



ACA Media and Messaging Toolkit Table of Contents

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**Tribal Health Reform
Resource Center**

A project of the
National Indian Health Board



10 Steps to Effective Media and Messaging on the ACA

1. Identify Overall Goal

2. Define Your Message

3. Pick Your Audience

4. Create Core Messages

5. Nominate A Spokesperson

6. Select The Media Outlets: (TV, Radio, Newspaper)

7. Reach Out to Local Media Outlet

8. Post to Social Media

9. Survey/Track Success

10. Implement Change



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.



Sample Messages on the Affordable Care Act

1. General Messaging ideas

- a. "It's affordable or low-cost"
- b. "ACA accepts pre-existing conditions"
- c. "You can still use Indian Health Service"
- d. "You can use insurance for specialty services"
- e. "Insurance can bring third-party revenue back to Indian health clinics"
- f. "ACA helping low-income individuals and families get health insurance coverage for the first time"
- g. "AI/AN have special monthly enrollment status"
- h. "AI/AN can enroll in health insurance all year round"

2. Community or individual ACA education messaging for AI/AN

- a. "Zero or limited cost-sharing plans"
- b. "Monthly enrollment"
- c. "Eligibility for tax credit"

3. Families

- a. "The ACA covers preventative checkups and preventative services such as prenatal visits, primary care, STD testing and more"
- b. "ACA covers physical exams, vaccinations, school screenings, immunizations and more"

4. LGBT

- a. "The ACA covers checkups and preventative services such as prenatal visits, primary care, STD screenings and more"
- b. "ACA covers pre-existing conditions"
- c. "ACA provides behavioral health services"

5. Youth

- a. "You can add your child onto your existing health plan and they can be covered up until the age of 26"
- b. "Native Americans that are 18 or older can enroll themselves into a health plan at little cost"
- c. "ACA provides behavioral health services"
- d. "ACA covers physical exams, vaccinations, school screenings, immunizations and more"



Example Social Media Posts

Twitter only allows 140 characters in a tweet so your message should be concise. Facebook allows a longer for longer messaging.

Hashtags (#) are included to increase awareness. When someone clicks on the hashtag, they can see every post that has ever had that hashtag. So, for example, if all of your office writes on their twitter accounts “#Nativefamilies deserve good coverage,” someone who saw one of your tweets would be able to click on the hashtag and see all of the posts related to that hashtag. Please see some examples below of tweets or facebook posts you might use for campaigning healthcare.

Twitter

1. Families

- a. #Nativefamilies deserve good health coverage. Learn more at www.healthcare.gov.

2. Elders

- a. Don't let our #NativeElders go without #healthcoverage. Get your elder covered, www.medicare.gov.

3. Youth

- a. #Nativecollegekids can stay covered under their parents' health insurance until 26. Learn more at www.healthcare.gov

4. LGBT

- a. #NativeTwoSpirit people can get covered under the Affordable Care Act #ACA. Learn more at www.healthcare.gov

5. Women

- a. #Nativewomen are precious and deserve great healthcare. Learn more at www.healthcare.gov.

Facebook

1. Families

- a. Healthy Native kids are better prepared to learn in school. Spread the word about free and low cost health insurance. #Nativefamilies deserve good health coverage. Learn more at www.healthcare.gov.

2. Elders

- a. We can hold onto our Native Elders with #Medicare. Don't let our #NativeElders go without #healthcoverage. Get your elder covered, go to www.medicare.gov.

3. Youth

- a. You never know what can happen in college. #Nativecollegekids can stay covered under their parents' health insurance until 26. Learn more at www.healthcare.gov.

4. LGBT

- a. #NativeTwoSpirit people can get covered under the Affordable Care Act #ACA. Don't wait, enroll today! Learn more at www.healthcare.gov.

5. Women

- a. #Nativewomen are precious and deserve great healthcare. They are our future. Learn more at www.healthcare.gov.

Using Email to Market Media and Messaging for the ACA

Email is regarded as one of the most effective modes of communication in the professional world. Emails can be used to reach one, several, or large numbers of people at the same time. The format for email is relatively simple to use and is similar across email services.

When considering to use email as a tool in your Media and Messaging campaign for the Affordable Care Act (ACA) here are a few things to keep in mind:

- **Keep a running list of email addresses and contacts that you would like to distribute your messages to**
 - Save to a Microsoft Word or Excel Document for easy access
 - Update the list regularly and continue to look for opportunities to add emails to this list
 - Using a sign-in sheet at your location and events with a place for guests to leave their email as an effective way to get new contacts
- **Have a relevant and catchy title**
 - Emails can often get lost in people's inboxes as they scroll past them. Consider using a title that will grab the recipient's attention and make it easier to find
 - Ex. "Medicaid Now Covers More Childless Adults Than Ever Before!"
- **Use Different Formatting, Graphics, Pictures, and Color in your email to add interest**
 - Because people do often open so many emails throughout the day, you want your email messaging to stand out
 - Add graphics or pictures to illustrate your message. Select an image that will capture what you are trying to tell people and add to your narrative
 - Change the actual format of the email itself. Consider if you will place a picture early in the email, or farther down. Will you have the body of the message be spread out or compact across your email
 - Consider using different colors in the text of the email to highlight certain text
- **Attach Links, Fliers, Documents, and Videos**
 - Because email is so versatile, you can attach a variety of documents, links, and videos directly in the body of email or to the email as an attachment
 - Add to the power and clarity of your message by redirecting people to other websites and information
 - Most email services will limit you to attaching documents that are larger than 25mb
 - Quick Note: It is best practice if you are sending an email that is large or has many parts to use a program to compress the files into a .zip before attaching
- **Use an Email Signature**
 - It is a good idea to set up a professional Signature to be placed in the bottom of your email message. This may contain a contact name, address, and phone number if people have questions about your email contents

Sample Radio Public Service Announcements for Open Enrollment Tribal Days of Action

30 Second Radio Advert

Supported by the National Indian Health Board. Open Enrollment for the Health Insurance Marketplace runs through January thirty-first. Many Indian health clinics will host enrollment events with help available in person. You may qualify for low-cost plans, zero co-pays and zero deductibles. Plus your clinic keeps more resources when they can bill your insurer. You can set an example for your family, friends and community by ensuring your needs are covered when you visit HealthCare dot gov back slash Tribal.

15 Second Radio Advert

Supported by the National Indian Health Board. Open Enrollment for the Health Insurance Marketplace ends January thirty-first. Many Indian health clinics are hosting enrollment events with help available. You may qualify for low-cost plans, zero co-pays and deductibles. More info at HealthCare dot gov back slash Tribal.

NRN Radio Staff
123 Main Street
Clear Spring, CO 27965

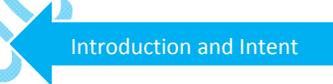


James Baker
Flower Health Community Center
1254 Alistar Lane
Clear Spring, CO 27965

1/13/16

Dear NRN Radio Staff,

I work with the Flower Health Community Center here in Clear Spring, Colorado. We were founded in 1956 as an American Indian/Alaska Native (AI/AN) health organization focused with making sure all AI/AN communities have healthcare. I am reaching out to you today because we are planning to host a community event in April that will focus on getting Indian Country signed up for affordable healthcare. We want to reach out to as many AI/AN communities as possible to make sure everyone has access to our event and resources.



For this reason, I am reaching out to you at Native Radio Network. As the premier radio station for our local news and music, we think you would be the ideal station to reach the many in Indian Country. We have created two announcements of 15 and 30 seconds we would like aired. As we are a non-profit organization we have very little in our budget for this production, so any donations for air-time your station could make to run this advert would be appreciated. However, if there is an airtime fee required for this community announcement please respond with the price quote. Also, please send us a list of your aired broadcasts and ratings.



My family and I tune into 93.2FM regularly and think it would be a very effective way to get people motivated to attend our event. If you were able to help us in this cause you would be doing a great service to the native and non-native people of Clear Spring, Colorado. Please contact me at your earliest convenience.



Thank you for your time.



James Baker