

10 Steps to Getting Your ACA Messaging Out

1. **Identify your Overall Goal:** You want to decide what is actually driving your vision to take this project on. For example: “Inform as many Native Americans as possible about their special protections and provisions under the Affordable Care Act.”
2. **Define your Message:** What actions will you take to achieve your overall goal? Are you releasing general knowledge, knowledge about an ACA event, ACA enrollment period, or simply encouraging Natives to look into health coverage?
 - a. Specific points about the ACA:
 - i. It’s affordable or low-cost
 - ii. ACA accepts pre-existing conditions
 - iii. You can still use IHS or other services
 - iv. AI/AN have special monthly enrollment status
3. **Pick your Audience:** It’s important to scale the size of your operations at this step by picking who you will target to hit your goals. Different messages and goals may have different audiences. I.E. Mothers for CHIP
4. **Create Core Messages:** Make sure you create a take away message specific for your target. For example, to get mothers to enroll their child for CHIP, your message could be something like “No child should be without insurance, enroll for CHIP today!”
5. **Nominate a Spokesperson:** Selecting a spokesperson is not necessary, but it may be effective for your cause. This person will not only reflect on your organization, but the goals you are trying to achieve for American Indians and Alaska Natives, so choose carefully!
6. **Select the Media Outlets:** There are many ways to tell your story or message, consider different methods that align with your goals: newsletter, website, social media campaign, video production are but a few. Make a list of all of your local TV stations, radio stations, or newsletters. You may have some tribal entities in your community who would be willing to work on your goal. Go to www.google.com to research your local outlets.
7. **Reach out to local media outlets:** If you choose to use media outlets such as a radio station, newspaper, or a TV news station, to establish a connection with your chosen organization and draft a contract if necessary. See Attached Sample Letter.
 - a. Contact Sales Department and ask for:
 - Price Quote
 - Listing of Broadcasts and their popularity ratings (Will help determine best slots for your messages)
 - Select an ad space and duration
 - b. Create a Contract, if needed
 - c. Consult proper legal sources if needed
8. **Post to Social Media:** If your media campaign is not a social media based one already, consider posting to social media with details about your event. Nowadays, social media is one of the most important and easy ways to reach your audience.
9. **Survey/track progress:** Find and create a method that you can gauge the success of your Media efforts. For example, if you run a radio ad in your community, ask members of your community if they heard it and approve. Or take a more formal approach with a written survey of effectiveness distributed to your audience.
10. **Implement change:** Track the feedback from your audience and note changes for your next Media and Messaging campaign efforts.

