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## APPENDIX I

### HEALTHY KIDS COMMUNICATIONS PLAN

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#### I. GOAL

The goal of the Healthy Kids Communication Plan is to increase awareness in the community regarding the need for universal health coverage for the children of our community and the availability of this coverage through the Healthy Kids program.

#### II. OBJECTIVES

- To increase awareness among eligible recipients of Healthy Kids to encourage enrollment in the program.
- To increase awareness and understanding of the program among service providers and other stakeholders that will be responsible for outreach and enrollment of individuals in the program
- To increase awareness in the general public in order to cultivate and educate potential donors and community allies.

#### III. TARGET AUDIENCES

- Eligible Children & Families
- Health Care Providers
- Community-Based Organizations
- Potential Funders & Donors
- Other Collaboratives & Coalitions

#### IV. KEY MESSAGES

#### V. STRATEGIES

##### a. Media Relations

Create positive relationships with local media outlets to garner support and coverage of Healthy Kids activities. Distribution of information to the media will be planned and timed to keep the media updated with relevant and important information that addresses the key messages of the program.

##### b. Brand Imaging

Establish the image of Healthy Kids to target audiences using marketing materials and a common language regarding the goals, objectives and importance of the program to the community.

##### c. Outreach Strategies

Utilize a variety of other tools and communications vehicles to keep key stakeholders informed of Healthy Kids' activities. Incorporate the grassroots, word-of-mouth communication that many service providers and community-based organizations use to communicate effectively in smaller communities. Work with the Eligibility and Outreach committee to ensure that communication with all audiences remains cohesive.

#### VI. TACTICS

##### a. Media Relations

Media List – Compile a comprehensive list of all local radio, television and print media. List should include major media outlets as well as smaller ones.

Public Service Announcements – PSAs will be developed and distributed to local media. Radio is the likely place to start as PSAs for television are more costly in both money and time.

Press Releases – Using the media list, press releases will be distributed regarding Healthy Kids activities.

Letters to the Editor – Committee members and other members of the community will be encouraged to submit letters to editor regarding Healthy Kids. These letters will be timed to compliment the distribution of press releases.

Interviews – Contact will be made with local television and radio stations to set up interviews regarding Healthy Kids.

Editorial Boards – Contact local editorial boards to educate them regarding the importance of Healthy Kids and advocate for inclusion in their editorials.

Community Television – Utilize local, community television shows as a way to get out information regarding Healthy Kids.

## **b. Brand Imaging**

Key Messages – The key messages will be shared with committee members, stakeholders and others involved in Healthy Kids to create a common language that is used when describing the program and its role in the community.

Tagline – A tagline as a quick, easy way to remember Healthy Kids and what it's for.

Marketing Materials – Culturally competent materials will be developed using the Healthy Kids logo, tagline and key messages. These materials will create visuals by which Healthy Kids will become instantly recognizable and will help the community to become familiar with the program. The materials to be developed are: Flyer, Brochure and Application Cover. A plan can also be developed to distribute these materials in key public places (e.g., grocery shopping bags).

## **c. Other Outreach Strategies**

Email to Key Stakeholders – Provide up-to-date information regarding Healthy Kids to all stakeholders. This can be done via email. When press releases are sent to the media, an email can also go out to all stakeholders with the press release as an attachment.

Testimonials – Utilize the stories of clients. Develop personal story angles, highlighting that this is an economic and public health issue, while preserving dignity. Existing stakeholder publications can be used (e.g., local medical professional newsletter).

Local Spokesperson – Identify a local hero or respected individual that can speak for Healthy Kids.

Businesses/Corporations – Communicate with businesses that do not insure children.

Collaboration with Other Local Resources – Healthy Kids information should be included in other local resources.

Community Events – Participate in community events where representatives from the Healthy Kids committee could be available to answer questions and pass out information.

“Go-Live” Timelines – Plan and organize the soft “go-live” and the hard “go-live.” Decide the types of information to be shared and the specific audiences for each, as well as the timeline for these communications activities.

Targeted Outreach – Utilizing existing information in the Healthy Kids Marketing Plan, work with the Outreach/Eligibility Committee and the local health care outreach coalition to develop outreach plans for the following groups:

Community-based Organizations

Families in hospital Emergency Rooms

Family Child Care Providers

Child Care Centers

Schools (Child Welfare and Attendance, Parent Liaisons, Counselors)

Small Business Owners

Migrant Farm Workers Association

Hospitality and Organized labor

Criminal Justice System

Family Resource Centers

Faith-based Community

Grocery Stores, Laundromats, Panaderias