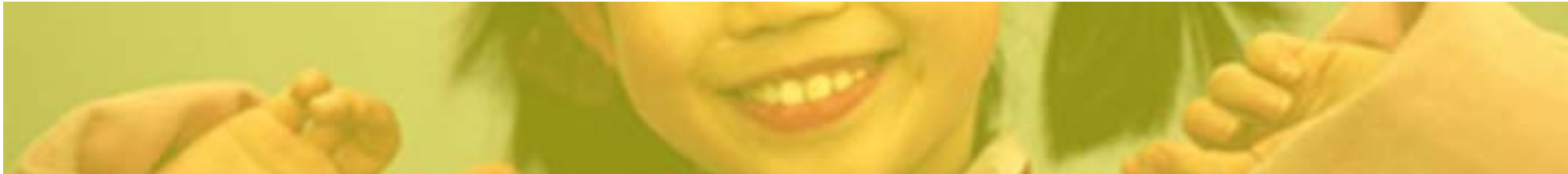
A young child with light-colored hair is shown in profile, blowing bubbles. The background is a soft, greenish-yellow color with many bubbles floating around. The child's face is lit up with a smile, and their mouth is open as they blow. The overall mood is happy and carefree.

# Implementing the Florida KidCare Open Enrollment Communications Campaign

**Chelsea Bowen, MPH**  
**University of South Florida**



covering kids<sup>™</sup>  
& families



# Collaborators

**Jodi Ray, MA**

Project Director,  
Florida Covering Kids and Families

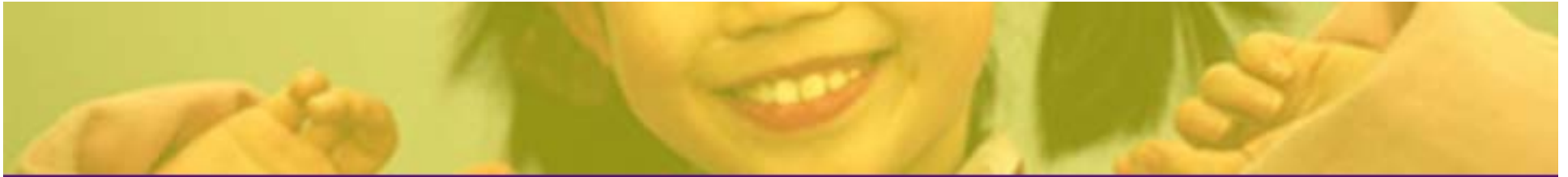
**Kathleen O'Rourke, Ph.D., MPH**

Research Director

**Lawton & Rhea Chiles Center for Healthy Mothers  
and Babies**

**University of South Florida**

**Funding by Robert Wood Johnson Foundation**

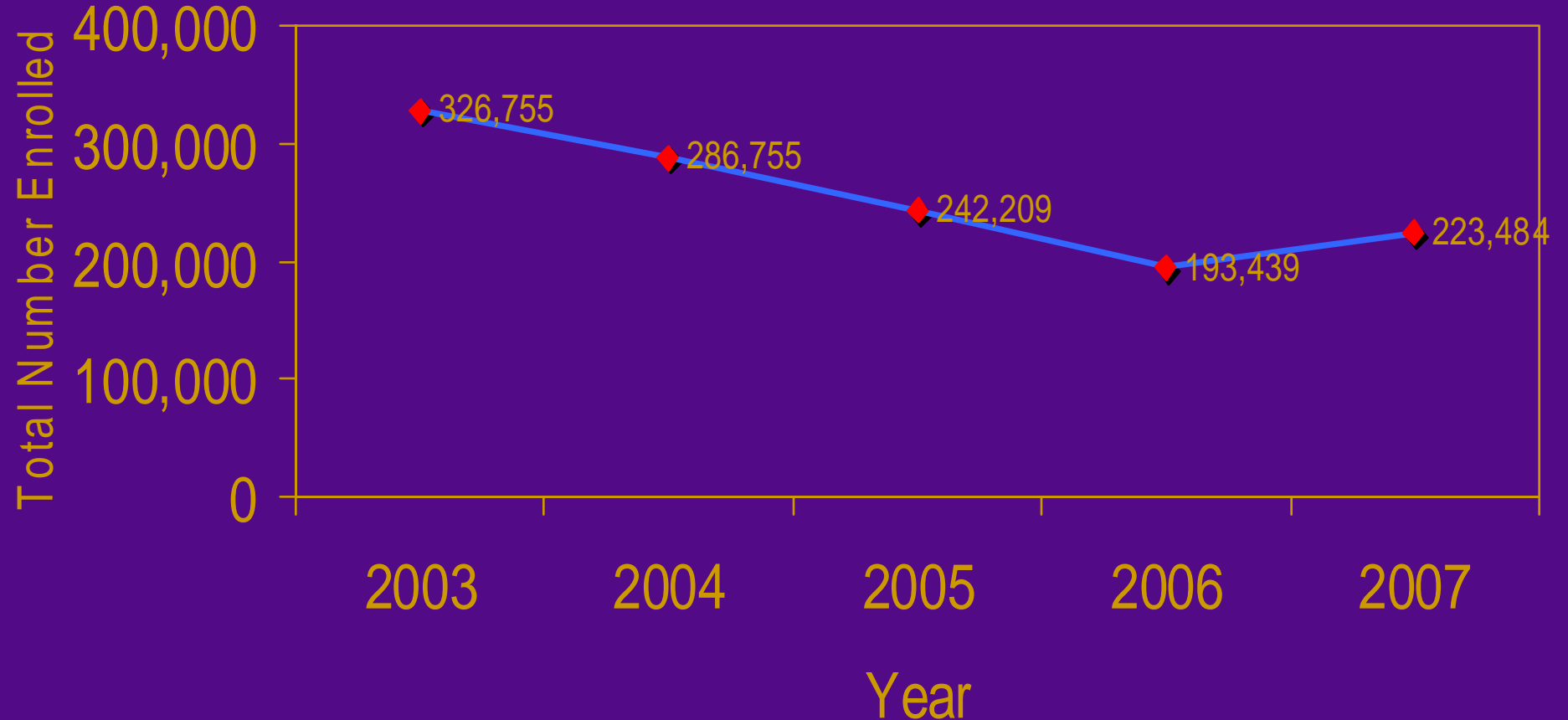


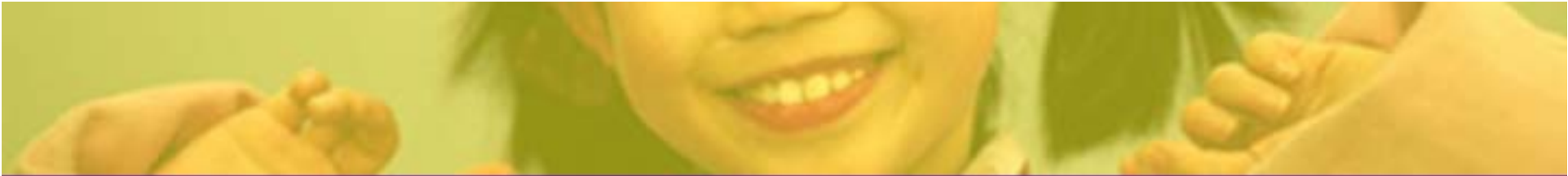
# Purpose

- Present a communications campaign aimed at increasing enrollment of children in Florida KidCare
- This Campaign was in response to a crisis in health insurance coverage for Florida's uninsured children



## Florida KidCare Enrollment Trend, 2003-2007 (Non-Medicaid)

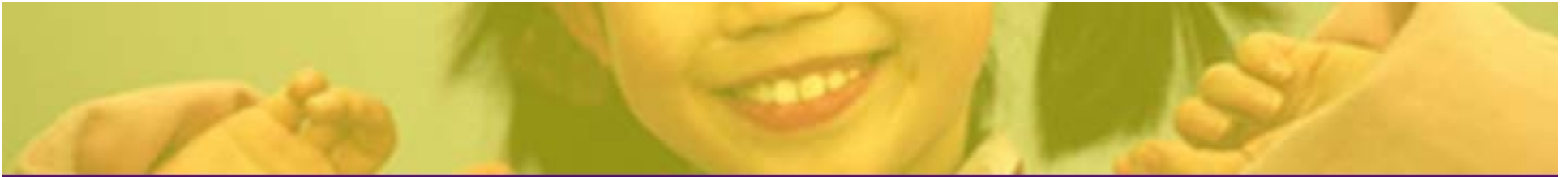




## FY 2003-2004 & 2004-2005 Policy Changes

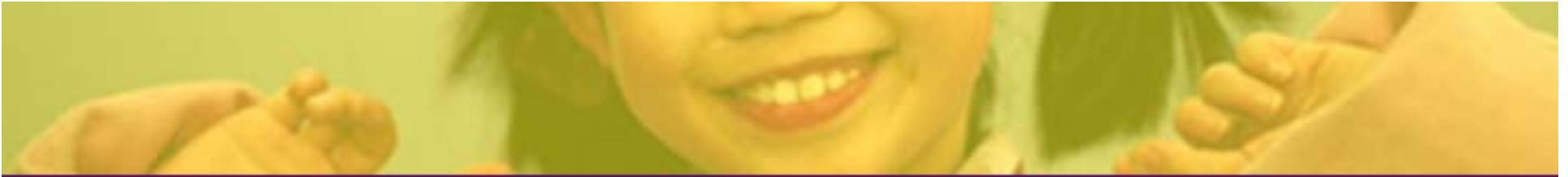
1. Eliminating outreach funding for health insurance
2. Limiting open enrollment to two 30-day periods
  - September 2004 and January 2005
3. Requiring active renewal for current participants

Hurricanes!



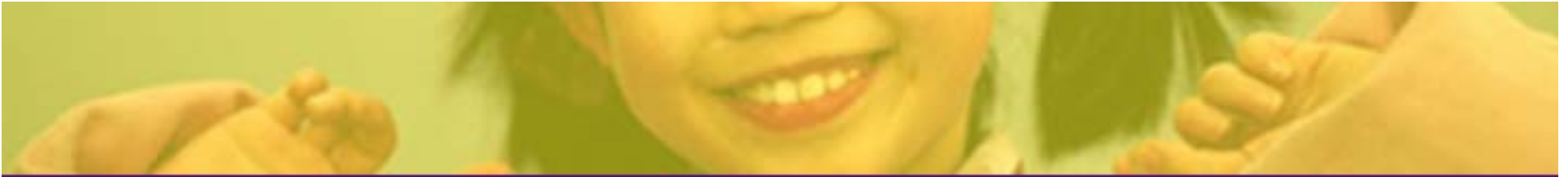
# Open Enrollment 2005

- Announced November 29, 2004
- Open period January 1-30, 2005



# Challenges of the Campaign

- Coordinated communications outreach
- Comprehensive and multi-dimensional
- Facilitate varied enrollment programs across the state
- Quick implementation
- Extensive network of child advocacy groups



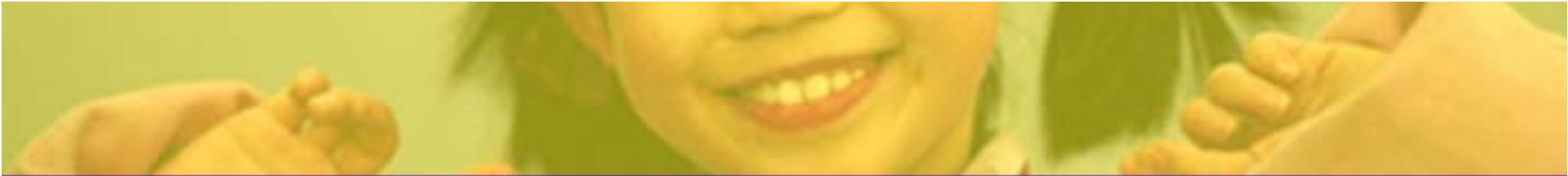
Florida KidCare Open Enrollment Communications  
Campaign

Coordinated by

Lawton and Rhea Chiles Center  
for Healthy Mothers and Babies'  
*Florida Covering Kids and  
Families* project (FL CKF)

Statewide Outreach Coalition





# Campaign Stages

**Stage One: Planning**

**Stage Two: Developing Regional Plans  
and Getting Materials Together**

**Stage Three: Implementation**

**Stage Four: Evaluation**



# Stage One: Communications Campaign Conference Call

- Coordinators representing all regions were brought together and participated in a planning call
- Developing media messages
- Participants reported current strategies and developed future plans, targeting individuals at
  - Free/reduced school lunch programs
  - Day care providers
  - Local health departments
  - Other local community groups (i.e., churches)



# Stage Two: Open Enrollment Workshop

- Developing regional plans
- Disseminating information
- Creation of a statewide communication plan
  - Utilize statewide partnerships, including
    - Local pharmacies and department stores, the Hispanic Chamber of Commerce, utility companies, and local community agencies
- Production of Healthy Kids and Florida KidCare Open Enrollment *Toolkits*
  - Tent cards, flyers, banners, door hangers, business cards, and radio PSAs



## Stage Three: Implementation of the Campaign

- Key Highlights

- Extensive media coverage with a countdown to open enrollment period
  - Over 150 television broadcasts, eight million radio messages, and 28 days of newspaper coverage
- Marketing through *Toolkits*, press releases, newsletters, PSAs, newspapers, billboards, electronic bulletin boards, and word-of-mouth
  - English, Spanish and Creole



## Stage Three: Implementation of the Campaign

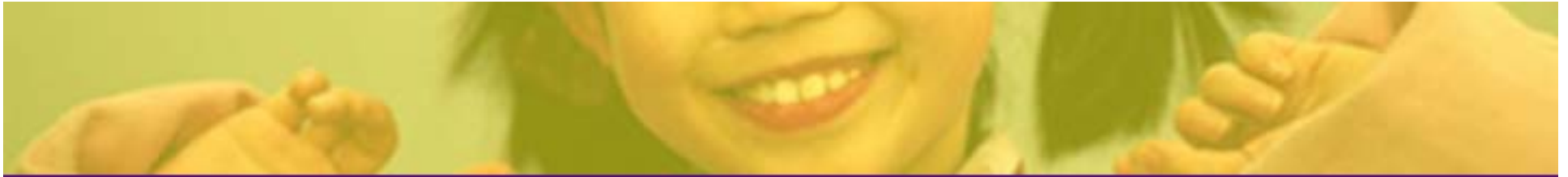
- Key Highlights
  - FL CKF partnerships
    - Major pharmaceutical company printed open enrollment information on every prescription received by anyone aged 0-65 years throughout the entire state
    - Utility companies to reach a million families
    - Florida State Hispanic Chamber of Commerce reaching 80,000 small Latino businesses



# Stage Four: Evaluating the Open Enrollment Campaign

Evaluation based on:

1. Assessment of the number of applications received
2. Survey given to assess activities of statewide partners during the open enrollment period



# Results

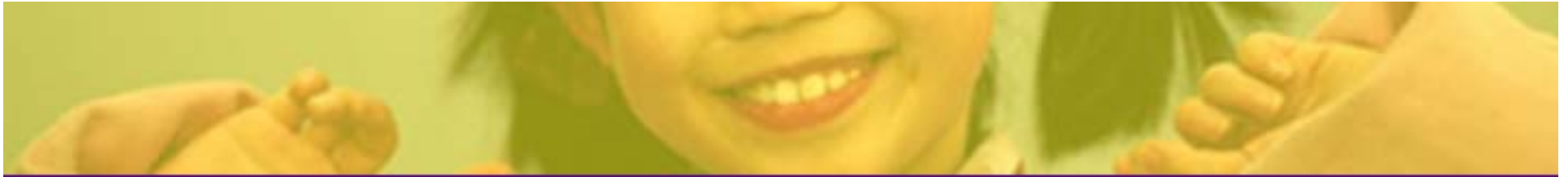
- Massive response!
  - 10 million visits Florida KidCare website
  - 1 million applications downloaded
    - 25% of families were re-applicants
- 96,561 applications received
  - Estimated 125,000 to 175,000 children listed
  - More applications in first 7 days than previously within a single month
    - Almost 5 times previous record of approximately 20,000 applications in 1 month



## Results (2)

- Survey results
  - Advocates found meetings useful and informative
  - Indicated which marketing tool was most useful
    - *Get Ready* flyer from *Toolkits*
    - Emailing marketing material to partners
    - Media campaign
    - Outreach events
    - Direct mail of applications to families who requested them through school lunch programs





# Success!

- National record number of applications submitted
- Quick response
- Community collaborations
- Shared ideas and strategies
- Multiple forms of media usage
- Developed useful marketing materials



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# For More Information

If you have questions or would like further information about *Covering Kids & Families*, Florida KidCare's outreach activities, or your state's children's health insurance programs, contact

*Florida Covering Kids and Families:*

**Jodi Ray (813) 974-3143; [jray@health.usf.edu](mailto:jray@health.usf.edu)**

**Patrick Cannon (813) 974-8272; [pcannon@health.usf.edu](mailto:pcannon@health.usf.edu)**

**Information Web Sites:**

[www.floridakidcare.org](http://www.floridakidcare.org)

[www.coveringkids.org](http://www.coveringkids.org)

[www.insurekidsnow.gov](http://www.insurekidsnow.gov)

**covering kids™  
& families**