



The Colorado Health Foundation™

TCHF PROJECT PLAN SUMMARY

Project Title: Colorado Fall Enrollment Kick-off Marketing/Communications Plan

Event Date: October 14-15

Elevator Speech: *Providing resources, facilitating connections and inspiring enthusiasm for health coverage*

I. Background/Problem Statement:

C4HCO has a pending fall enrollment conference to bring Health Coverage Guides and assistant sites together for shared learning and additional training on enrollment, plan selection and Marketplace products.

Additionally, the Foundation is working on two research projects to help inform the outreach and enrollment community for the next open enrollment period – Culture of Coverage, a messaging study, and Eligible but Not Enrolled, a research study on the uninsured that are eligible for public insurance or for tax subsidies. This event is an opportunity to share the research findings as well as some tactics or possibly collateral with the audience that will put it to use.

During the last open enrollment period, our efforts with the Colorado Engage project helped us identify areas for improvement. Everyone involved in outreach efforts had success stories of people gaining coverage, but few of them collected stories or had the capacity to share them with other partners and the media. This is a critical area for improvement in the next open enrollment period given our goal of reframing the C4HCO conversation to be a story of Colorado success.

Additionally, there were a lot of people involved in outreach and enrollment efforts, and while many of them touched in with C4HCO and HCPF to problem-solve for technical issues, few had the capacity to check in regularly to access resources for effective messaging when they needed it. Some consumer guides and brokers needed to distance themselves from the branding of C4HCO or HCPF, but did not have the capacity to produce useful content on their own. Some created great content, but were not sure how to effectively share it. As a result, a lot of organizations were creating content on the fly or were not well-enough connected to access resources in a timely manner.

These issues present a clear role for the Foundation to play in the next open enrollment period. This two-day event will bring together both guides and brokers to strengthen partnerships within the outreach and enrollment community by giving them a chance to connect in person before the hectic enrollment period opens. The event will have two tracks – one for the training and technical aspects of enrollment, and one for marketing, messaging and outreach.

The enrollment sessions will be led by Connect for Health and HCPF, and will be designed based on their framework and lessons learned from the first enrollment period. These training sessions will enable brokers and guides to receive certification.

The outreach sessions will build attendees' knowledge of marketing resources that they can use throughout open enrollment, and (from our research studies) provide messaging and methods that work. Most importantly, we will emphasize the importance of collecting and sharing success stories, and offer resources on how to do so. We'll also be able to use registrant information to build an email list that can provide bi-weekly or monthly marketing resources that encompass both private and public health insurance and reinforce the call for success stories.

Additionally, the event bolsters collaboration among all Colorado partners who have a vested interest in getting Coloradans insured. We also will invite health plans, hospitals and other Foundations to work in partnership with us in providing the event, encouraging a state-wide coordinated effort that reinforces the importance of insurance and sets us up for even greater success in the next open enrollment period.

II. Goals/Objectives

This conference supports the Colorado Health Foundation's goal to support a "no wrong door" approach to enrollment that maximizes the use of technology and targets in-person assistance where needed. The goals include:

1. Provide resources/training for assistance network and O&E community
 - a. C4HCO plan/tech training
 - b. Filling gaps from last enrollment conference (including connecting coverage to care)
2. Release findings of EBNE & Culture of Coverage
3. Build storytelling capacity of O&E community (to support media plan, positive message of coverage)
4. Strengthen partnerships, inspire enthusiasm for open enrollment and value of health coverage

III. Key Planning Partners

- 1) Connect for Health Colorado
- 2) CO Dept. of Health Care Policy and Finance
- 3) CO Division of Insurance
- 4) Advocacy orgs will play a part in planning, to be determined by partners. Already identified:
 - i. Covering Kids and Families
 - ii. Colorado Consumer Health Initiative
 - iii. CCares Coalition (Latino outreach)

IV. Target Audiences

- 1) Certified Health Coverage Guides, Assistance Network, Certified Agents/Brokers, advocacy orgs, community-based organizations
- 2) Online audiences – will stream events/training. Provide online resources (decide with planning group who will host resources)

V. PESO Strategy (note: all below are shared)

- **Paid:** CPR, CPN, Facebook, Twitter

- **Earned:** Traditional Colorado outlets and national outlets emphasizing unique partnerships. Social media partners include: NASHP, the entire outreach and enrollment community in Colorado and nationally
- **Owned:** Website, social media channels, streaming channel, panelists and partner orgs, email

VI. Tactical Ideas

- **Stream all relevant sessions** so that assistance sites throughout Colorado have access during and after event. This could be sponsored.
- **Establish viewing parties in remote areas** by identifying partners that cannot travel to the conference but who have great meeting space and can participate via stream. This could be sponsored and paired with onsite training from C4HCO for the remote locations.
- **Launch state-wide social media campaign** with hashtag everyone can start to use throughout campaign.
- **Bring in national speakers** to inspire attendees and get them ready for next enrollment period.
- **Express gratitude** for O&E community, their dedication to getting Coloradans enrolled and providing feedback.
- **Develop collateral and messaging tools** where gaps were seen for 1st open enrollment period. The partners have a lot of great content...what would be useful for print? Could also provide memory sticks with content or toolboxes.
- **Start a mailing list from attendee registrations** to ensure everyone is captured and has streamlined information on communications throughout open enrollment period. Think through the owner of this. The 1st open enrollment period had many newsletters. This could also be used for surveys and to mobilize coverage advocates when needed.
- **Continue momentum and engagement** throughout open enrollment period and ensure O&E community is sharing stories.
- **Identify and fill gaps** from 1st open enrollment period. Some examples: Too many enrollment sites referred Spanish speakers to Servicios, resulting in longer wait times. Provide printed resources to show all Spanish-speaking assistance sites. Many guides were asked to provide basic health literacy service but had no time. Provide collateral for people new to health insurance explaining the basics, and encouraging them to begin using essential health benefits.
- **Provide exhibition tables** for insurance companies, hospitals or others with helpful material (CHI, CCHI, etc.) and solicit sponsorships from insurance plans, hospitals, and other Foundations

VII. Key assumptions:

- **Advocacy network will be engaged**
Many Colorado advocacy groups were either assistance sites or were helping to promote the message of coverage during the 1st open enrollment period. They will have strong insight on the messages and needs for the next go around. They are also our main partners in reaching our bold goal.
- **The Colorado Health Foundation will be the main sponsor of the event** and we will share our bold goal – that 95% of Coloradans will have health coverage.
- **The Outreach and Enrollment community** need continuous communications support through the open enrollment period, anywhere from copy and paste tweets, to larger themes for helping them reach their audiences and tell their own stories.

- **We are strengthening partnerships** among attendees and helping them build a support network just by spending a couple of days together. This may not be measurable.

VIII. Project Structure

- **Tools** – *Communications team, with support from Policy team to identify ways to leverage event and Evaluation team to measure success.*
- **Team members** – *Kindle, Taryn, Beth, SPO, eventually full Communications team as needed, checking in regularly with philanthropy (Amy L., Kyle S., Laura G., Erica)*

IX. Timeline

Convene initial partners and determine basic logistics to confirm venue and build budget.	May
Determine specific gaps in resources that this conference can fill. Reserve venue. Identify national speakers. Identify existing content that would be good collateral. Agree on basic structure and sessions for event. Begin reaching out to potential sponsor of the event.	June
Develop collateral needed for dissemination at conference and finalize sessions and streaming components. Develop plan for viewing parties.	July
Open registration. Continue refining sessions, viewing parties, exhibit tables	August
Finalize all collateral Finalize messaging	September
Live event	October 14-15