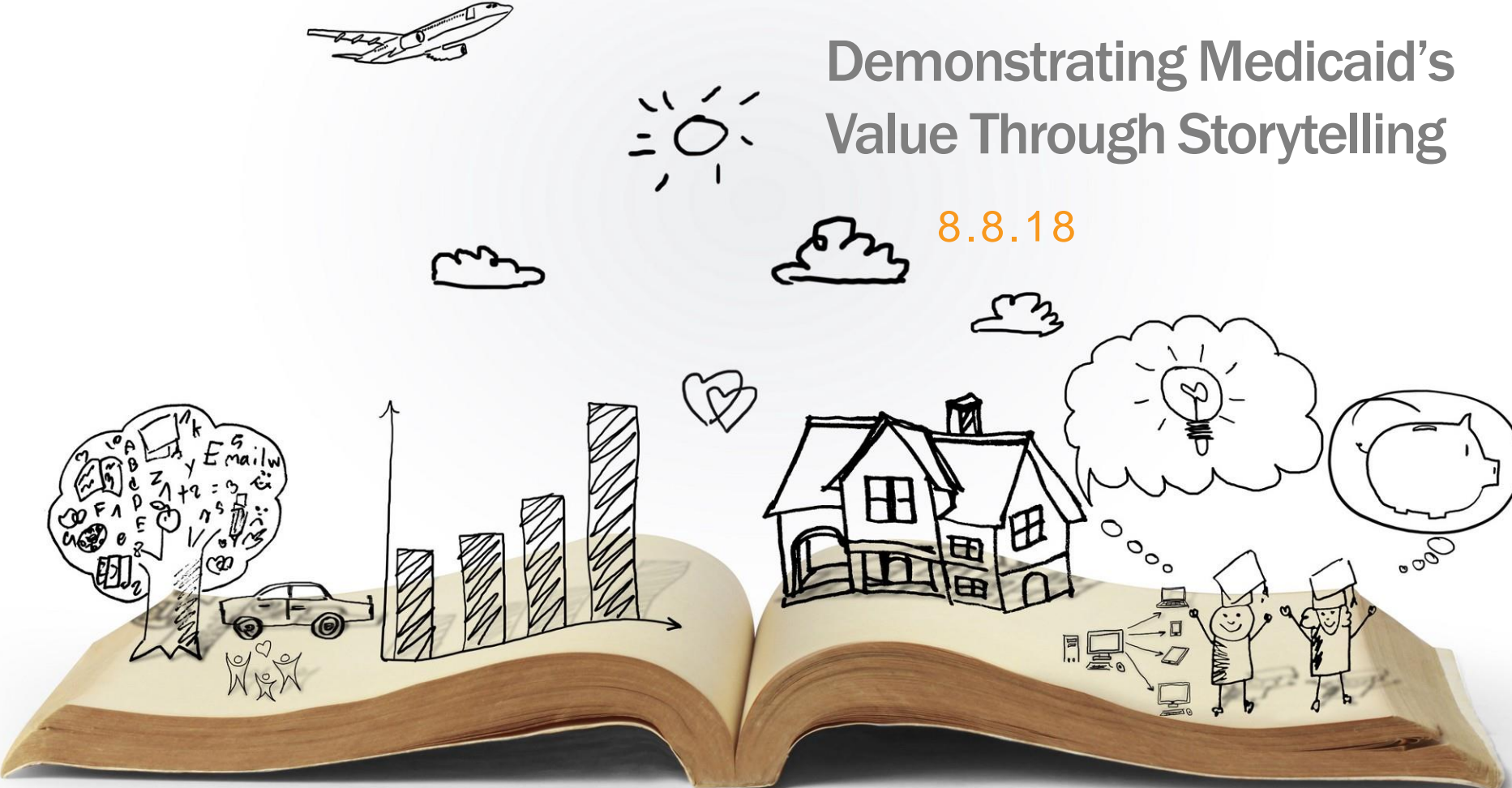


Demonstrating Medicaid's Value Through Storytelling

8.8.18

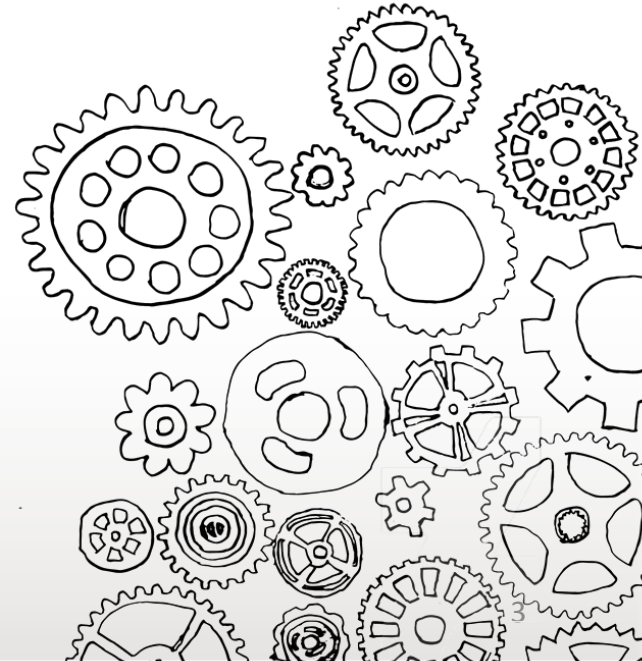


Today's Webinar

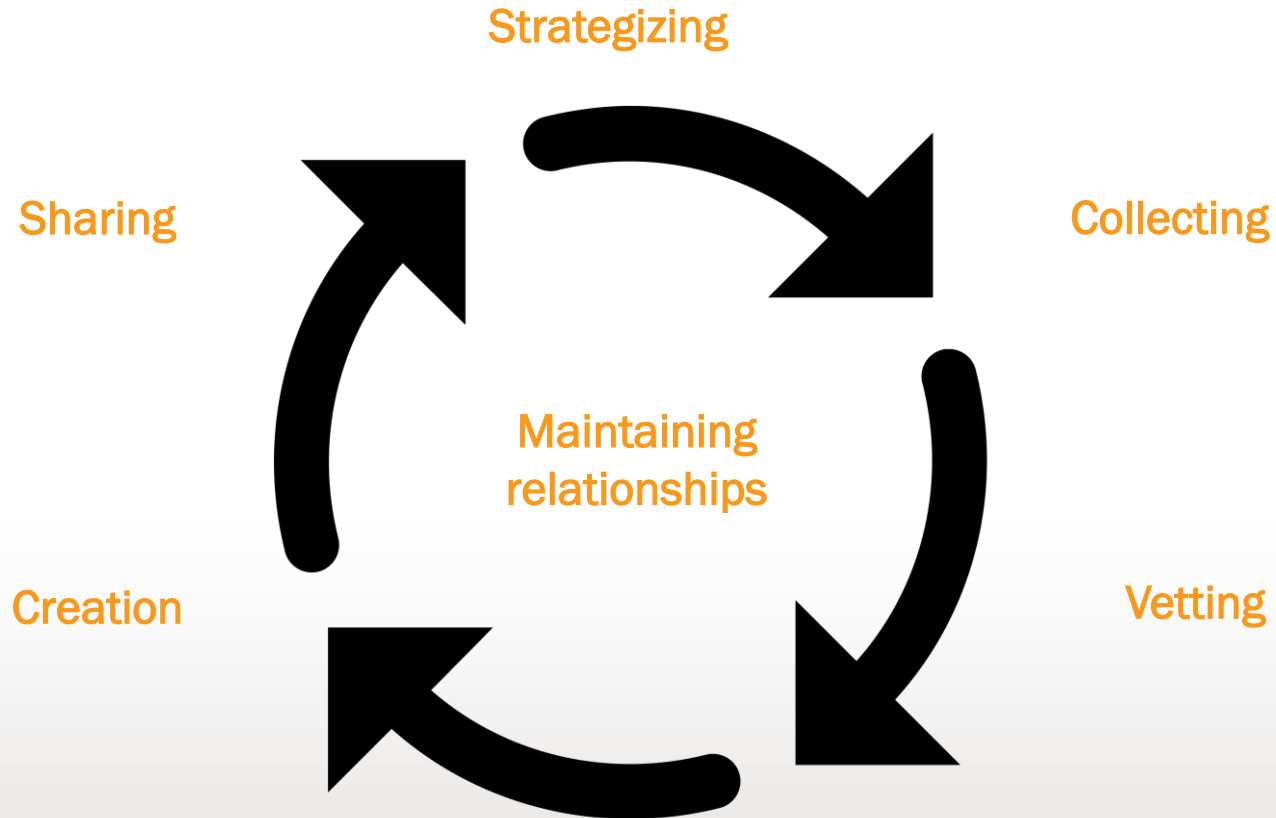
- **Maggie Clark**, Senior State Health Policy Analyst, Georgetown Center for Children and Families and Former Sarasota Herald-Tribune Health Care Reporter
- **Felicia Burnett**, Senior Campaign Director of Health Care, MomsRising
- **Hillarie Hagen**, Outreach Specialist, Idaho Voices for Children
- **Kaylan Szafranski**, Health Reform Initiative Manager, EverThrive IL

Why storytelling?

- Our brains are wired for it
- Helps us relate and empathize
- Adds context to data and facts
- Important part of an integrated plan



The storytelling journey



An evolution...

- From print to digital;
- from stories to testimonials;
- from a one-off project to an ongoing effort;
- all with increasing access to information—and also more to break through.

Common challenges...

Time intensive...

Don't have dedicated staff...

Hard to diversify...

Can't find that elusive story...

Hard to control...

...solutions & benefits

investment up front pays off later.

make it everyone's job.

bring partners on to help.

a range is important.

authenticity is a good thing.

A Reporter's Perspective

Maggie Clark

Senior State Health Policy Analyst,
Georgetown Center for Children and
Families

Former Sarasota Herald-Tribune
Health Care Reporter

Bringing a Face to Managed Care in the Media

2 MILLION KIDS.
\$24 BILLION BATTLE.



How Florida Medicaid pits families, doctors and insurance companies against each other at the expense of children's

Story By
Maggie Clark,
Photography By
Rachel S. O'Hara

2 MILLION KIDS. \$24 BILLION BATTLE.

How Florida Medicaid pits families, doctors and insurance companies against each other at the expense of children's health.

LATEST NEWS

Read our most recent stories on Florida's Medicaid program for kids



Part 9: Medicaid transition causes hardship

Crystal and Jon Ipe had five conversations with doctors about stopping life support for their son. There was the time his lungs collapsed while Crystal was changing his diaper. The time when he was resuscitated more than once during an ambulance ride from Sarasota Memorial Hospital to Johns Hopkins All Children's Hospital in St. Petersburg. ...



Sarasota kids can get free dental sealants

SARASOTA COUNTY — Starting in January, second-graders at 14 Sarasota County schools will have the chance to receive free dental sealants on their molars through a partnership between the Department of Health in Sarasota County and four local foundations. It's an effort to improve oral health, and thereby school success. Dental care is the leading ...



Report: Require childhood dental screenings

medicaid.heraldtribune.com/

Highlight multiple perspectives

- Break stereotypes
- Identify non-traditional narrators



Go where the people are

The image shows two overlapping Facebook group pages. The top page is for '941 Mommies', a closed group with a cover image of five diverse women. The bottom page is for 'Sarasota Mommy Sale & Trade Page', also a closed group, with a cover image featuring the text 'Sarasota Mommy' on a dark background with stars. Both pages show navigation menus on the left and search bars at the top.

Verizon LTE 4:49 PM
Me: 8/21/15
Hi Tora, it's Maggie from the Herald Tribune. Thank you so much for talking with me today. I really look forward to meeting you soon. Let me know when you've got a free half hour or so and we can meet. I think people will really relate to your story. Have a great weekend!

8/21/15
Hi maggie and your welcome thank you so much for contacting me, I look forward to meeting you too and I will thank you, you have a great weekend too!!
~09.02.10Forever&Always~

Me: 8/21/15
😊 talk to you soon!

Reply by text message

Inbox Dialer Quick Dial Settings

Verizon LTE 4:41 PM
8/10/15
Hi! I was sent your number by a Kim Doleatto? Concerning Medicaid for children?

8/10/15
Hi, thanks so much for responding! I'm Maggie Clark and I write about health for the Sarasota Herald Tribune.

Me: 8/10/15
I'm writing about Medicaid for kids, and would love to hear about your experience.

8/10/15
I'm a mom to a 2 year old boy and I'm expecting another boy next month. They have medicaid(Staywell)and boy is it difficult to ever get a straight answer out of them!

Reply by text message

Inbox Dialer Quick Dial Settings

Take essential steps

- Vet, vet, vet
- Be transparent

Keep in touch

The image shows a screenshot of a Facebook group page for "HT Kids Health". The page layout includes a top navigation bar with the group name, a search bar, and navigation options like "Home" and "Find Friends". On the left, there is a sidebar with group details, including "About", "Discussion", "Announcements", "Members", "Events", and "Photos". The main content area features a large banner image with the text "KIDS. IN BATTLE." and "Give a voice to the one in and on it, the Herald-Tribune said pits families, doctors es against each other at the health." Below the banner are interaction buttons: "Joined", "Notifications", "Share", and "More". The post creation area includes "Write Post", "Add Photo/Video", "Live Video", and "More" options. Below this is a text input field with a "Write something..." placeholder and icons for "Photo/Video", "Get Together", and "Watch Party". The "RECENT ACTIVITY" section shows a post by Cheryl Miller from February 17, 2017, with the text "Cheryl Miller shared a link." On the right side, there are sections for "ADD MEMBERS" (with a search input), "MEMBERS" (42 Members), and "SUGGESTED MEMBERS" (Friends: William Bill Anderson, Billy Cox).

Lower barriers for media



Make your stories newsworthy

- Can you sum up your story into one declarative sentence with a verb? (Margot Sanger-Katz)
- Tap into existing storylines: re-use during relevant times

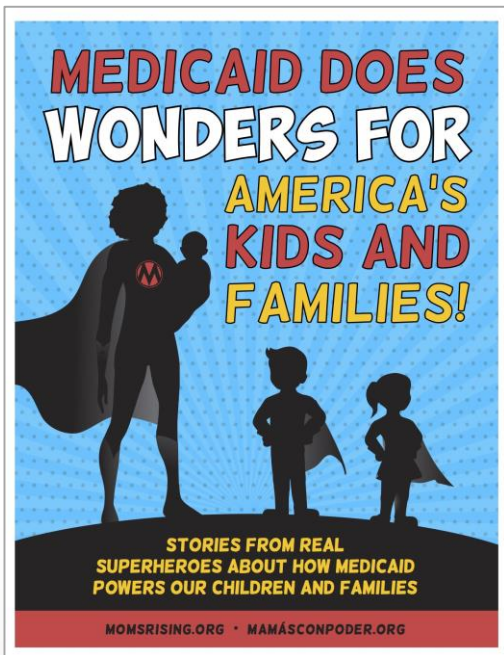


**Storyteller Turned
Story Collector**

Felicia Burnett

Senior Campaign Director of Health Care,
MomsRising

MomsRising: Harnessing the Power of Storytelling



Stories

I am terminally ill, and my husband cannot take time off to take care of me or to take me to appointments. I cannot drive, and I have had to cancel critical appointments for this reason. How many lives can be saved just by paying people when they need to take care of a critically or terminally ill... [Read more](#)

- Andrea, Aurora, CO

[Read more stories »](#)

[Share your story](#)



Be thoughtful in your approach


- This. Is. Personal.
- Draw on your own experiences when talking with people
- Lift up an intersection of people: reach those who don't have the privilege of reaching out to you
- Remember that no one lives in a single issue area



Find a formula that works for you

- Build storytelling into everything you do
- To get a story, share a story
- Keep in mind: one person with a story knows 10 people with a story
- Localize your story collection
- Consider targeted Facebook buys

MomsRising.org



HEALTHCARE

**#ProtectOurCare:
Because My 11-
Year-Old Daughter's
Life Depends On
Medicaid**

June 21, 2017

BY: **Jamie Davis Smith**

f t h p +

< Tweet

MomsRising @MomsRising

"For Congress to pass a tax plan that raises taxes on the middle class, punishes people with pre-existing conditions and disabilities is heartless."-Jamie #GOPTaxScam #MomsSayVoteNo



facebook



Terry Royer • 15:31
Vote for your children vote like your life depends on it!

Susan Cartwright • 15:36
No vote ppl fight

Dana Winnett • 15:40
Yes. Thank you ladies for being on the suspect Facebook. We need the PROUD MOMS'!

Ramona Thompson • 15:41
Dr. Bill Cassidy took a
Hi
"Vote NO on Graham..."

Hello 🤔 😍 🙌 👍 🤔

Share Write a comment...

Cover the bases

- Prep your storyteller
- Know their general views on your issues
- Make sure you have permissions from all parties

Your voice can make a difference in the fight to protect our health care!

Parents are the most powerful voices we have to help cut through the political rhetoric and get down to what's most important for our nation's health care policies.

What's the lowdown? We will use these stories to educate our leaders and the public about how essential Medicaid and the Affordable Care Act are for families and our economy. Don't be shy! Now is the exact right time to speak out!

Everyone in our nation is directly or indirectly affected by the policies Congress is currently considering. Have you or a family member:

- ▶ Had a 'pre-existing condition' like asthma, diabetes, or high blood pressure (or even a c-section)?
- ▶ Gotten health insurance coverage through your state's Marketplace or Medicaid program?
- ▶ Had a major illness or disability that requires frequent medical visits, treatments, or surgeries?

[Share your message now →](#)

Contact Information

Name*

Email address* ZIP Code*

Mobile Phone*

Get text message alerts
(Standard text message charges may apply)

We're gathering stories about why quality, affordable, health coverage matters for families! Share your message here:

Keep it up

- Think of how to extend your stories beyond their current format
- Fights are cyclical: stay in touch
- With the right storyteller, the same story never gets old




Digital Strategies for Storytelling

Hillarie Hagen



Outreach Specialist,
Idaho Voices for Children

A Year of Focused Story Collection






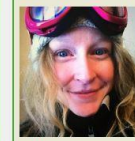
 **CLOSE THE GAP**
IDAHO

Securing Our Healthcare Future

[Learn More](#) [Take Action](#)  


These Idahoans have shared their story, click to share yours!


Help us understand health coverage in Idaho by filling out a brief survey. Please choose one of the following if any apply:

 You have a disability	 You have a child on Medicaid/CHIP	 You have a pre-existing condition	 You fall in the coverage gap
--	--	---	---

If none of these apply, and you have a healthcare story to share, email us or call us at 1-844-HELP78K

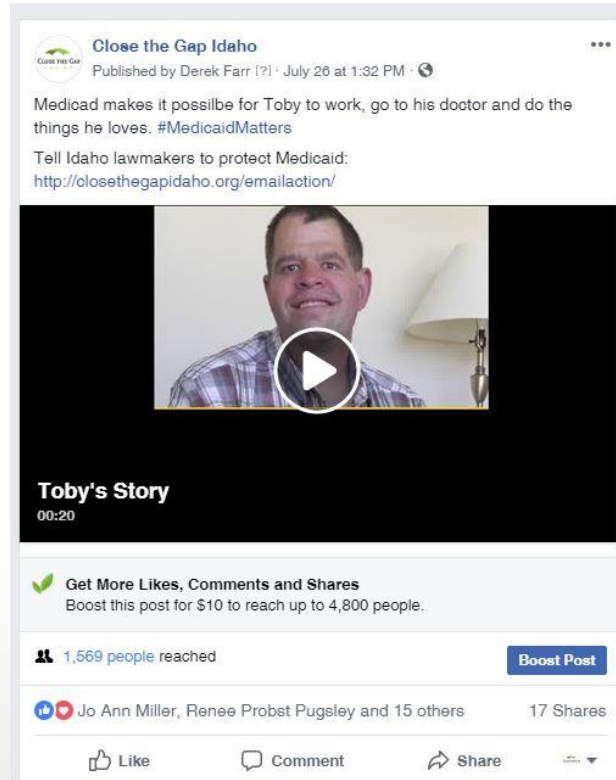
WHY HEALTHCARE MATTERS:
**STORIES FROM
IDAHOANS**



 **CLOSE THE GAP**
IDAHO

Leverage digital platforms to collect stories

- Utilize email action tool
- Join Facebook groups (but be respectful!)
- Host Facebook story collections days and weeks
- Use stories to get more stories
- Develop a user-friendly collection form on website



The image shows a Facebook post from the organization "Close the Gap Idaho". The post is published by Derek Farr on July 26 at 1:32 PM. The text of the post reads: "Medicaid makes it possible for Toby to work, go to his doctor and do the things he loves. #MedicaidMatters" and "Tell Idaho lawmakers to protect Medicaid: <http://closesthegapidaho.org/emailaction/>". Below the text is a video player showing a man (Toby) smiling, with a play button overlay. The video is titled "Toby's Story" and has a duration of 00:20. Below the video, there is a "Boost" section with a green checkmark, stating "Get More Likes, Comments and Shares" and "Boost this post for \$10 to reach up to 4,800 people." The post shows it has reached 1,569 people and has 17 shares. The share count is attributed to Jo Ann Miller, Renee Probst Pugsley, and 15 others. At the bottom, there are icons for "Like", "Comment", and "Share".

Learn More

Take Action



Tell Us Your Story: You Fall in the Coverage Gap

Idahoans in the Coverage Gap

Tell us your story

Close the Gap Idaho is collecting stories from people to better understand how health coverage has impacted quality of life throughout Idaho.

Are you an Idahoan in the coverage gap? To be in the coverage gap, your income is too low to qualify for a tax credit on the state exchange, your income is too high to qualify for Medicaid, and you have no access to any employer sponsored plan.

Please complete the below form to share your story. Close the Gap Idaho and its affiliates will not use your name or story without written consent. We will contact you directly for specific requests and if we need to collect more information.

Name *

First Last

Email *

Check if you would rather share your story over the phone.

Phone Number

 - -

###

City/Zip

What are your/ your family member's favorite hobbies and interests?

Why is it important for you and/or your family to receive health insurance?

Story form on site

Close the Gap



Stories

Jenni

Jennifer
right way
and spend
stay-home
to find fu
gives an
employem
time jobs

Subject

Medicaid Has Protected Idahoans for 53 Years

Message Body

Remaining: 10,000

Customize Your Signature (optional)

Enter Your Info

Privacy Policy

Your Information

Prefix *

First Name *

Last Name *

Email *

Home Information

Street Address *

ZIP Code *

Send me email alerts

Remember me (Uncheck on shared computers)

Send Message

Email action on site

Take Email Action

Protect Idahoans--Protect Medicaid

July 30th is Medicaid's 53rd birthday! Since its creation Medicaid has helped millions of Americans and tens of thousands of Idahoans live happy and healthy lives. Help us celebrate by writing your representatives to tell them just how important of a program Medicaid is to Idaho, and that you want to see Medicaid protected. Send them a message to let them know you will not support any attempt to cut, cap, or restrict Medicaid!



Compose Your Message

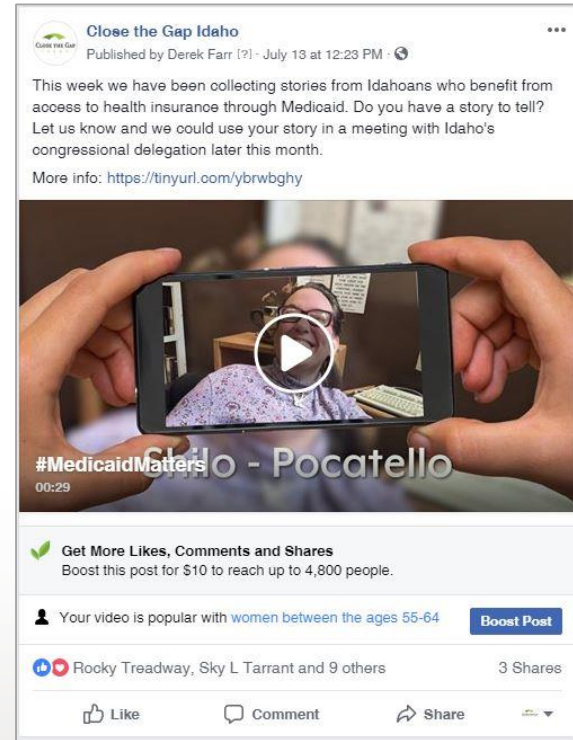
- US Senators
- US Representative

On July 30, 1965, the monumental and transformational Social Security Amendments created the Medicare and Medicaid health care programs. For two generations, Medicaid has played an instrumental role in lifting people out of poverty, particularly children, older adults, and people living with disabilities.

In honor of Medicaid's Birthday, please prepare a message to send to Idaho's

Also leverage digital to share and extend

- Learn the algorithm and work around it
- Link to stories in your emails to candidates
- Boost your stories on Facebook
- Develop a digital storybook (but don't forget print!)
- Request a tele-conference for elected officials/storytellers who can't meet in person



Also leverage digital to share and extend

- Learn the algorithm and work around it
- Link to stories in your emails to candidates
- Boost your stories on Facebook
- Develop a digital storybook (but don't forget print!)
- Request a tele-conference for elected officials/storytellers who can't meet in person




Experiment and track your results

Static post performance

Post Details

Close the Gap Idaho
Published by Hillarie Hagen (?) · June 22 · 🌐

The bottom line: when people have access to health care they are able to work and care for their families.



Katherine's story
Last year I lost my health coverage and the ability to receive treatment for my debilitating health condition. There were days I couldn't get out of bed, my suffering caused my children to suffer. Access to health coverage has been critical in my ability to work and raise my children.

Get More Likes, Comments and Shares
Boost this post for \$10 to reach up to 4,800 people.

👤 628 people reached [Boost Post](#)

👍❤️😂 Lacey Chittam, Chris Ramirez and 10 others 5 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

628 People Reached

27 Reactions, Comments & Shares

13 Like	10 On Post	3 On Shares
5 Love	1 On Post	4 On Shares
4 Sad	1 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

18 Post Clicks

9 Photo Views	0 Link Clicks	9 Other Clicks
----------------------	----------------------	-----------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Experiment and track your results


Video post performance

Post Details

Video **Post** Shares [See metrics for all videos](#)

Close the Gap Idaho
Published by Derek Farr (?) · July 24 at 12:58 PM · 🌐

For 50 years, Medicaid has allowed people with disabilities to have freedom and independence. Idahoans from Sandpoint to Soda Springs depend on Medicaid to live a full life. This is Scarlette's story.



Scarlette's Story
00:30

🟢 **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 4,800 people.

🕒 People have watched this video for a total of **606 minutes** [Boost Post](#)

👤 Judy Stoller, Monioa Berg and 40 others 25 Shares

👍 Like 💬 Comment ➦ Share ⋮

Performance for Your Post

3,954 People Reached

1,652 Video Views

223 Reactions, Comments & Shares 📊

109 Like	32 On Post	77 On Shares
74 Love	11 On Post	63 On Shares
15 Comments	0 On Post	15 On Shares
25 Shares	25 On Post	0 On Shares

395 Post Clicks

60 Clicks to Play 📊	0 Link Clicks	335 Other Clicks 📊
-------------------------------	-------------------------	------------------------------

NEGATIVE FEEDBACK

1 Hide Post **1** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts





Harnessing the Power of a Coalition

Kaylan Szafranski

Health Reform Initiative Manager,
EverThrive IL

Storytelling from the Ground Up

A screenshot of the I am Medicaid IL website layout. At the top left is the logo. To its right is a dark blue rectangular box with the text "Text goes here". Below the logo is a grid of four content blocks. The top-left block shows a photo of Jimmy Yarbrough and his name below it. The top-right block features a quote from John Abbate with a teal circular background and a hand icon, with his name below. The bottom-left block shows a photo of Gloria Nichols and her name below it. The bottom-right block has a red background with a quote from Tamara Heller and her name above it. At the bottom center is a dark blue button with the text "TELL YOUR STORY".

 Text goes here


Jimmy Yarbrough


JOHN ABBATE
"[Medicaid] saves lives and allows me to maintain my independence."
#IAMMEDIADIL
John Abbate


Gloria Nichols

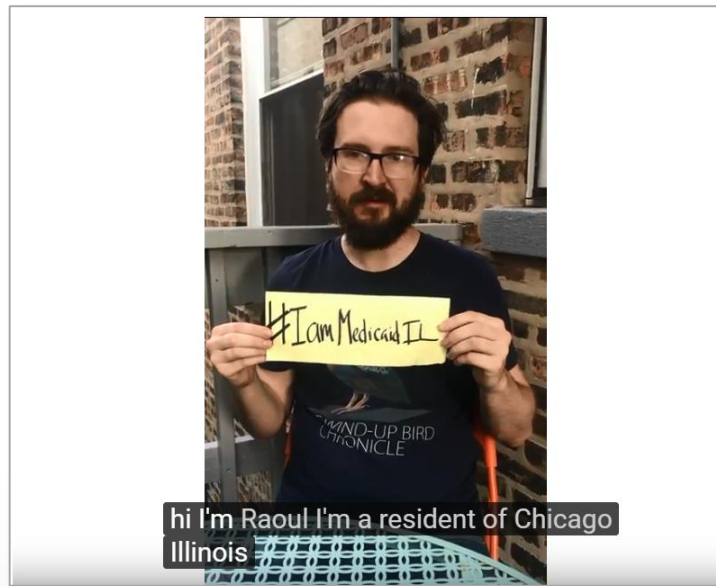
Tamara Heller
Medicaid Enrollee
Evanston, Illinois
"WITHOUT HEALTH COVERAGE I WOULDN'T BE ABLE TO ACCOMPLISH ANYTHING I DON'T HAVE ANY OTHER OPTIONS"
TELL YOUR STORY

Lay the groundwork for a process

- Work through existing field teams and networks
- Leverage existing sites and processes
- Establish workgroups
- Enlist partners who will push back

Aim for authenticity

- Push beyond third person
- Strive for video content (but keep a backup option)
- Always co-create
- Recognize opportunities for people to empower themselves
- Remember: this isn't a story, it's a person



Be strategic

- Think in themes
- Extend knowledge
- Use story collection to break through to new/less engaged partners

#IamMedicaidIL

Cut or Fold Here

Tell Your Story!

Do you have Medicaid coverage? Do you have a loved one that has Medicaid coverage?
Do you serve Medicaid patients? Then we need your help...

I am Medicaid IL wants to educate residents about the critical health insurance that Medicaid provides and the opportunities it creates for individuals and families across our state. To do this, we're asking individuals, parents, health care providers, educators and others to share their first-hand experience with Medicaid and the difference it's made in their lives and the lives of their children, patients, students and employees. We're working to collect stories that will be shared through social media and through our website, X.org. Join with us!

Here's what you can do:

1. Print this sheet out or pick one up at _____.
2. Ask someone to take a video with a cell phone holding the top half of the sheet.
3. **Take a short video (roughly 30 seconds to 2 min. long) answering the question : "Because of Medicaid I can___"**
4. Upload the video to IamMedicaidIL.org and post it to all your social media accounts (Twitter, Facebook, Instagram, Snapchat) with the hashtag #IamMedicaidIL
5. Share this sheet with others and ask them to join the campaign!

For more info: www.IamMedicaidIL.org

 I am Medicaid IL
 @IamMedicaidIL

Be willing to take it slow

- Invest in relationship-building
- Incorporate relational vetting
- Be respectful, not transactional
- It's not a race to the finish: it's about telling thoughtful stories
- Consider soft launch



Resources

- GMMB storytelling guidance one-pager to come
- MomsRising Guide to Engaging With the Media for Storytellers (English and Spanish)

Questions?

Thank you, and good luck!

