

Messaging the Affordable Care Act to AI/AN

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Topics to Cover

- ACA topics in Indian Country
- Affordable Care Act and American Indians/Alaska Natives in the Media
- Messaging
- Telling Your Story
- Social Media
- Questions



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ACA Topics in Indian Country

- Health Insurance Marketplace enrollment
- Medicaid Expansion and eligibility/enrollment
- Exemption waivers and taxes
- Indian Health Service funding
- Purchased/Referred Care (formerly Contract Health Service)
- Tribal Sponsorship

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ACA AI/AN in the Media

- What you should you be **promoting** on the Affordable Care Act (ACA) and American Indians/Alaska Natives (AI/AN) in the media?
 - It's affordable or free
 - ACA accepts pre-existing conditions
 - You can still use Indian Health Service and other services
 - Can use insurance for specialty service
 - Insurance can bring third-party revenue back to Indian health clinic
 - ACA helping low-income individuals and families get health insurance coverage for the first time
 - AI/AN have special monthly enrollment status

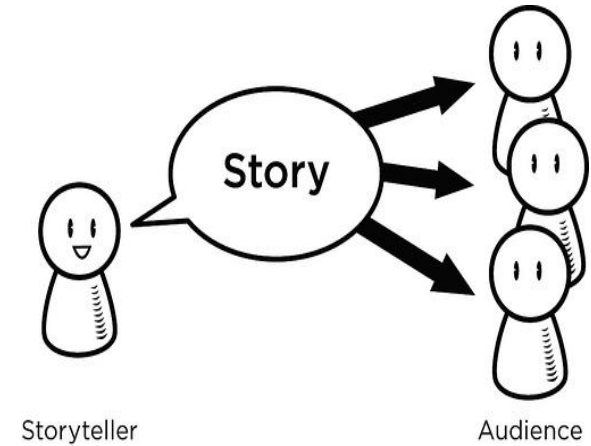
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Messaging

- Who is my audience?
 - General public
 - Tribal community members
 - Single mothers
 - Childless adults
 - Youth or elders
 - Newly insured

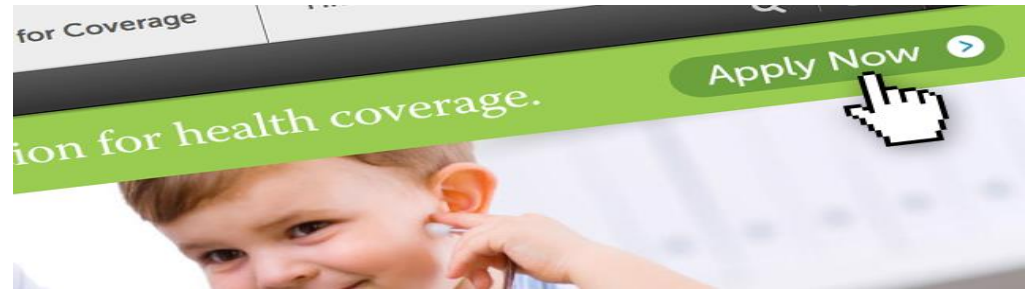


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Messaging



■ Identify the core message

- Community or individual education on the ACA and AI/AN special provisions
 - Zero or limited cost-sharing plans
 - Monthly enrollment
 - Eligibility for tax credit
- Increase Marketplace enrollment
 - Special provisions
 - Security or peace of mind
- Increase Medicaid/Children's Health Insurance Program (CHIP) eligibility and enrollment
- Apply for an exemption
- Coverage to care/using your insurance for the first time

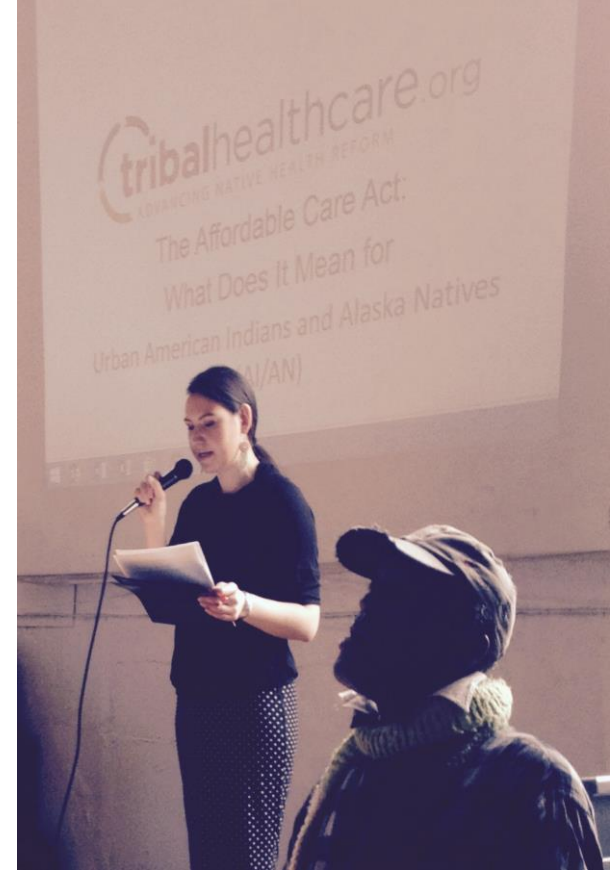
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Messaging

- Identify the spokesperson
 - Tribal Leaders or Council Members
 - Health Director
 - National, regional or area organization representative
 - Community leader or member
 - Youth for youth-focused messages
 - Elders for elder and community-focused messages



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Ways to Tell Your Story

- Newsletter
- Website
- Media release
- Op-Ed
- Interviews
- Fact sheet
- Testimonials
- Video messages
- Social Media



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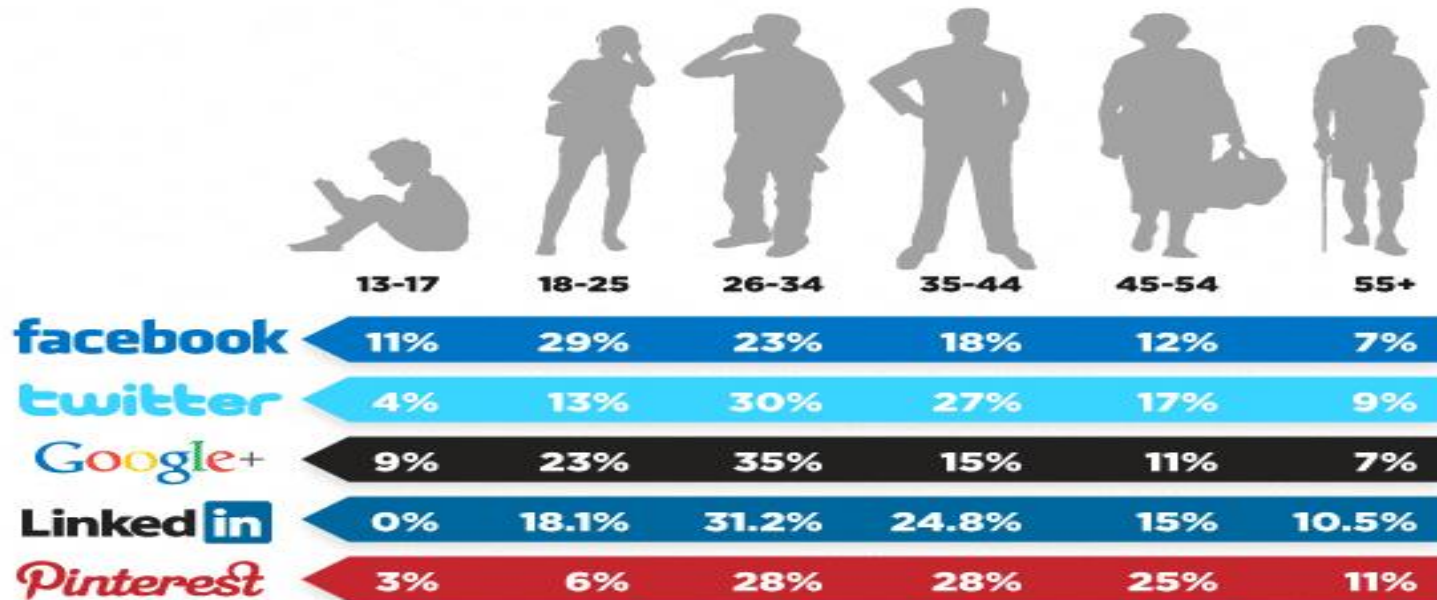
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What Outlet Does your Target Market Use?

Age Demographics of Social Networking Users



Source: Which Social Network Has The Highest User Activity? [infographic]. (2012, June 6). Retrieved December 9, 2015, from <http://www.mindjumpers.com/blog/2012/06/user-activity-infographic/>

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NIHB's Facebook Admin Panel

(8) National Indian Health Board - Google Chrome

www.facebook.com/NIHB1972

IS - ACA | AI/AN Minority Heal... | AI/AN - Healthcare... | CMS - AI/AN | GPTCHB Navigator ... | Organizing & Media... | iRoots Media | Basecamp | CMS Public

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1,601 likes +16 this week
Kraynal Alfred and 84 other friends

12 were here 0 this week
NationalIndianHealthBoard and Kraynal Alfred

View Pages Feed
See posts from other Pages

Boost Your Post
"Heard from..." is performing better than 75% of your recent posts.

Invite friends to like this Page

309 post reach this week

Promote

THIS WEEK

309 Post Reach

46 Post Engagement

0 Contact Us

Recent

2015

2014

2013

2012

2011

2010

Founded

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National Indian Health Board
Published by Michelle Castagne (?) · 22 hrs ·

Heard from 6 inspiring #NativeYouth this morning at the Center for Native American Youth's panel discussion on Capitol Hill!

NIHB is excited to be a part of this week's events highlighting the wonderful work being done in Tribal and Urban Indian communities by our young adults. Follow along as we attend events for the White House Tribal Youth Gathering #WHTYG, #GenI & #FirstKids1st!

National Indian Health Bo...
Advocating on behalf of all Tribal Governments, American Indians, and Alaska Native in the

- Trusted employees to serve as page's admins who understand our organization's communication protocol
- 2-3 admins preferable; depending on department
 - Communications (news stories, photos, org news and announcements)
 - Congressional/federal relations (news from federal partners and Members of Congress)
 - Public Health
 - Tribal Health Reform

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What we post on our Facebook page: NIHB

- News stories
 - Google search: “tribal health,” “Native American health,” “American Indian health ,” “NIHB”
- Photos
 - Hearings, briefing, conferences/summits, enrollment events
- News from org/clinics/area health boards/federal agencies
 - Announcements for patients, constituents, media releases, event info

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Facebook Friends

The screenshot shows the Facebook interface for the National Indian Health Board. The top navigation bar includes 'Page', 'Messages', 'Notifications' (selected), 'Insights', and 'Publishing Tools'. The 'Notifications' section is active, displaying a list of recent notifications. The notifications are categorized by date: Today, Yesterday, July 7, July 6, and July 2. Each notification includes a user profile picture, the user's name, and the text of the notification. For example, 'Boomer Sooners likes National Indian Health Board. 9:42am'. The left sidebar contains options like 'Promote Your Page', 'Invite Friends', and 'Get Clicks to Your Website'. The bottom of the page has a footer that reads 'End of notifications. View Activity Log for older activity.'

- Monitor what friend's post on your page and your friend's list
 - News stories from their region/town is good
 - Praise for services or programs provide is always nice
 - Unfavorable posts → Delete and encourage person to send a private message or email to director or employee to address the issue
 - Unwanted friend requests

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Distributing News Using Email Marketing

- Constant Contact
- 1 to 5,000 contacts (email addresses)
- Many templates
- Analytics
 - Very helpful
 - Opens, clicks, bounce backs

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Additional Resources

- NIHB uses **Constant Contact** to distribute to:
 - Area health boards, board of directors, media, national organizations, federal agencies, regional IHS offices,, event attendees, funders, sdpi, mspi, tdlc, etc.
 - Washington report, public health digest, tribal health reform newsletter, media releases, announcements, event-specific newsletters
- NIHB uses **LINKEDIN** to:
 - Post job openings
 - Connect with other organizations, clinics and Area Health Boards
 - Receive employment opportunities from other organizations, clinics and Area Health Boards

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