

Outreach Collateral





Amplification



Visibility



Partnerships



Renewals

Outreach Collateral

Stakeholder Recommendations

Messaging

- Use clear and concise messaging in layman’s terms – with a call to action.
 - Words such as “necessary”, “renewal”, and “changes are coming” were preferred by participants.
 - Tailor messaging to community settings by using short, action driven messaging at bus stops and more comprehensive collateral for libraries.
- Tailor outreach materials to convey benefits for different populations including adults, children/youth (preventative care), women (reproductive health), and seniors.

Language

- Consider varying levels of health literacy and understanding of healthcare jargon.
 - “Even when you speak English, when someone is talking to me about health insurance, I don’t want to read the fine print and there are so many wordings that make you discouraged. I just want to know whether I can get coverage or not. We also don’t understand the terminology of healthcare. We need someone that understands it and can explain it to the immigrants that only speak their language.”
- Provide bi-lingual materials (English and another language) to help mitigate language barriers as translating healthcare terminology is oftentimes difficult for bilingual staff at CBOs.
 - “We always added English on one side because then you can always work with second generation [people] to help translate when they see the original material... Google translate is too literal, so it doesn’t give the right language, that’s where that gap happens.”

Visuals

- Include a personal touch, such as co-branding with local organizations or photos that are representative of community members.
 - “When we use the NY State of Health flyers, we put our label on it with phone numbers and address so people will call us. Even the different language ones.”
- Ensure all communication materials including flyers and posters are inclusive, concise, and predominately visual.
 - An example given was to showcase a visual of an individual holding a health insurance card or just an insurance card for people to immediately identify that the information on the flyer was related to healthcare.

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Stakeholder Feedback



Amplification



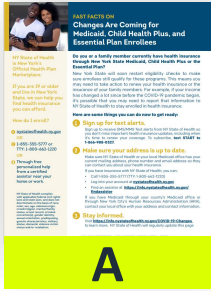
Visibility



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A



B

A [PHE Consumer Fact Sheet] + B [NY State of Health rack card]

- The call to action can get lost in denser materials like the fact sheet and rack card.
- “Between A [PHE consumer fact sheet] and B [NY State of Health rack card] the caption ‘changes are coming’ makes me want to know what these changes are.”
- “I like ‘changes are coming’ on A [PHE consumer fact sheet]. Definitely use this message on TV and radio in different languages so people can hear it. People still call us when they receive letters from NYSOH. My suggestion is radio, TV, and newspapers.”



C



D

C [Bus Shelter] + D [Billboard]

- “Stay Connected” as currently used in bus shelter and billboard collateral may not drive much action. Clear messaging that prompts a sense of urgency may be more effective.
- The “Stay Connected” bus shelter and billboard and the “update contact info” appear to be the most visually compelling and digestible for community members, particularly in “front facing” interactions.



E

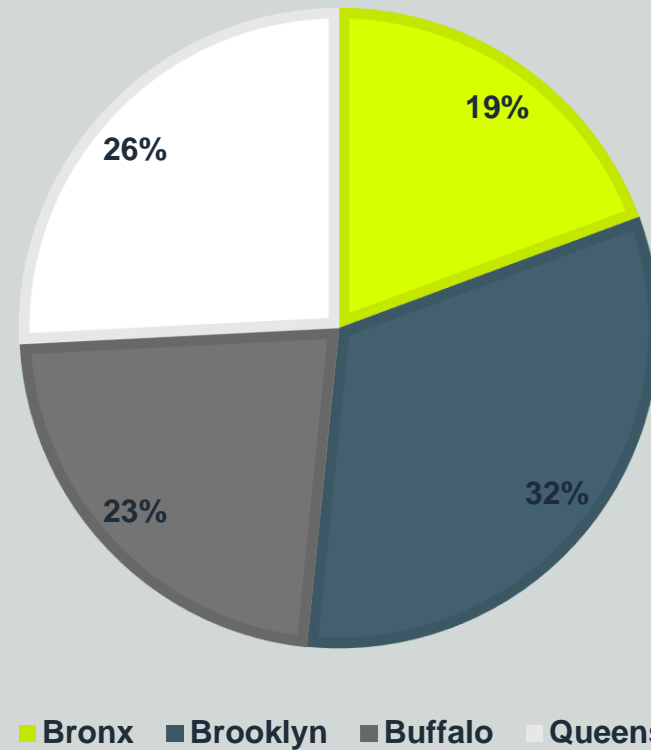
E [Update Contact Information Poster]


- "Having a face to represent community is important and draws someone to look.”
- “[It’s] hit and miss because sometimes you can’t get the QR code to work on the phone...works well for some populations, not others.”
- “I like “E” [Update Contact Information Poster] because it’s not too full and is not overwhelming. This is good for certain areas for people to see it and read it quickly. A would be for another demographic that has more time to read it. Low-income people are busy, they have kids and two jobs and don’t have time to read “A” [PHE Consumer Fact Sheet].”
- “For E [update contact info poster] there is no urgency, it looks friendly but doesn’t make me want to do anything.”

Appendix: Poll

Poll Participants

Total: 24 respondents





FAST FACTS ON Changes Are Coming for Medicaid, Child Health Plus, and Essential Plan Enrollees

NY State of Health is New York's Official Health Plan Marketplace.

If you are 19 or older and live in New York State, we can help you find health insurance you can afford.

How do I enroll?

- 1 Visit nystateofhealth.ny.gov OR
- 2 Call 1-855-355-5777 or TTY: 1-800-662-1220 OR
- 3 Through free personalized help from a certified assistant near your home or work.

NY State of Health complies with applicable federal and state laws and does not discriminate on the basis of race, color, sex, age, national origin, creed, religion, marital status, arrest record, criminal conviction, gender identity, sexual orientation, predisposing genetic characteristics, military status, domestic violence victim status and/or retaliation.

Do you or a family member currently have health insurance through New York State Medicaid, Child Health Plus or the Essential Plan?


New York State will soon restart eligibility checks to make sure enrollees still qualify for these programs. This means you may need to take action to renew your health insurance or the insurance of your family members. For example, if your income has changed a lot since before the COVID-19 pandemic began, it's possible that you may need to report that information to NY State of Health to stay enrolled in health insurance.

Here are some things you can do now to get ready:

- 1 Sign up for text alerts.** Sign up to receive SMS/MMS Text alerts from NY State of Health so you don't miss important health insurance updates, including when it's time to renew your coverage. To subscribe, text **START** to **1-866-988-0327**.
- 2 Make sure your address is up to date.** Make sure NY State of Health or your local Medicaid office has your current mailing address, phone number and email address so they can contact you about your health insurance. If you have insurance with NY State of Health, you can:
 - Call 1-855-355-5777 (TTY: 1-800-662-1220)
 - Log into your account at nystateofhealth.ny.gov
 - Find an assistant at <https://info.nystateofhealth.ny.gov/findassistant>
 If you have Medicaid through your county's Medicaid office or through New York City's Human Resources Administration (HRA), contact your local office with your address and contact information.
- 3 Stay informed.** Visit <https://info.nystateofhealth.ny.gov/COVID-19-Changes> to learn more. NY State of Health will regularly update this page.

健康保險即將發生重大變動，您必須確保您的地址等資訊是正確的。請電：1-855-355-5777

A



NY State of Health Connects New Yorkers to Affordable Health Insurance

We can help you compare health plans and find the right insurance for you and your family.

NY State of Health offers plans with low or no premiums, free preventive services, no co-pay for primary care, and low-cost prescriptions. Financial assistance is available for those who qualify.

PROGRAMS INCLUDE:

- 1 Medicaid
- 2 Child Health Plus
- 3 Essential Plan
- 4 Qualified Health Plans

When you enroll, have this information ready for all members of your family:

- Birthdates
- Social security numbers or, for legal immigrants, document numbers if available
- Employment, income, and employer-sponsored health insurance information

Contact us to enroll or learn more:

- Visit nystateofhealth.ny.gov
- Call 1-855-355-5777 (TTY: 1-800-662-1220)
- Get free help from an enrollment assistant. Find one at <https://info.nystateofhealth.ny.gov/findassistant>

Information for Enrollees

If you are enrolled in health insurance through NY State of Health, stay connected so you don't miss important updates, including when it's time to renew your coverage.

- 1 Sign up for text alerts.** To subscribe, text **START** to **1-866-988-0327**
- 2 Update your account information.** Make sure NY State of Health has your current mailing address, phone number and email address so we can contact you about your health insurance.
 - Call 1-855-355-5777 (TTY: 1-800-662-1220)
 - Log into your account at nystateofhealth.ny.gov
 - Contact an enrollment assistant. Find one at <https://info.nystateofhealth.ny.gov/findassistant/>.
- 3 When you hear from NY State of Health, it's time to take action on your health insurance.** Check your inbox and mailbox for important information and notices. Follow the instructions and renew your coverage by the deadline given.

WE ARE HERE TO HELP! CONTACT US IF YOU HAVE QUESTIONS.

NY State of Health complies with applicable federal and state laws and does not discriminate on the basis of race, color, sex, age, national origin, creed, religion, marital status, arrest record, criminal conviction, gender identity, sexual orientation, predisposing genetic characteristics, military status, domestic violence victim status and/or retaliation.

B

STAY CONNECTED TO YOUR HEALTH INSURANCE.

Update your contact information with NY State of Health so you know when to renew!



Contact Healthy Capital District: 518-462-7040

nystateofhealth.ny.gov
1-855-355-5777 | TTY 1-800-662-1220




C

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D

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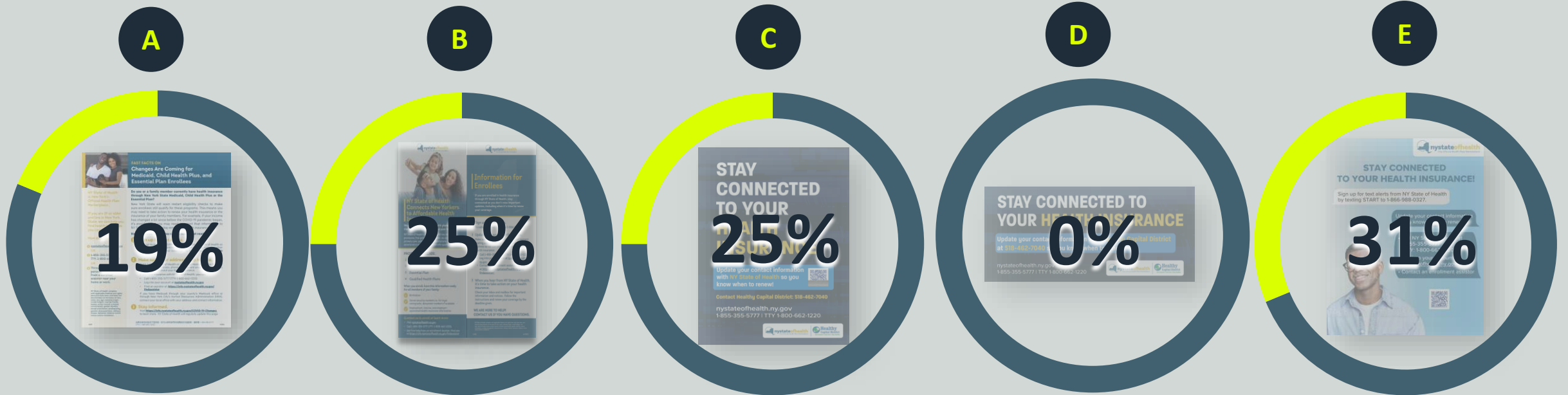
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E

Poll Questions

Which material resonates the most with you?



Poll Questions

Which material was more informative?

A

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Do you or a family member currently have health insurance through New York State Medicaid, Child Health Plus or the Essential Plan?

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81%

B

Information for Enrollees

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When you enroll, you'll be informed ready for enrollment and ready to go.

NEED HELP?

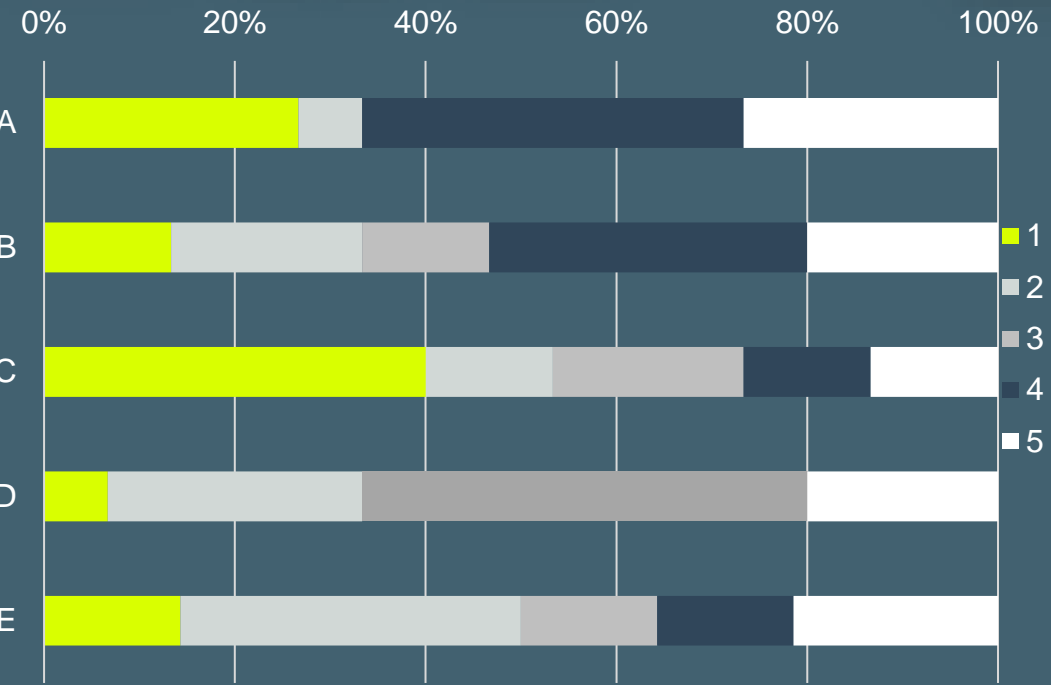
- Call 1-855-355-5777 (TTY: 1-800-642-1220)
- Visit nystateofhealth.ny.gov
- Find an assister at <https://nystateofhealth.ny.gov/> **findassister**

19%

Please rank the materials in order of most to least compelling for you to take some kind of action.

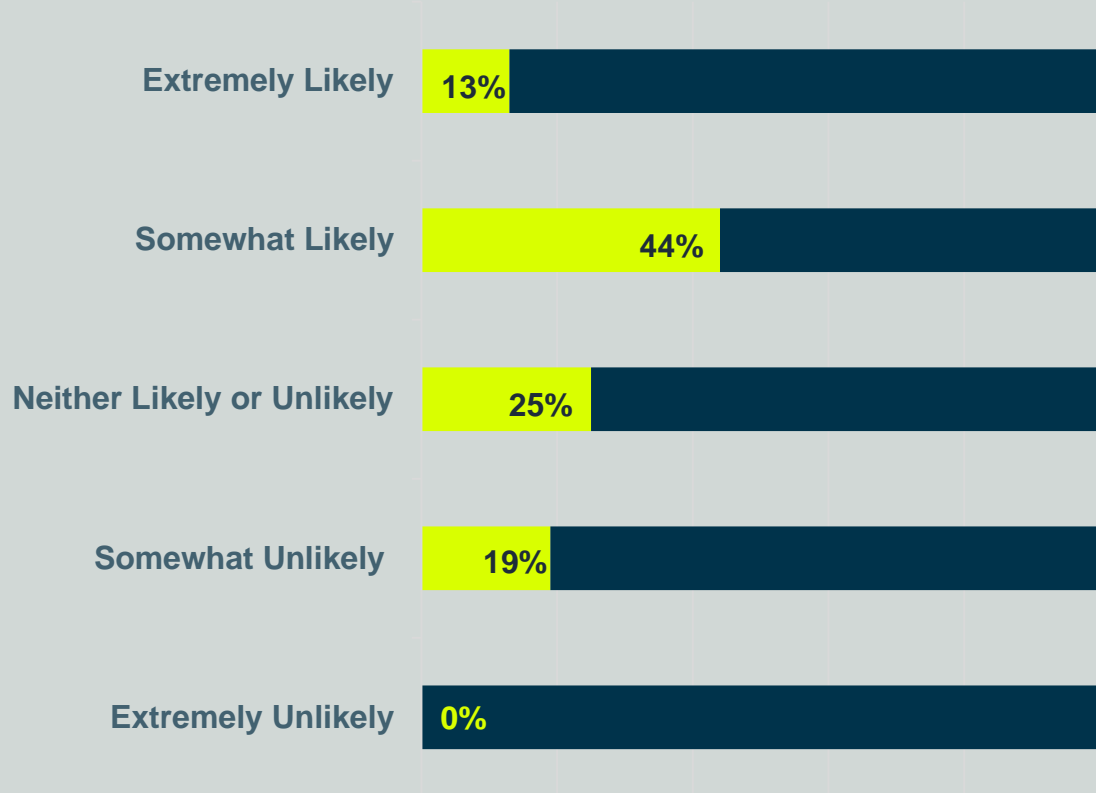
A **B** **C** **D** **E**

Materials A through E are shown with ranking circles. Material A is ranked 1 (yellow), B is 2 (grey), C is 3 (dark grey), D is 4 (black), and E is 5 (white).



Poll Questions

How likely are the QR codes to be used among your constituencies?



Which languages are the most commonly used by the constituents you serve?

