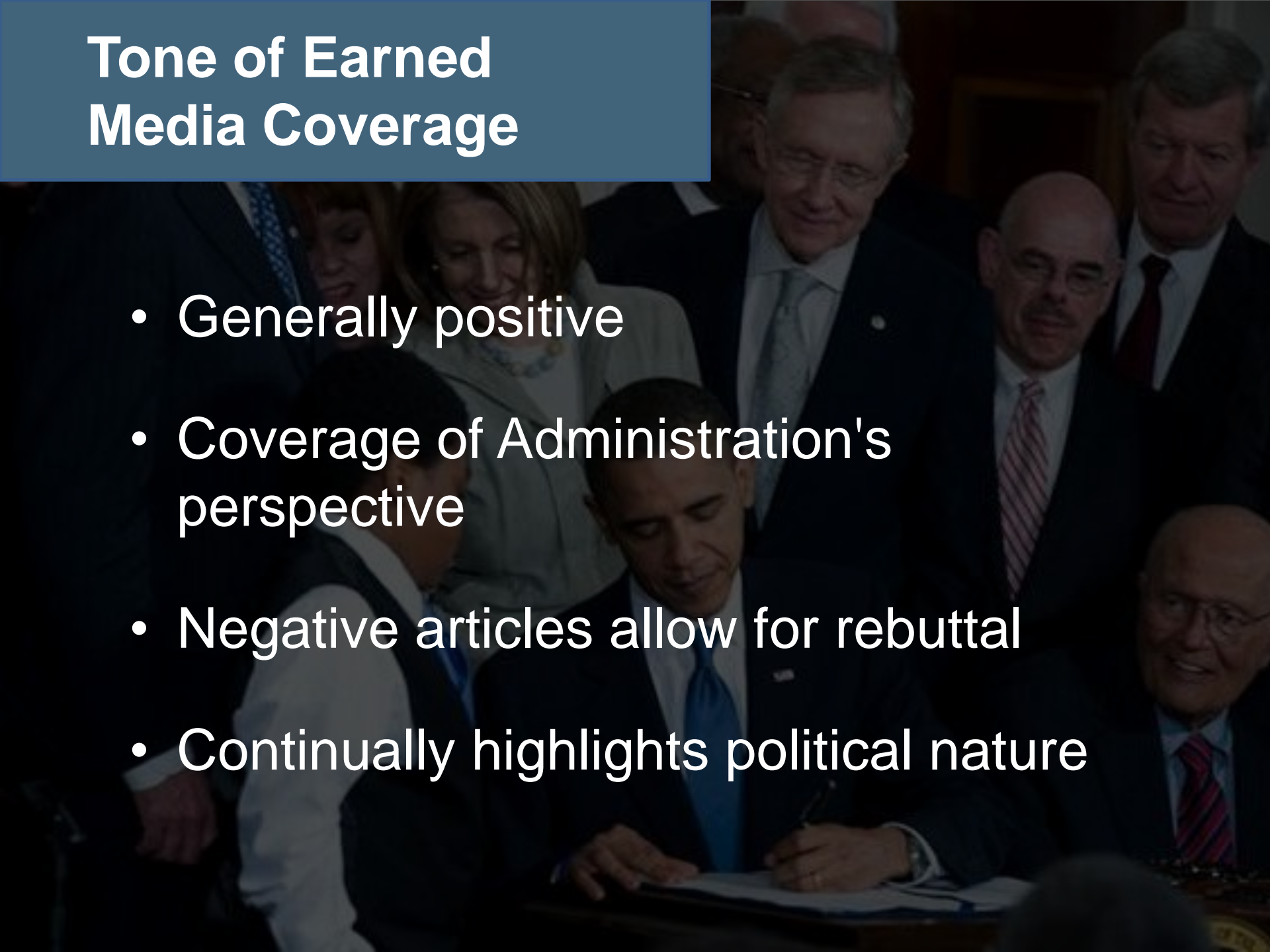
# Paid Messages in the Media

## Television Ad Spending Since 2010



# Tone of Earned Media Coverage

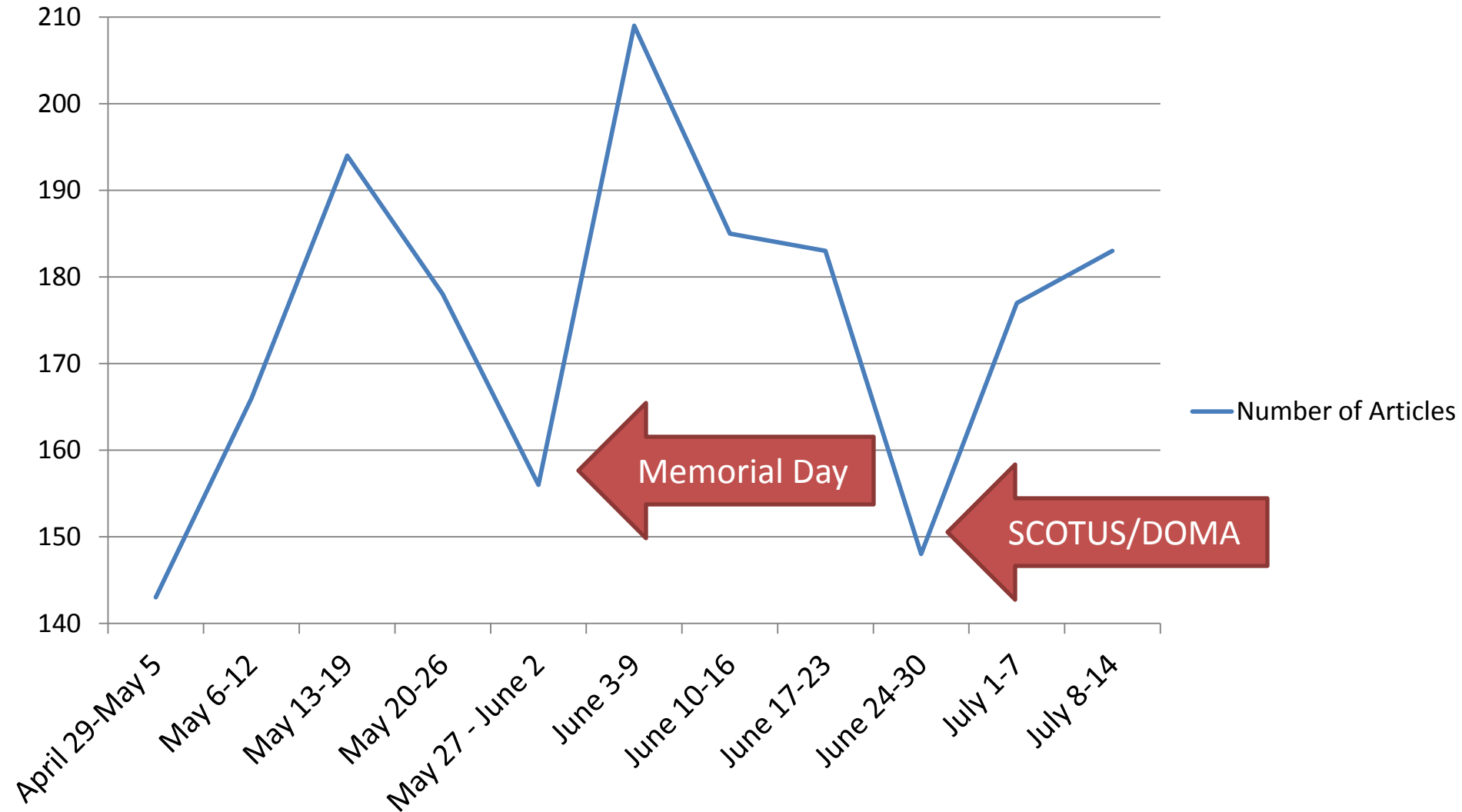
- Generally positive
- Coverage of Administration's perspective
- Negative articles allow for rebuttal
- Continually highlights political nature





# Volume of Media Coverage

## Coverage of “Affordable Care Act” in Top 50 Papers



## Positive Coverage

### The New York Times

"Congressional Democrats said Wednesday that they expected to see more delays and snags in President Obama's efforts to carry out the new health care law, but they **affirmed their strong support for the overarching goal of expanded coverage.**"

*July 10, 2013*

## Positive Coverage

"[HHS will] be prepared for the fact that things aren't going to be absolutely perfect right out of the gate... but **over the course of time we will get there** and we are mobilized to try to address whatever issues will come up."

*NPR, July 12, 2013*



# Coverage as a Political Wedge

"There's been no other law we can think of that has been the focus of this much ad spending immediately following its passage...The gap between enactment and implementation has **created an opening for this to continue to be a point of attack for its critics.**"

*July 10, 2013*





# Negative Coverage



"I just see a huge **train wreck** coming down...I'm very concerned that not enough is being done so far — very concerned."

*The Hill, April 17, 2013*

# Media Coverage of Public Opinion Polling

**"Many of those who need to know about the individual mandate just don't. Four out of five Americans are aware of the mandate, a recent Gallup poll found — but only 43 percent of the uninsured know about it."**

*Politico, July 13, 2013*



# Need for Proactive Messaging



"Obama and his party have been playing defense on health care. He needs to **turn the tables and challenge those who would obstruct the law's enactment** and block the flow of its benefits. Implementation needs to be transformed from a dry bureaucratic chore into an element of a larger crusade for economic security."

*Denver Post editorial, June 6, 2013*

# Reactive Messaging

“I don’t think it can be fixed...The only solution is to repeal it, root and branch.”



“Listen, this is statute. The president’s not going to sign a repeal bill. I think it’s prudent to try to make changes.”

“The reality of the ACA ...is it’s going to begin collapsing under its own weight. I’m not so sure there’s enough individual fixes to make the law more manageable.”





# Proactive Messaging



“We had people who were one layoff away from having no insurance at all...That is devastating to everybody, including the business community.”

“[This is a] nihilistic effort by Republicans to undermine [ACA]. If that effort succeeds millions of Americans will be deprived of access to insurance and the benefits of the law.”





# **What is Your Split?**

## **Proactive vs. Reactive Messaging**

The background image is a landscape photograph with a blue color cast. It shows a vast, flat field of low-lying vegetation, possibly grass or small shrubs, extending to a distant horizon. The sky above is filled with large, white, fluffy clouds. A dark blue rectangular box is centered horizontally and vertically, containing the text "Refreshing the Narrative" in white.

# Refreshing the Narrative





**Child Success**

**Family Coverage**

**Family Economic Security**

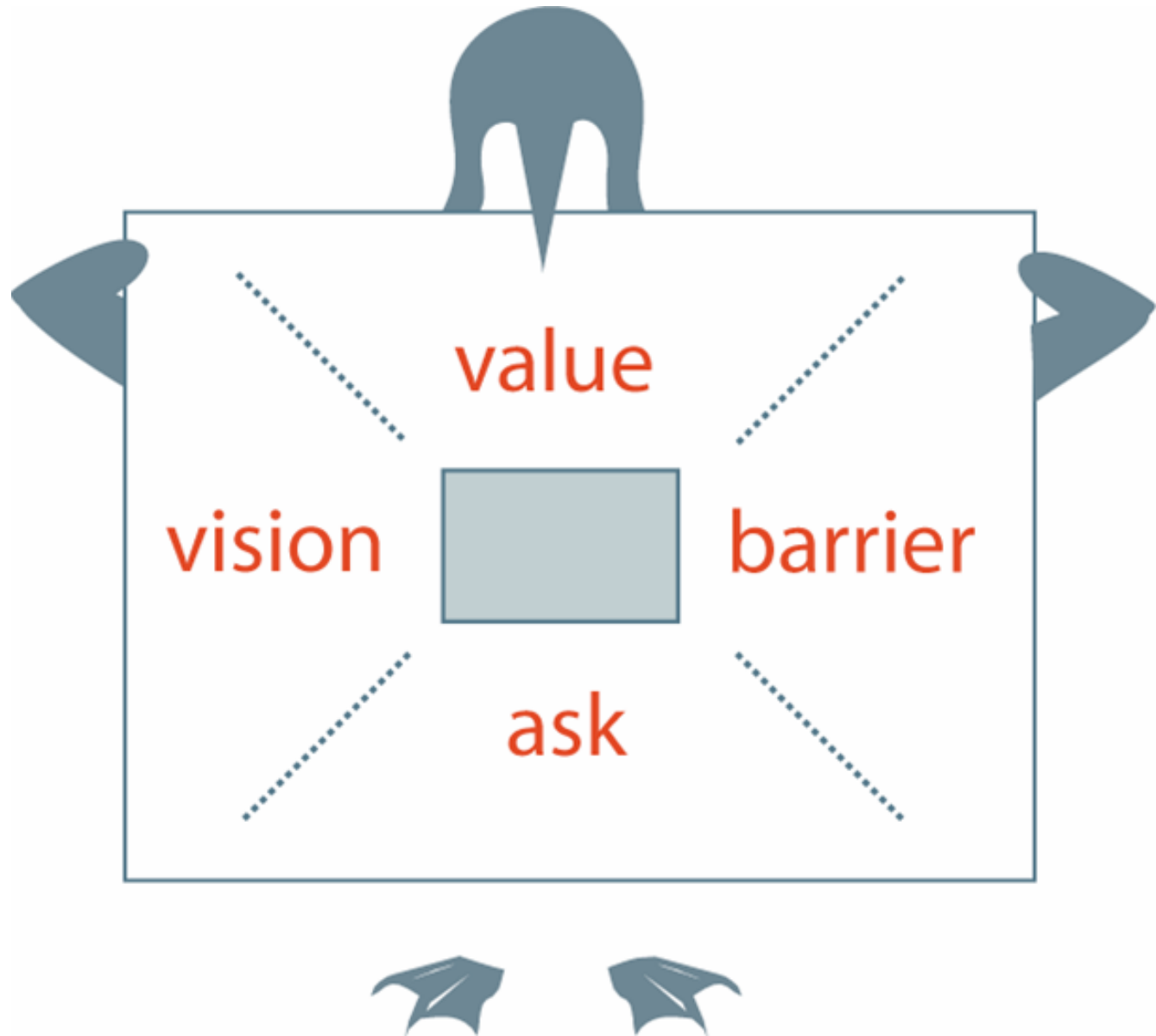




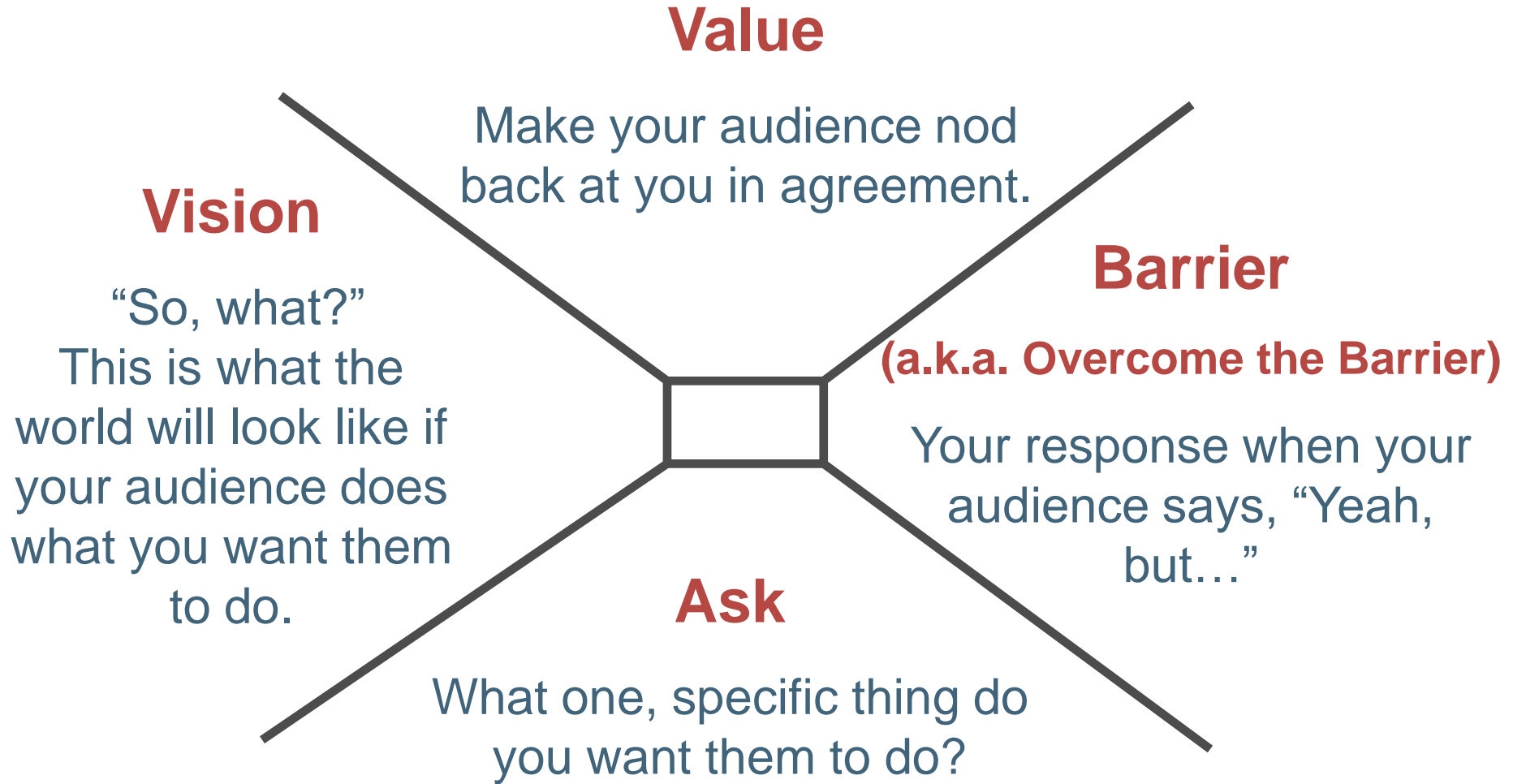
# What's in the Messaging Document?

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

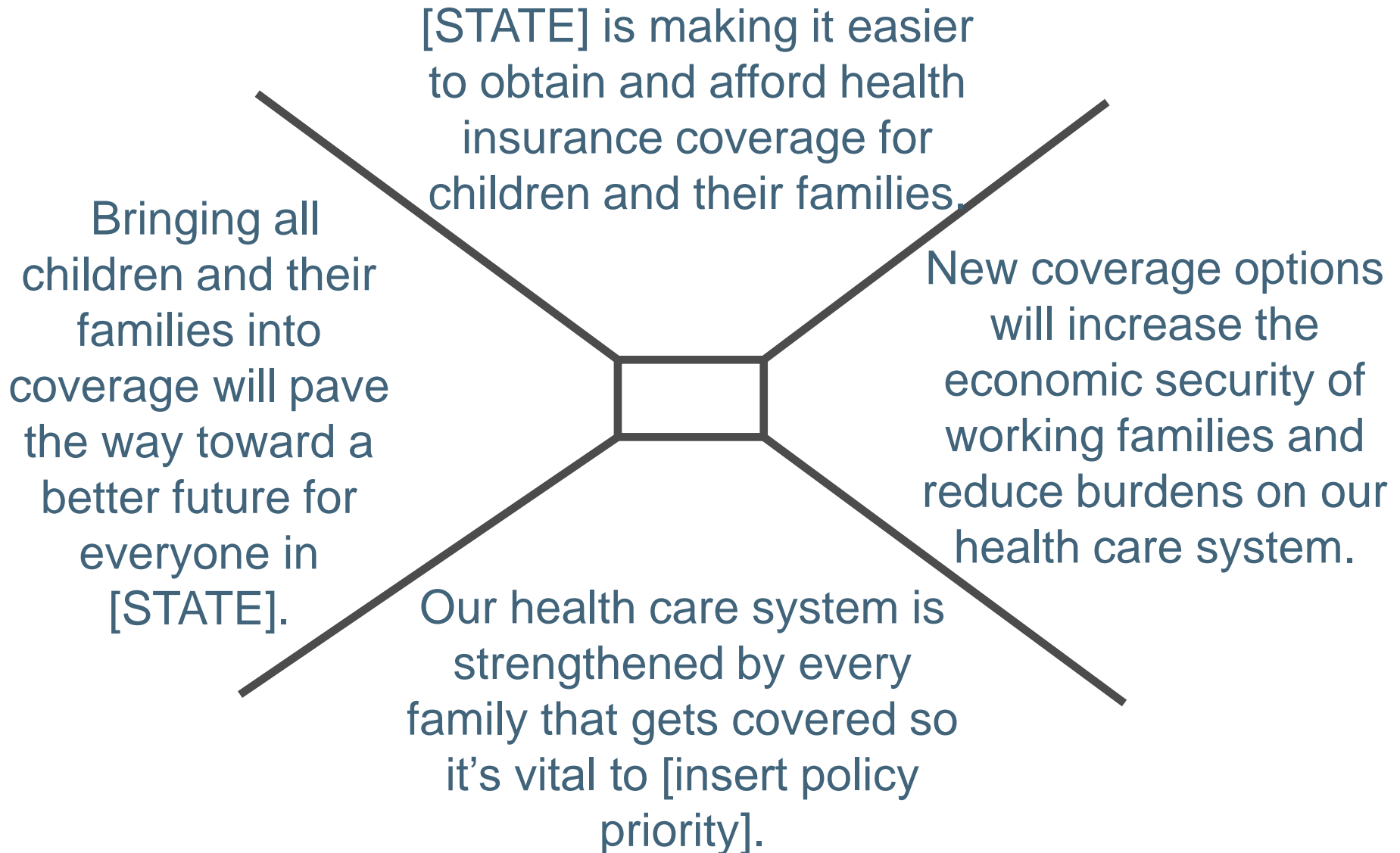
# Values-Based Messaging



# Message Box



# New Health Insurance Marketplaces







# Message Support

- Data
  - Number of eligible families
  - Polling numbers
  - Economic benefits/job creation
- Stories
  - Uninsured child, parent or guardian
  - Family impacted by medical debt
- Solutions
  - Policy priority, e.g., outreach and enrollment, Navigators

# Premiums and Cost-Sharing

Families juggle home budget priorities, including rent, groceries, gas and doctor's visits every day.

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

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

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



# Message Channels

- Offline
  - Issue papers, fact sheets, letters, comments
  - Speeches, testimony, interviews, meetings
  - Press releases, statements
  - Events
- Online
  - Website, blog, e-newsletter
  - Videos, images, infographics
  - Social media platforms



# Joining an Existing Conversation Online

- Hashtags
  - #healthinsurance
  - #healthcare
  - #ACA
  - #Medicaid
  - #[STATE]
  - #investinkids
  - #[STATE LEGISLATURE]
- Mentions
  - @[EXCHANGE]
  - @[STATE LEADER]

# tweetreach.com





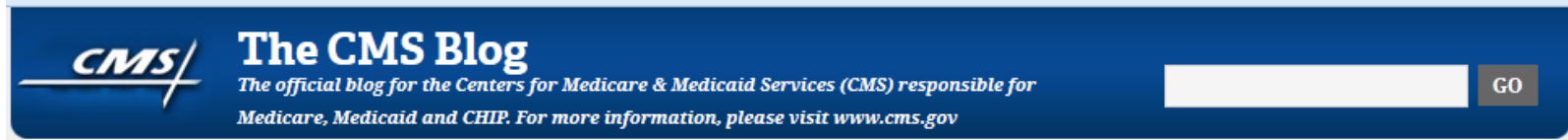
The background of the slide is a monochromatic blue-tinted photograph of a vast, flat landscape, likely a field or tundra, stretching to a distant horizon. The sky is filled with large, white, fluffy clouds. A dark blue rectangular box is centered horizontally and vertically, containing the title text in white.

# **Messaging in Action**



CALIFORNIA COVERAGE  
& HEALTH INITIATIVES

# California Coverage & Health Initiatives



California is the most populous state in the union and home to more than 13 percent of the nation's uninsured children. Since **coverage is essential for making sure children reach their full potential**, California Coverage & Health Initiatives (CCHI) is honored to receive a \$750,900 Connecting Kids to Coverage Outreach and Enrollment Grant that will help us bring more low-income, eligible California children into health coverage.

CCHI has been working for over a decade to **ensure children and families have the security of coverage and access to quality care**. Our member organizations reach Californians in over 90% of California counties, helping to promote a robust culture of coverage and expand coverage to all children and families in our state. This [video](#) highlights who we are and why we are committed to this work.

# California Coverage & Health Initiatives

## **California Coverage & Health Initiatives Expands Reach to Connect Kids to Coverage**

*New federal grant funds will target uninsured Latinos in Central Valley, Inland Empire*

Sacramento, CA (July 2, 2013) – California Coverage & Health Initiatives (CCHI) announced today that it has been awarded a \$750,900 Connecting Kids to Coverage Outreach and Enrollment Grant by the U.S. Centers for Medicare and Medicaid Services (CMS). This major new funding will help CCHI harness the reach and passion of its member organizations to reduce the number of uninsured children and families in California.

“Providing children with health care sets them up for success in life by keeping children healthy, shielding their families from the burden of medical debt and making sure they enter school ready to learn,” says Suzie Shupe, executive director of CCHI. “California has the most eligible but unenrolled children in the nation – this grant presents an unprecedented opportunity for us to give more families the chance to thrive and put our state on a path toward a brighter future.”



**Your Turn**





# Tailoring Your Message

- What is your objective?
- Who is your audience?
- What do they value?
- What supports your message?

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# Final Thoughts



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