

Living Well

COMMUNICATIONS TOOLKIT



Introduction to Living Well

It's an exciting time to be in the field of health care as there is a new recognition of the importance of preventive services. Preventive services are better, more expansive and more available than ever before, and most importantly can prevent illness and improve the quality of life. This emphasis on prevention provides an opportunity to have a lasting impact on the lives of Medicaid and Children's Health Insurance Program (CHIP) beneficiaries – if those services are utilized.

Enter **Living Well**, a set of communications tools and materials born of the desire to get every Medicaid and CHIP beneficiary to understand their preventive benefits and use them. It connects preventive care in the clinical setting with everyday life, thereby normalizing it and equating it to the many things we all do to live well. The program uses an inviting name, bold lifestyle imagery and the context of everyday life to deliver information through consumer-friendly digital and print materials. It tells beneficiaries, "It's your life, live it well" with the help of preventive care.

The goal of Living Well is to empower beneficiaries with the knowledge to make important preventive health care decisions for themselves and their families. We've placed an emphasis on wellness visits, or checkups, as an entry point for receiving a number of preventive services.

Like preventive benefits themselves, Living Well will only be successful if it is utilized. Living Well was created to assist state Medicaid and CHIP offices, their partners and advocates with outreach to beneficiaries and their influencers around the importance and availability of preventive benefits. It's flexible and customizable, designed for your agency to personalize. It can be the centerpiece of your prevention communications with beneficiaries or used to augment existing outreach efforts.

In this toolkit, you'll find the materials, tools and resources to help you connect with beneficiaries and encourage them to use preventive services. If you have any questions, please don't hesitate to email MedicaidCHIPPrevention@cms.hhs.gov.

Every day, you work hard to make sure Medicaid and CHIP beneficiaries get the health care they need. Now you can help them Live Well.

Toolkit Contents

In this Living Well toolkit, you will find communications materials as well as other tools and resources.

This content is organized into four sections:

- 1) **About Living Well (page 1):** A series of questions and answers to further explain the toolkit.

Pages 1-3: Frequently Asked Questions

- 2) **Consumer Materials (page 4):** Print and digital materials for communicating directly with beneficiaries.

Pages 6-9: Posters

Pages 10-15: Fact Sheets

Pages 16-17: Image Library

Pages 18-22: Social Media Content

Page 23: Text Messages

- 3) **Partner Outreach (page 24):** Tips and resources for reaching out to partners and encouraging them to join your efforts to educate and empower beneficiaries to utilize their preventive benefits.

Pages 24-25: Tips for Building Partnerships

Pages 25-26: Sample Outreach Email

- 4) **Media Relations (page 27):** Tools and tips on how to communicate with the media about the work you are doing to educate beneficiaries and encourage them to write about Living Well and preventive benefits for Medicaid and CHIP beneficiaries.

Pages 27-31: Media Pitching

Pages 32-33: Radio Public Service Announcements (PSAs)

Page 34: Sample News Release

1. About Living Well

Living Well is designed to encourage Medicaid and CHIP beneficiaries to utilize preventive health care services.

The following frequently asked questions provide more detail on Living Well. The answers will not only be useful to you, but will be helpful in talking with media, partners and beneficiaries about Living Well and available preventive services.

What is Living Well?

Living Well is a set of outreach and educational materials designed to support the use of preventive health care services by Medicaid and CHIP beneficiaries. State and local agencies, health clinics and other advocacy organizations can use this toolkit as part of their outreach to these beneficiaries in a variety of settings, both clinical and in the community. A toolkit containing consumer materials and tips for implementation can be found in the Outreach Tools section of Medicaid.gov.

What is the goal?

The goal of Living Well is to increase the use of preventive health care services by Medicaid and CHIP beneficiaries. Living Well empowers beneficiaries with the knowledge to make important preventive health care decisions for themselves and their families.

What is the main message?

We all strive to live longer, healthier lives. That's why regular preventive health care services, like checkups, blood pressure checks and flu vaccines are so important. These services help you prevent or catch problems before they become serious, manage chronic disease and reduce health risks, and find the best ways to live well. Plus, there is little or no cost if you're enrolled in your state's Medicaid or CHIP program.

It's Your Life. Live it Well.

Why is it important?

According to the Centers for Disease Control and Prevention (CDC), nearly 900,000 people in our country die prematurely each year from the five leading causes of death – heart disease, cancer, stroke, respiratory illness and unintentional injury – yet up to 40 percent of the deaths from each cause could be prevented. Regular preventive health care, like checkups, vaccines and screenings, help prevent and detect diseases when they are most treatable. However, this statistic alone is not enough to change perceptions and get Medicaid and CHIP beneficiaries to see a health provider for preventive care. Beneficiaries face social, cultural, psychological and logistical barriers, and while we can't address them all, Living Well seeks to make preventive

care a little less daunting. It connects preventive care in the clinical setting with everyday life, thereby normalizing it and equating it to the many things we all do to live well.

Why focus on checkups?

Taking time for health checkups is important for keeping individuals and their families healthy and well. Checkups can help catch health problems before they become serious. During a checkup a patient may discuss and receive a number of screenings, vaccines and other care to help the patient live well. And there is little or no cost for regular checkups for those enrolled in Medicaid or CHIP.

What are some good conversation starters for talking to beneficiaries about prevention?

General Prevention

- Preventive health care benefits are available to you at little or no cost because you are enrolled in [state Medicaid or CHIP program name]. These services help you take charge of your health by providing important screenings, tests and vaccines.
- Preventive health care, such as a checkup, is as important as eating healthy food and staying active – and it is one of the many things you can do to live a long, healthy life.
- Preventive services for adults include [choose those that apply in your state: checkups, blood pressure screenings, cancer screenings and vaccines].
- Preventive services for children include well child visits, vaccines, screenings and health education.

Checkups

- You have access to [identify what applies to your state such as annual wellness visits, etc.] that are free or low-cost if you are enrolled in [state Medicaid or CHIP program name].
- Whether you feel healthy or have a health condition, checkups and physicals help you live well.
- Regular wellness visits for you and your family help prevent and find diseases when they are most treatable.
- At your appointment, you may discuss and receive screenings, vaccines and other care that help you take charge of your health.

How do I use these materials?

This toolkit provides a range of content and resources to use these communications materials in your state or community. If you have any questions, please don't hesitate to contact MedicaidCHIPPrevention@cms.hhs.gov.

Related Resources

CMS offers a number of resources that encourage the use of preventive services for populations that include Medicaid and CHIP beneficiaries. The following materials could be used to complement your Living Well outreach:

- **From Coverage to Care** is an initiative to help people with new health care coverage understand their benefits and connect to primary care and the preventive services that are right for them. More information can be found at: <https://marketplace.cms.gov/technical-assistance-resources/c2c.html>.
- **Connecting Kids to Coverage National Campaign** is a national outreach and enrollment initiative that reaches out to families with children and teens eligible for Medicaid and CHIP to raise awareness about health coverage available under these programs. For more information and free outreach materials, visit <http://www.insurekidsnow.gov/>.
- **Think Teeth** is a set of educational materials designed to help families choose good oral health habits. The free materials with tips for pregnant women, parents and caregivers, can be found on <http://www.insurekidsnow.gov/>.

2. Consumer Materials

Great communications begin with compelling content.

On the following pages, you'll find a range of print materials and online content that can be used to communicate directly with beneficiaries about preventive health care. Each piece can be used as it is in the toolkit or customized to include your logo so it can be integrated into existing campaigns. Instructions on how to print, adapt and share are also included. All files mentioned below, including files necessary for customization, are available at [medicaid.gov/medicaid-chip-program-information/by-topics/outreach-tools/outreach-tools.html](https://www.medicaid.gov/medicaid-chip-program-information/by-topics/outreach-tools/outreach-tools.html).

PRINT MATERIALS

The following print materials are designed to engage beneficiaries at health clinics, community centers, Medicaid offices, events and other venues.

Posters: Four posters promoting checkups (including one in Spanish) are provided in PDF format and are sized at 18" X 24". They can be printed to fit-to-page on an office printer, or taken to an outside printer to have full-size versions made.

In addition to the PDF files, the packaged design files (including InDesign files, fonts and images) are downloadable for those who wish to customize further. Also included are four alternative images that can be used in place of the current images in the posters.

Fact Sheets: Fact sheets on general preventive care and checkups are sized at 8-1/2" X 11" and available in PDF format.

IMAGE LIBRARY

All images contained in the consumer materials have been purchased royalty free, and are available for use in adapting materials to meet your specific needs. In addition, we have provided several additional images for your use.

SOCIAL MEDIA CONTENT

Social media content is designed to be used across your online channels, like Facebook and Twitter, to engage partners and beneficiaries in a conversation on prevention and encourage them to learn more.

Social Media Editorial Calendar: Twelve Twitter and Facebook posts have been provided in the form of an editorial calendar that ties preventive care to key events, awareness days and months throughout the year. These posts can be used on your own social channels and shared with partners to generate conversation and increase awareness of preventive services.

Year-Round Social Content: Five graphics with accompanying text on specific prevention topics for Facebook/Twitter, websites and other social channels. These can be used at different times of the year to engage your social followers and are available as jpegs.

Text Messages: An editorial calendar of text messages has been provided to integrate into your current text campaigns.



IT'S YOUR LIFE. LIVE IT WELL.



MORE AMERICANS THAN EVER HAVE ACCESS TO REGULAR DOCTOR'S VISITS.

Regular health checkups for you and your family help you prevent and find diseases when they are most treatable. During your checkup, you may discuss and receive a number of screenings, vaccines and other care that help you take charge of your health and your family's health. And there is little or no cost if you are enrolled in Medicaid or the Children's Health Insurance Program (CHIP). For more information visit healthfinder.gov, and call your doctor or local health clinic to schedule a visit today.



WHATEVER YOUR PASSION, REGULAR WELLNESS VISITS **HELP YOU LIVE WELL.**

WHATEVER YOU'RE PASSIONATE ABOUT, fitness or food, music or your favorite sports team, regular checkups help you live well so you can create more memories. During your checkup, you may discuss and receive a number of screenings, vaccines and other care that help you take charge of your health and your family's health. And there is little or no cost if you are enrolled in Medicaid or the Children's Health Insurance Program (CHIP). For more information visit healthfinder.gov, and call your doctor or local health clinic to schedule a visit today.



ENJOY ALL OF LIFE'S IMPORTANT MOMENTS.

REGULAR CHECKUPS HELP YOU LIVE WELL SO YOU CAN BE THERE FOR ALL OF LIFE'S IMPORTANT MOMENTS — from birthdays to graduations to weddings. During your checkup, you may discuss and receive a number of screenings, vaccines and other care that help you take charge of your health and your family's health. And there is little or no cost if you are enrolled in Medicaid or the Children's Health Insurance Program (CHIP). For more information visit healthfinder.gov, and call your doctor or local health clinic to schedule a visit today.



ES TU VIDA. VÍVELA BIEN.



EL NÚMERO DE ESTADOUNIDENSES QUE TIENEN ACCESO A CONSULTAS MÉDICAS

PERIÓDICAS ES MÁS ALTO QUE NUNCA. Los chequeos periódicos que tú y tu familia tienen les permiten prevenir y detectar enfermedades cuando son más fáciles de tratar. En estos chequeos recibirás información sobre varias pruebas de detección, vacunas y otros cuidados médicos que pueden ayudarte a tomar las riendas de tu salud y de la salud de tu familia. Además, podrás recibir estos servicios con un costo mínimo o completamente gratis si estás inscrito en Medicaid o en el Programa de Seguro Médico para Niños (CHIP). Si deseas más información, visita la página web de healthfinder.gov y llama al doctor o a la clínica de salud local para programar hoy mismo una consulta.

PREVENTING DISEASES BEFORE THEY START

We all want to be healthier and live longer.

That's why regular preventive health care services, like checkups, blood pressure checks and flu vaccines, are so important. These services help you stop or catch problems before they become serious, manage chronic diseases and lower any health risks. Preventive services help you live well. Plus, there is little or no cost if you're enrolled in your state's Medicaid or Children's Health Insurance Program (CHIP).

Schedule an appointment with your doctor or local health clinic today!

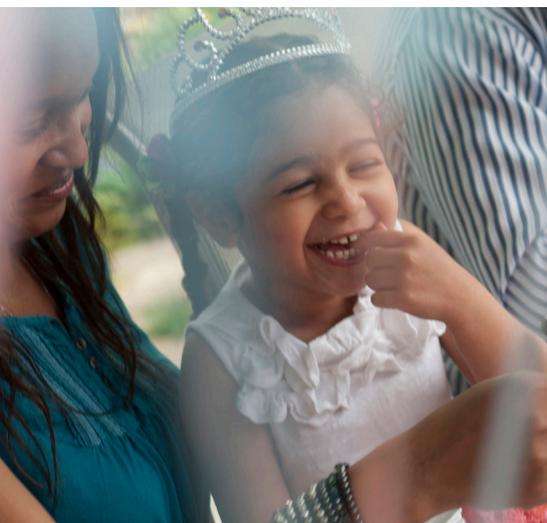
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WHAT ARE SOME IMPORTANT PREVENTIVE CARE SERVICES FOR ADULTS?

- **Regular wellness visit or checkup:** A checkup includes talking with your doctor about your health and family history, a physical exam, any vaccines or laboratory tests you may need, and steps you can take to keep yourself healthy.
- **Blood pressure screening:** Having high blood pressure puts you at risk for heart disease and stroke. This simple test can help you and your doctor make a plan to lower high blood pressure. Steps may include eating a healthier diet, being active, not smoking or adding a medication.
- **Body Mass Index (BMI) assessment:** BMI is a way to measure body fat. It helps you and your doctor look at your risk for health issues such as heart disease, high blood pressure, type 2 diabetes, breathing problems and certain cancers. You can work with your doctor to find steps that can help you get a healthy BMI for you.
- **Breast cancer screenings:** Mammograms, x-ray screenings or pictures of the breast, and clinical breast exams help you find breast cancer when it is most treatable.
- **Cervical cancer screenings:** Cervical cancer affects a woman's reproductive organs. The Pap test and the human papillomavirus (HPV) test can help find cervical cancer early when it is easiest to treat.
- **Vaccines:** Vaccines, also called immunizations, help keep you from getting diseases that are easy to catch and can make you really sick. One example of a vaccine is the flu shot.

WHAT ARE SOME IMPORTANT PREVENTIVE CARE SERVICES FOR CHILDREN?

Well child visits, or checkups, are important at any age. They are a time to talk to your child's doctor about vaccines, nutrition, physical activity, and to make sure your child is developing appropriately. Screenings include medical, mental health, vision, hearing, developmental and dental checks to prevent, or find, and treat problems early. Screenings can also be scheduled outside of a regular checkup if you, your child's doctor, or another professional thinks a screening is needed.



- **Infants:** Pediatricians recommend frequent checkups in your baby's first year to make sure your infant gets the right vaccines to stay healthy. These checkups also help your doctor track your infant's growth and development.
- **Children:** Regular checkups help doctors track vision, hearing and speech development throughout childhood, catching problems early. Checkups are a time for you and your doctor to make sure your child has the vaccines and health and dental care they need. Checkups also help make sure your child is ready for school.
- **Teens:** Teens need checkups too. They are a time for you and your teen to talk to the doctor about behavior issues, depression, tobacco and substance use, violence and injury prevention, sexual health and healthy eating.

These services are part of the Early and Periodic Screening, Diagnostic and Treatment (EPSDT) benefit for children in Medicaid and CHIP. More information is available on [Medicaid.gov](https://www.Medicaid.gov).



LivingWell
healthfinder.gov

PREVENIR LAS ENFERMEDADES ANTES DE QUE COMIENCEN

Todos queremos llevar una vida sana y vivir más tiempo.

Por eso es tan importante recibir periódicamente servicios preventivos de salud, como los chequeos médicos, el examen de la presión arterial y la vacuna contra la gripe. Estos servicios te permiten descubrir o resolver problemas antes de que se vuelvan graves, controlar enfermedades crónicas y reducir riesgos que afectan la salud. Los servicios preventivos te ayudan a vivir bien la vida. Además, puedes recibirlos gratis o a muy bajo costo si estás inscrito en Medicaid o en el Programa de Seguro Médico para Niños (CHIP) de tu estado.

Comunícate hoy mismo con el doctor o con el centro de salud de tu localidad para pedir una cita.

Continúa en la página siguiente

¿QUÉ SERVICIOS PREVENTIVOS SON IMPORTANTES PARA LOS ADULTOS?

- **Chequeo médico o consulta preventiva periódica:**

En el chequeo hablas con el doctor sobre tu salud y tus antecedentes médicos familiares; el doctor te hace un examen, te ordena las vacunas y las pruebas de laboratorio que necesites, y habla contigo sobre las medidas que puedes tomar para mantenerte en buen estado de salud.

- **Examen de la presión arterial:** Si tienes la presión arterial alta, corres el riesgo de sufrir enfermedades del corazón y derrame cerebral. Con este sencillo examen, el doctor y tú pueden planificar formas de controlar la presión arterial, por ejemplo, consumir una alimentación más saludable, mantenerte activo, no fumar o tomar algún medicamento.

- **Determinación del índice de masa corporal (IMC):**

El IMC es una forma de medir la grasa corporal. Les permite al doctor y a ti determinar el riesgo que corres de presentar ciertos problemas de salud, como

enfermedades del corazón, presión arterial alta, diabetes de tipo 2, problemas respiratorios y ciertos tipos de cáncer. Con ayuda del doctor puedes ver qué debes hacer para lograr y mantener un IMC saludable.

- **Pruebas de detección del cáncer de seno:**

La mamografía, las radiografías o las imágenes diagnósticas del seno combinadas con el examen clínico permiten detectar el cáncer de seno cuando es más tratable.

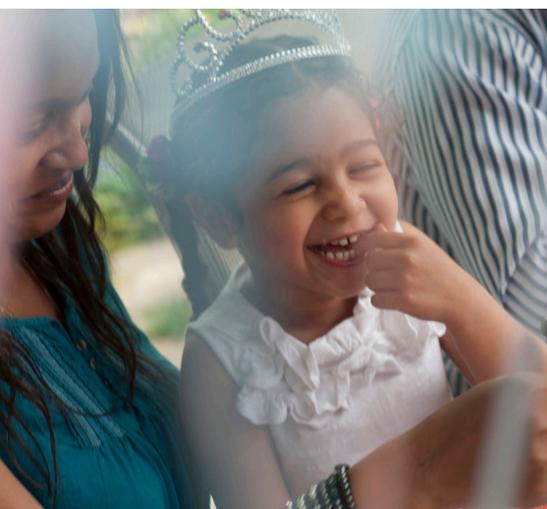
- **Pruebas de detección del cáncer de cuello uterino:**

El cáncer de cuello uterino afecta los órganos reproductores de la mujer. La prueba de Papanicolaou y la prueba de detección del virus del papiloma humano (VPH) permiten la detección precoz del cáncer de cuello uterino, cuando es más fácil de tratar.

- **Vacunas:** Las vacunas te protegen de enfermedades fáciles de contraer que pueden afectar mucho tu salud. Una de ellas es la vacuna contra la gripe.

¿QUÉ SERVICIOS PREVENTIVOS SON IMPORTANTES PARA LOS NIÑOS?

Los chequeos médicos o consultas de niño sano son importantes a cualquier edad. Te ofrecen la oportunidad de hablar con el doctor sobre las vacunas, la nutrición y la actividad física del niño. Además, te permiten asegurarte de que tu hijo se esté desarrollando adecuadamente. Abarcan exámenes médicos, de salud mental, de la vista, del oído, del desarrollo y de la dentadura para prevenir o detectar problemas y para tratarlos a tiempo. También se pueden programar algunas pruebas de detección en un momento distinto del chequeo habitual si tú, el doctor del niño u otro profesional lo consideran necesario.



- **Bebés:** Los pediatras recomiendan chequeos frecuentes en el primer año de vida para garantizar que el bebé reciba las vacunas adecuadas para mantenerse sano. Estos chequeos también le servirán al doctor para controlar el crecimiento y el desarrollo del bebé.

- **Niños:** Los chequeos periódicos le permiten al doctor realizar controles de la vista, el oído y el habla del niño durante la infancia, de modo que los problemas se puedan detectar a tiempo. En los chequeos, el doctor y tú se aseguran de que el niño reciba las vacunas y la atención médica y dental que necesita. Además, sirven para comprobar que el niño esté listo para la escuela.

- **Adolescentes:** Los adolescentes también necesitan chequeos médicos. Los chequeos les dan al adolescente y a ti la oportunidad de hablar con el doctor de temas relacionados con la conducta, la depresión, el consumo de tabaco y drogas, la prevención de violencia y lesiones, la salud sexual y la buena alimentación.

Estos servicios forman parte del beneficio de Detección, Diagnóstico y Tratamiento Temprano y Periódico (EPSDT, por sus siglas en inglés) que se ofrece a los niños a través de Medicaid y del Programa de Seguro Médico para Niños (CHIP). Si deseas más información, visita [Medicaid.gov](https://www.Medicaid.gov).





CHECKUPS CAN HELP KEEP YOU HEALTHY

Regular checkups help keep you and your family healthy and well. Checkups can help catch health problems before they become serious. Checkups can include a number of screenings, vaccines and other care. And there is little or no cost for checkups if you're enrolled in your state's Medicaid or Children's Health Insurance Program (CHIP).

WHAT HAPPENS DURING A CHECKUP?

A checkup, or wellness visit, includes talking with your doctor about your health and family history, a physical exam, any vaccines or tests you may need, and steps you can take to keep yourself healthy.

HOW DO I SCHEDULE A CHECKUP?

Just call your doctor or local health clinic to schedule yearly appointments for you and your family. If you do not have a doctor, contact your health plan.

HOW DO I PREPARE?

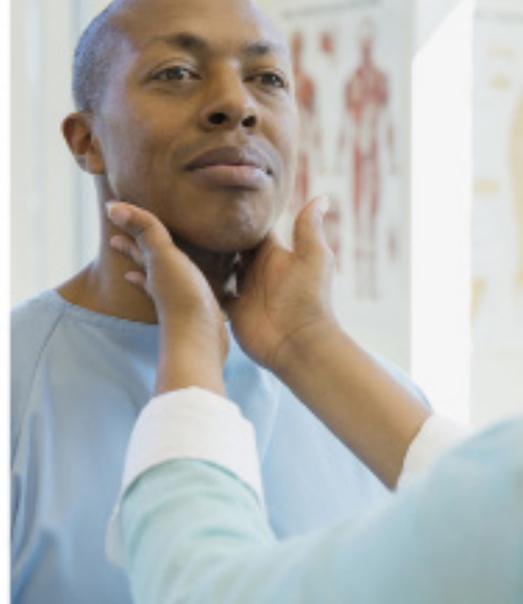
1) Think about you and your family's health.

Consider health problems such as heart disease or cancer that you, your parents, brothers or sisters may have so you can tell your doctor.

2) Bring a list of your current prescriptions and include the dosage or amount of medicine that you take, which is on the label. If you know what vaccines or screenings you have had recently, bring a list of those too. If you don't know, that's OK. Your doctor can help you form a plan.

3) Write down any questions you might have about your current health, diet or exercise.





LOS CHEQUEOS TE AYUDAN A MANTENERTE SANO

Los chequeos médicos periódicos hacen posible que tu familia y tú gocen de salud y bienestar. Los chequeos pueden revelar problemas de salud antes de que se vuelvan graves. En ellos se pueden incluir varias pruebas de detección, vacunas y otros servicios. Además, tienen un costo mínimo o son completamente gratis si estás inscrito en Medicaid o en el Programa de Seguro Médico para Niños (CHIP) de tu estado.

¿QUÉ SUCEDE DURANTE UN CHEQUEO?

En el chequeo hablas con el doctor sobre tu salud y tus antecedentes médicos familiares; el doctor te hace un examen, te ordena las vacunas y los exámenes que necesites, y habla contigo sobre las medidas que puedes tomar para mantenerte en buen estado de salud.

¿CÓMO PIDO LA CITA PARA HACERME UN CHEQUEO?

Solo tienes que llamar al doctor o al centro de salud más cercano para pedir citas para tu chequeo anual y los chequeos de tu familia. Si no tienes doctor, comunícate con tu plan de seguro médico.

¿CÓMO DEBO PREPARARME?

- 1) **Piensa en los problemas de salud que han tenido tus padres, tus hermanos y tú** (por ejemplo, enfermedades del corazón o cáncer) para que le cuentes al doctor.
- 2) **Lleva una lista de los medicamentos recetados que tomas** y de la dosis de cada uno (la cantidad de medicamento que tomas, que se encuentra en la etiqueta). Si sabes qué vacunas has recibido últimamente y qué exámenes te has hecho, lleva esa lista también. Si no lo sabes, no te preocupes. El doctor te ayudará a hacer un plan.
- 3) **Anota las preguntas que tengas** acerca de tu salud actual, de la alimentación o del ejercicio.

ADDITIONAL IMAGES





SOCIAL MEDIA AND TEXT MESSAGING CONTENT

The power of social media channels, like Facebook and Twitter, lies in their ability to help you create a conversation with your audience that builds trust and makes them more inclined to act upon the information you provide. In addition to actually getting a checkup, these actions may include helping to spread your message through “likes” or “retweets,” “comments” and “shares,” which creates a norming effect across the web. The easiest way to ensure that audiences and partners engage with your content is to connect your message to health-related themes and observances throughout the year. The chart, or editorial calendar, below ties Living Well messages to these times in the year. Additionally, below are five graphics for use on your social channels throughout the year. For each post, if you have a relevant website or webpage for your state programs, include it; otherwise, we’ve provided an alternative URL.

Editorial Calendar

Copy and paste the below suggested Facebook and Twitter posts for use during key health months.

Month	Observance/ Event	Suggested FB Copy	Suggested Tweet
January	Cervical Health Awareness Month	January is Cervical Health Awareness Month – are the women in your family informed? Learn more at [Insert your URL or http://bit.ly/1f1npLT].	Take action to help prevent #cervicalcancer during Cervical Health Awareness Month! [Insert your URL or http://bit.ly/1f1npLT]
February	American Heart Month	Heart disease is the leading cause of death for men and women in the United States. Want to learn how you can change that during American Heart Month? Learn more [Insert your URL or http://1.usa.gov/19eINM8].	February is American Heart Month – do you have all the info you need to prevent #heartdisease? [Insert your URL or http://1.usa.gov/19eINM8]
Early February	National Wear Red Day	It’s National Wear Red Day! Wear red to raise awareness about women’s heart disease and tell us what you do to keep your heart healthy.	Do more than wear red today to raise awareness of women’s #heartdisease. Learn how to get screened for little or no cost [Insert your URL or http://bit.ly/1IEKEZJ].
March	National Nutrition Month	Take your health one step further during National Nutrition Month! Balance good eating with a health checkup courtesy of [Insert state Medicaid program name]. Learn more at [Insert your URL or http://bit.ly/1x5LREH].	A health checkup is the perfect side dish to eating right during National #Nutrition Month. [Insert your URL or http://bit.ly/1x5LREH]
Early April	National Public Health Week	A great National Public Health Week starts with you. Get you and your family the preventive care you need. Learn more at [Insert your URL or http://www.nphw.org].	National #PublicHealth week starts with you. Learn how to get a preventive checkup at [Insert your URL or www.nphw.org]. (Please note #NPHW and #NPHW2016 can also be used.)

Month	Observance/ Event	Suggested FB Copy	Suggested Tweet
Late April	National Infant Immunization Week	Questions about getting your children immunized? Ask us by leaving a comment.	Vaccines help keep kids healthy! Learn more: http://1.usa.gov/1ep47e2 .
May	National High Blood Pressure Education Month	Do you know how to manage your blood pressure? Learn how: [Insert your URL or http://1.usa.gov/1kSkhVR].	Stress, diet, exercise... learn the risk factors and get a blood pressure screening. [Insert your URL or http://1.usa.gov/1kSkhVR]
Mid May	National Women's Health Week	It's National Women's Health Week! Tell us what health questions you and the women in your life have.	It's National #WomensHealth Week! Celebrate by getting your well-woman checkup. Learn more [Insert your URL].
May 31	World No Tobacco Day	On World No Tobacco Day, we wanted to make sure you know your [Insert name of state Medicaid program] includes benefits to help you quit smoking. Check them out. [Insert your URL or http://bit.ly/1g1mSW2]	Celebrate World No Tobacco Day #NoTobacco and start your effort to quit smoking! Get help at [Insert your URL or http://bit.ly/1g1mSW2].
June	Men's Health Month	What excuses do the men in your life give you for not getting a checkup? We want to hear.	It's National Men's Health month! Celebrate by getting your annual wellness exam and the screenings you need to stay healthy. [Insert your URL or http://1.usa.gov/11gJY9]
Early June	National Men's Health Week	How do the men in your life stay healthy? Share with us during National Men's Health Week!	Guys! Keep yourselves healthy by getting a checkup today. [Insert your URL or http://1.usa.gov/1hbFbKS]
August	National Immunization Awareness Month	It's National Immunization Awareness Month. Now's the time to make sure you have the vaccines you need. Schedule an appointment with your doc today. It may be available at low or no cost if you are on [Insert your state Medicaid Program name].	Are you up 2 date?! It's National #Immunization Awareness Month! Help us spread the word: http://1.usa.gov/1gQoO9x .
September 30	National Women's Health & Fitness Day	How do the women in your life stay healthy? Share with us on National Women's Health & Fitness Day!	Checkups are an easy way to make sure you stay healthy. Learn more at [Insert your URL or http://1.usa.gov/1u3A9SX].
October	National Breast Cancer Awareness Month	October is National Breast Cancer Awareness Month – schedule your screening today. It's free if you're on [Insert state Medicaid program name]. [Insert your URL or http://1.usa.gov/1yjsnIW]	Want to take action against breast cancer? Start by getting screened. Learn more at [Insert your URL or http://1.usa.gov/1yjsnIW].
November	American Diabetes Month	Diabetes is one of the leading causes of death and disability in the US. Learn how you can get screened for little or no cost through [Insert state Medicaid program name or URL].	Do you need to get screened for diabetes? Learn how you can get checked at [Insert your URL or http://1.usa.gov/1s42fNi].

Posts for Social Media

Copy and paste the following images and copy into your Facebook post for use during key health months.

Topic	Image options and copy	Post Copy
Flu Vaccine		<p>What are you waiting for? Get your flu vaccine today so you and your family can stay healthy and live well. Plus, it's covered by [Insert name of state Medicaid or CHIP program]. For more information visit [Insert your URL].</p>
Well Child Visit		<p>Checkups, or well child visits, are the best way to make sure your kids are getting the vaccines and care they need to be healthy and live well. And with your [Insert Medicaid or CHIP program name], checkups are covered at little or no cost to you. Now that's something we can all smile about. Learn more at [Insert your URL].</p>

**Regular
Checkup**



Taking time for regular health checkups is important to keep you and your family healthy. At your checkup, you may discuss and receive a number of screenings, vaccines and other care to help you live well. Checkups can also help catch health problems early, when they are most treatable. And there is little or no cost if you're on [Insert state Medicaid or CHIP program]. [Insert your URL]

Heart



Healthy hearts fuel passions, give you the strength to love and help you live well. Make sure you take care of your heart for you – and your family. If you are on [Insert state Medicaid or CHIP program], heart screening tests like blood pressure checks are covered. Learn more at [Insert your URL].

Share your prevention story



We all have different ideas of what it means to live well. Share yours here. And don't forget to check out all the preventive health care options available to you through [state Medicaid and CHIP program name]. Learn more here [Insert your URL].

Text Messages

Use the following messages as part of your text campaign.

Month	Observance/Event	Suggested Text Message
January	Cervical Health Awareness Month	January is Cervical Health Awareness Month. Have the women in your family taken action to prevent cervical cancer? Visit healthfinder.gov to learn more.
February	American Heart Month	Did you know that heart disease is the leading cause of death in the US? Keep your heart healthy and prevent disease. Visit healthfinder.gov to learn more.
March	National Nutrition Month	It's National Nutrition Month. Take your health one step further and balance good eating with a checkup. Learn more about your care at healthfinder.gov .
April	April 7th- World Health Day	Today is World Health Day! Have you had a checkup lately? Visit healthfinder.gov to learn more about the services you can get!
May	National High Blood Pressure Education Month	Stressed? Too tired to exercise? Learn about these and other risk factors for high blood pressure at healthfinder.gov .
June	Men's Health Month	Make sure the men in your family stay healthy. There's no better time for a checkup than Men's Health Month. Visit healthfinder.gov to learn more.
July	Generic	Are you going for a checkup? Get your care by putting your appointment on the books. Visit healthfinder.gov to learn more about the services available to you.
August	National Immunization Awareness Month	It's National Immunization Awareness Month! Are you and your family up to date on the vaccines you need? Visit healthfinder.gov to learn more.
September	September 26- Family Health and Fitness Day USA	Today is Family Health and Fitness Day! Make health a family activity by cooking healthy meals and exercising together. Learn more about your health at healthfinder.gov .
October	National Breast Cancer Awareness Month	Want to take action against breast cancer? Start by getting screened. Find out more about National Breast Cancer Awareness Month and how to protect yourself at healthfinder.gov .
November	American Diabetes Month	Are you at risk for diabetes? Get screened and arm yourself with the knowledge to live healthy. Find out more at healthfinder.gov .
Mid December	National Influenza Vaccination Week	'Tis the season to stay healthy! Protect yourself against the flu and get your flu shot during National Influenza Vaccination Week! Learn more at healthfinder.gov .

3. Partner Outreach

Turn Living Well from a collection of materials into a statewide movement with the help of community partners.

The most effective health outreach efforts utilize community partners to not only further outreach and dissemination of materials, but to lend a trusted voice that can influence audiences and change perceptions. Whether you already have a strong base of partners or are building a network, this section provides recommendations and resources for cultivating partners and involving them in Living Well to help you educate Medicaid and CHIP beneficiaries about their benefits and encourage utilization.

There are three steps to developing a successful Living Well partnership program:

- 1) Identify local partners that interact with your target audience
- 2) Solicit support from partners to use Living Well materials
- 3) Provide information to your partners with guidance on how it should be disseminated

1. IDENTIFY LOCAL PARTNERS

Suggested partners include the following:

- Local health providers
 - Clinics
 - Health collaboratives
 - Mental health and substance abuse centers
 - Urgent care facilities
 - Public hospitals
- Health advocacy groups
- Community service agencies and organizations
- Faith-based organizations
- Pharmacies
- Workplaces
- Medicaid Managed Care Organizations and health plans
- State provider and pharmacy associations
- Community centers and local businesses
 - Boys and Girls Club
 - YMCA/YWCA
 - Barber shops and salons

After local partners are identified, compile a 'target list' with the potential partners' names, titles, organizations, phone and email contact information.

2. SOLICIT SUPPORT FROM PARTNERS TO SERVE AS MESSENGERS FOR THEIR CONSTITUENTS

After developing your list, send an email describing Living Well and invite them to join you in the effort to increase utilization of preventive benefits. Each email should be tailored to the interests of the potential partner and demonstrate the mutual benefit of their partnership. Begin with some simple requests, such as sharing or retweeting your social media posts, or distributing materials at their storefronts or offices. Close the email by inviting them to discuss a more robust partnership. A sample email can be found at the end of this section.

3. SHARE CONTENT AND CULTIVATE PARTNERSHIPS

Once the partner is on board, share the materials in this toolkit, including “About Living Well,” social media content and print materials. For sample Facebook and/or Twitter posts, encourage them to drive constituents to healthfinder.gov or another credible and well-designed website with information about preventive services (such as your Medicaid website). You may share the materials all at once, or over time, in order to keep the relationship going. Continue to cultivate the relationship through regular follow up by asking about their needs and how you can help each other. Sample outreach email to partners:

Dear [Insert Name],

It’s an exciting time for the health of citizens of [Insert state]. Preventive services are better, more expansive and more available than ever before. With this change, there is an opportunity to have a lasting impact on the lives of [Insert state Medicaid and CHIP program names] beneficiaries – if those services are utilized. In addition, preventive services save costs in the long run, by catching diseases before expensive treatment is required.

Enter **Living Well**, a communications toolkit born of the desire to get every Medicaid and CHIP beneficiary to understand their preventive benefits and use them. It connects preventive care in the clinical setting with everyday life, thereby normalizing it and equating it to the many things we all do to live well. The program uses an inviting name; bold, lifestyle imagery; and the context of everyday life to deliver information through consumer-friendly digital and print materials. It tells beneficiaries, “It’s your life, live it well” with the help of preventive care.

Like preventive benefits themselves, Living Well will only be successful if it is utilized. That’s where you come in. Based off of [Insert Target Organization]’s work in [Insert Relevant Space], we know you’re committed to helping your [members, followers, customers], stay healthy and live well.

As part of Living Well, we can provide you with print materials, social media content, community workshops and more that will educate and empower your [members, followers, customers]. In return, we know we will gain a strong advocate for health and a trusted voice in the community

that can change minds and encourage beneficiaries to make preventive care part of their overall commitment to health.

I'm happy to provide more information upon your request and appreciate your consideration in advance. We look forward to working with you.

Live Well!

Best,

[Your Name]

Phone: [Your Phone Number]

Email: [Your Email]

4. Media Relations

In the world of 24/7 news, the media constantly needs quality content. Living Well will provide them with a fresh perspective on prevention.

The media can be a powerful ally in helping to promote Living Well and, more importantly, provide critical preventive health care information to Medicaid and CHIP beneficiaries. This section provides several options and templates for reaching out to the media to secure coverage of Living Well related efforts – whether it's to announce the Living Well initiative or to encourage them to come to a local event. Specifically, you'll find:

- Media Pitching
- Radio Public Service Announcements (PSAs)
- Sample News Release

MEDIA PITCHING

BUILDING A MEDIA LIST

A media list helps you organize and prioritize outreach to reporters working for different types of media outlets (e.g., newspapers, websites, social media sites, magazines and TV and radio stations/networks). It should be a document that is refined after each announcement, event or pitch to ensure efficient and effective outreach, and that you're building and fostering relationships with media. Below are key steps for building a strong media list.

- 1) Determine priority news outlets that are most influential in your area, such as popular newspapers, websites, news stations and radio networks. You can also include media that reach your target populations including ethnic, gender-specific and other audiences.
- 2) Identify key reporters.
 - Search news outlet websites to see if there are any previous stories about preventive care. If a reporter repeatedly writes about related topics in a fair and generally positive way, include them.
 - News directors typically assign stories as appropriate for the reporting staff and are a good place to start as a general contact.
 - For radio, DJs who work the AM/PM drive time or popular local radio shows should be included.

- Many media outlets have specific reporters who cover various industries or topics (known as “beats”). Generally, reporters who cover health issues may be interested in writing about the Living Well tools.

3) Create a spreadsheet with name, title/beat, outlet, phone and email.

- Some media outlets will have contact information for their reporters on their website. This is the first place to check.
- If you are unable to find contact information on the news website, do an Internet search to find the contact information.
- If you are still unable to find the information, reach out directly to the news organization to request the appropriate reporter and contact information.
- Be prepared to update your media list about every six months. Turnover in media can be high, and you always want to have the most accurate contact information.

TIPS FOR PITCHING A REPORTER

Sending the Pitch

The most effective pitches are individually tailored to each journalist on your media list. Pitches should be accompanied by a media advisory or press release around your event and should be first sent to the reporter via email. Both the pitch and the advisory or press release should be included in the body of your email (no attachments). The email should be addressed directly to the reporter. Timing is also key:

- Send out the pitch in the morning, when a reporter is more likely to check email.
- Send out an advisory at least one week ahead of the event to give reporters time to work it into their busy schedules.
- Send out a press release the day of the event.

Following up

Following up on your pitch is important because reporters often won't reply until you try to reach them again by phone or email. If you are pitching your story to a reporter with whom you do not have an established relationship, it is best to follow up with a phone call a day or two after sending the media advisory or press release. Once you have an established relationship with a reporter, you can rely more on email communication.

Phone pitch tips include the following:

- 1) First, always ask the reporter if this is a good time to talk, as they may be on a deadline.
- 2) Tell the reporter that you are following up on the media advisory or press release you sent them. It's helpful to reference the time you sent the advisory or press release.
- 3) Give a brief (under 30 seconds) pitch on what and when the event is or what the idea is, why they might be interested in attending or covering the topic, and how it connects with the issues they cover.
- 4) Ask the reporter if he or she is interested in attending the event or pursuing the story:
 - If it's a yes, follow through quickly with the next steps.
 - If it's a no, thank them for their time and ask if there is someone else at the outlet who might be interested in attending, and be sure to get his or her contact information.

Additional follow-up tips include the following:

- Most reporters do not finalize their schedules until the last minute, so additional follow-up to confirm attendance may be necessary the day before or day of the event.
- If a reporter is difficult to reach on the phone, try calling at different times of the day.
- Don't leave a voicemail unless a reporter has been consistently difficult to reach. Most reporters don't check their voicemails often.

Media Advisory

Media advisories, such as the one on page 29, can be used to alert print, digital and broadcast media, including TV and radio, to Living Well events you've developed or in which you are participating, interview opportunities and announcements.

The advisory should include the date, location and time of the event, provide helpful background information about the event, and highlight potential photo and interview opportunities. The pitch note/email below should be sent to the identified health care reporters as well as news directors and community editors so that the event can be posted on community event calendars (sometimes this can be done directly through an online form). It is recommended to give at least a week's advance notice so reporters can plan ahead to attend the event. Each media advisory should be sent with a customized pitch note/email when possible.

Pitch Note

Good morning/afternoon [First Name],

It's an exciting time for the health of citizens of [Insert state]. With preventive services better, more expansive, and more available than ever before, there is an opportunity to have a lasting impact on the lives of [Insert state Medicaid and CHIP program names] beneficiaries – if those services are utilized.

That's where you come in. As part of our Living Well, [State Medicaid office] is seeking to educate beneficiaries about the preventive benefits available to them, including checkups, screenings and vaccines.

To spread the word, we are stepping out of the clinic and into the community. We'll be at the [Event Name/Location] from [Date/Time] to talk directly with beneficiaries about their options. We invite you to join us to cover the event, interview state officials and partners and talk with beneficiaries.

It's important news your [readers/viewers] can use.

Please see below for more details on this event. Thank you and we appreciate your consideration.

Best,
[Your Name]
Phone: [Your Phone Number]
Email: [Your Email]

For Immediate Release:

<Insert date>

Media Contact:

<Insert name>

<Insert phone>

<Insert email>

MEDIA ADVISORY

Living Well Event in [City]

[Medicaid Agency] helps [Nickname for State's residents, i.e., Texans] understand their wellness health service options

What: As part of Living Well, [State Medicaid office] is seeking to educate [state Medicaid and CHIP program name(s)] beneficiaries about the preventive benefits available to them, including checkups, screenings and vaccines.

To spread the word, we are stepping out of the clinic and into the community. We'll be at the [Event Name/Location] from [Date/Time] to talk directly with beneficiaries about their services available to them at little or no cost.

We invite you to join us to cover the event, interview state officials and partners, and talk with beneficiaries.

When: [Insert day, date]
[Insert time]

Where: [Insert location details]

Visual and Interview Opportunities:

- [State Medicaid Official]
- [Partner Representative]
- [Other Event Visuals]

Why: To live well, it's important we make preventive health care a routine part of caring for ourselves. Nearly 900,000 Americans die prematurely each year from the five leading causes of death – yet up to 40 percent of the deaths from these causes could be prevented. In [State], [Insert leading health problem in state and how many are affected]. With access to preventive care, we can actively work to curb premature deaths.

About Living Well: *Living Well is an educational program designed to support the use of preventive health care services by Medicaid and CHIP beneficiaries. The goal is to help state and local agencies, health clinics and other advocacy organizations in their outreach to these beneficiaries in a variety of settings, both clinical and in the community. A toolkit containing consumer materials and tips for implementation can be found at Medicaid.gov.*

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RADIO PUBLIC SERVICE ANNOUNCEMENTS

All media are required by the Federal Communications Commission (FCC) to allocate a percentage of broadcast time or print space to public service announcements (PSAs). PSAs are non-commercial messages directed toward the public and the community to raise awareness about certain issues. PSAs may also be used to inform the public about an upcoming community event. The PSAs below can be pitched to public service directors at local radio stations to read on-air. A PSA can encourage visits to state Medicaid websites or draw attention to preventive services and the **Living Well** materials. In general, you should contact stations at least a week prior to an event to see if they're interested in running your PSA. Below is a sample pitch note that could be sent to a public service director.

PSA for Living Well

Pitch Note

Good morning/afternoon [First Name],

I am contacting you on behalf of [state Medicaid office] to see if you would be interested in sharing the below PSA about Living Well, which is designed to educate [Nickname for State's residents, i.e., Texans] on the local preventive health services offered through [State Medicaid and CHIP program name] so that they and their families can live well and get regular physicals and other preventive services, such as vaccines.

Nearly 900,000 Americans die prematurely each year from the five leading causes of death – yet up to 40 percent of the deaths from these causes could be prevented. In [State], [Insert leading health problem in state and how many are affected].

However, we know preventive care can help prevent and detect diseases when they are most treatable, leading to better outcomes for [thousands/millions] of residents in [State]. We would appreciate if you would consider helping us spread the word about preventive care by reading the Living Well PSA on air or sharing it with your listeners/viewers on your website and social media channels.

If you are interested, please let me know at your earliest convenience.

Thank you and we appreciate your consideration of this request.

Best,
[Your Name]

Phone: [Your Phone Number]
Email: [Your Email]

PSA Script :15

Hi, this is _____. Now, more Americans than ever have access to preventive health care like checkups, screenings and vaccines. They help you and your family stay healthy and live well.

Visit [state Medicaid website] today to learn more about the low- or no-cost preventive services that may be available to you.

Alt last line for an event: Visit us at [venue] on [date] to learn more about the low- or no-cost preventive services that may be available to you.

PSA Script :30

Hi, this is _____.

Whether you're passionate about fitness, food, a quiet evening in or a night out with friends, preventive care helps you live well so you can create more memories. Services such as checkups, screenings and vaccines help you and your family prevent illness and catch health problems before they become serious. And, if you're on [State Medicaid or CHIP program], preventive care is covered.

Visit [state Medicaid website] today to find out if you're eligible for Medicaid or CHIP and learn more about the preventive services that can help you stay healthy and live well.

Alt last line for an event: Visit us at [venue] on [date] to find out if you're eligible for Medicaid or CHIP and learn more about the preventive services that can help you stay healthy and live well.

SAMPLE NEWS RELEASE

News releases, sometimes also referred to as matte releases or drop-in articles, provide media outlets and partners with ready-made content for print publications, websites and newsletters. They can be pitched to media as you would an event, provided to partners as a resource. There are also distribution services that you can pay to distribute this content.

Title: **Do Something Easy for Your Health.**

Diets and exercise take time but checkups are easy. No really, checkups are easy and a great way to keep you and your family healthy and well. Checkups can help catch health problems before they become serious. During your visit, you may discuss and receive a number of screenings, vaccines and other care to help you and your loved ones live well. And there is little or no cost for regular checkups if you're on [Insert state's Medicaid or Children's Health Insurance Program name].

So schedule an appointment today with your doctor or visit a local health clinic. Once you do, here's how to prepare:

- 1) Review your health history and your family health history and tell your doctor of any conditions or health issues, such as heart disease or cancer that may run in your family.
- 2) Bring a list of vaccines, screenings or prescriptions that you've recently had or think you might need. If you don't know, that's OK; your doctor can help you form a plan.
- 3) Write down and bring any questions you might have about your current health, diet, exercise or chronic conditions.

1,2,3. It's that easy.

If you need help figuring out if you are eligible for [state Medicaid or CHIP program] or want to know more about other preventive services available to you, visit [state Medicaid website].