

Children's Health Insurance Outreach and Education Campaign

April 2006

The Texas Health and Human Services Commission (HHSC) is launching an outreach and education campaign to ensure that low-income families are aware of the coverage provided through the Children's Health Insurance Program (CHIP) and Children's Medicaid. This campaign will emphasize the importance of health insurance and regular preventive care, explain how to apply for coverage and encourage families to complete the renewal process on time to avoid gaps in coverage for their children.

The \$3 million campaign will be implemented in three primary phases: a spring media campaign, a back-to-school campaign and an ongoing campaign throughout fiscal year 2007.

Spring Media Campaign

A statewide spring campaign featuring radio ads, new outreach materials for community-based organizations and simplified branding for CHIP and Children's Medicaid will begin in May. The spring campaign will include:

- Radio announcements in English and Spanish in all Texas media markets beginning in May.
- Television ads on Spanish-language stations in Dallas/Fort Worth, El Paso, San Antonio and the Rio Grande Valley.
- Newspaper announcements in more than two dozen publications targeting Hispanic and African-American communities.
- Messages on buses or bus benches in selected markets, including Dallas/Fort Worth, Austin and the Rio Grande Valley.
- A new website with updated information about CHIP and Children's Medicaid, a link to the application, and order forms for materials for community-based organizations.
- An enrollment and renewal telethon on Univision in Austin to be followed by additional telethons in other cities.

Back-to-School Campaign

An August campaign will encourage low-income families to add health insurance to their back-to-school checklists. This phase of the campaign is scheduled to include:

- Media kits to help community-based organizations plan back-to-school enrollment drives for CHIP and Children's Medicaid.
- Development of public-private partnerships to help promote these important programs.
- Statewide radio ads in English and Spanish.
- Children's Health Minute radio news stories that local stations can play as part of their newscasts to promote the importance of health insurance coverage and preventive care.
- Special outreach to daycare centers that serve low-income children.

Ongoing Campaign

Education and outreach efforts will continue throughout fiscal year 2007 with the purchase of additional air time for public service announcements, continued use of the Children's Health Minute radio stories, development of additional materials for community-based organization and an aggressive Internet marketing campaign.