

CHILDREN'S OUTREACH STATUS REPORT

November 3, 1998

NOVEMBER ACTIVITIES

- **Technical Testing of the New 1-800 Number.** The Insure Kids Now Hotline (1-877 KIDS NOW) was tested last week in the eight Phase-One States: Colorado, Pennsylvania, Utah, Indiana, Delaware, Idaho, and South Carolina. The only State reporting technical difficulties was Idaho and the problem was quickly identified and resolved. Although the line was not tested in Massachusetts last week, it will be tested in Massachusetts early next week and the State is expected to participate in Phase One. Now that they have some practical experience, NGA is increasingly confident that they can implement the line in all 50 States by January.
- **Media Campaign in the Phase-One States.** DHHS has worked with Media Network to develop radio ads in each of the Phase One States. These ads will be aired beginning November 9 and run for approximately 4 to 5 weeks. They emphasize the importance of health insurance coverage for children and encourage the listener to call the hotline. DHHS is working with the Governor's offices in the eight States to help develop press releases and coordinate media coverage as the hotline is unveiled.
- **Media Campaign to Target Minorities.** DHHS, together with WJLA, the American Hospital Association, Safeway, and the March of Dimes, has developed television ads targeting minority viewers and encouraging them to apply for health insurance for their children. These ads will all run for 4 weeks and will use the State toll-free numbers (since these State may not yet be hooked up to the national number. The media markets for this campaign include:
 - Michigan: Ads targeting African-Americans will begin airing in the Detroit media market the week of 11/9 on the WB Network in prime time and on cable during the day.
 - Arizona: Ads in both Spanish and English targeting Hispanics began airing on 11/3 in the Tuscon media market.
 - Alabama: Ads targeting African-Americans began airing in the Mobile media market the week of 10/26.
 - New Jersey: Ads in both Spanish and English targeting Hispanics will begin airing during 1/99 in the Newark media market.
 - Ohio: Ads targeting African Americans will begin airing on 11/9 in the Columbus media market.
 - Oklahoma: Ads targeting Native Americans will begin airing during 1/99 in the Tulsa media market.

- District of Columbia, Maryland, and Virginia: - Ads targeting African Americans began airing on 10/7 in the Columbus media market. Because the media market overlaps several States, the ads tell viewers to call the Channel 7 toll-free number, which refers the caller to the correct numbers for the State and DC programs.

NATIONAL IMPLEMENTATION IN JANUARY

- **National testing and implementation of the 1-800 number.** NGA is on schedule to implement the KIDS NOW hotline in January. Testing should take place in late November and early December.
- **Private sector contributions.** As part of our national effort to educate families, health professionals, and other social service providers about this new resource, a number of private corporations have tentatively committed to advertising the new hotline and conducting other outreach activities. Listed below are our corporate partners and their expected (but not yet confirmed) contributions.
 - American Medical Response will include the 1-800 national outreach campaign materials on all ambulances and other transport vehicles, such as school buses. They will display outreach posters and have brochures available.
 - The National Association of Chain Drug Stores will include 1-800 national outreach campaign materials with each prescription filled. Additionally, NACDS will display outreach posters and have brochures available in each of its stores.
 - The American Hospital Association will distribute and incorporate the 1-800 national campaign materials into their "Campaign for Coverage" and will reproduce materials when they receive camera ready material.
 - Bonneville International Corporation has agreed to produce and run radio spots about Insure Kids Now on its radio stations as part of its existing AP commitment. Bonneville will run the spots for approximately one year at key times during the year (e.g., back to school time, etc.) Bonneville will also encourage Eddy Fritz of the NAB to disseminate the spots to all NAB members for airing. Bonneville encouraged AP to highlight this initiative during the NAB conference in Seattle in October.
 - USA WEEKEND has agreed to do an editorial on CHIP that will run in September or October 1998. The editorial will include the 1-800 national number.
 - Safeway agreed to incorporate the 1-800 national campaign message onto their grocery bags.
 - Pfizer agreed to incorporate the 1-800 message onto their patient/parent resource publication, mailings to their pediatricians, and in their Pharmacy Assistance Program.

- Schering Plough has committed to funding for the media campaign.
- Glaxo Wellcome has agreed to help in North Carolina's specific outreach efforts by including information about CHIP and the national hotline into their existing outreach efforts, including the reduced and no-cost pharmaceuticals program and the Healthy Start Foundation.
- Bell Atlantic provided the funding for 1-800-Number.
- National Community Pharmacists Association will put information on Initiative out to membership.
- In addition, Cisco, General Mills, SmithKline Beecham, Gerber, All State Insurance, Bank Boston, Taco Bell, All State Insurance, AT&T, NFL, NBA/WNBA, Nike, Eli Lilly, Schering Plough.

30 Second

As parents, you work hard to give your kids the things they want -- a bicycle . . . a dog . . . But even more important is giving them something they need -- like health insurance. Unfortunately, many parents think they can't afford it. Through a new initiative called Insure Kids Now, your children may be eligible for free or low cost health coverage. To sign up, call toll free, 877-KIDS NOW. Because every child should be covered.

60 Second

As parents, you work hard to give your kids the things they want -- a bicycle . . . a dog . . . But even more important is giving your kids something they need. Something they never even notice, like health insurance. Unfortunately, many parents don't insure their kids because they think they can't afford it. Today in the United States, more than 11 million children don't have health insurance. And if they get sick or hurt, they could be left without care just when they need it the most. But now, there's a new way to give your kids free or low-cost health coverage. It's called Insure Kids Now. With this new initiative, working families have access to affordable coverage for their children. To sign your kids up, call toll free, 877-KIDS NOW. Because when it comes to health, every kid should be covered.

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I'm Hillary Clinton to tell you about a new way to give your kids free or low-cost health coverage.

Insure Kids Now

1-877-KIDS-NOW

You love your children and work hard to help them grow up strong and healthy. But like many parents, you haven't been able to give them health insurance. Now you can do something about it because there's a new nationwide effort called **INSURE KIDS NOW**. Call our toll-free number. Don't let your kids go another day without health coverage.

Low-cost or free health insurance for kids is here now.

CHILDREN'S OUTREACH STATUS REPORT

November 24, 1998

NOVEMBER ACTIVITIES

- **Successful Implementation of Phase One.** The Insure Kids Now Hotline (1-877 KIDS NOW) was implemented during the last week of October and is now up and running in eight States: Colorado, Pennsylvania, Utah, Indiana, Delaware, Idaho, and South Carolina. The only State reporting technical difficulties during the initial testing period was Pennsylvania, and the problem was quickly identified and resolved.
- **Media Campaign in the Phase-One States.** DHHS has worked with Media Network to develop radio ads in each of the Phase One States. These ads will be aired beginning November 9 and run for approximately 4 to 5 weeks. They emphasize the importance of health insurance coverage for children and encourage the listener to call the hotline. DHHS is working with the Governor's offices in the eight States to help develop press releases and coordinate media coverage as the hotline is unveiled.
- **Technical Testing of the New 1-800 Number Continues.** Now that they have some practical experience, NGA is increasingly confident that they can implement the line in all 50 States by January. As of November 23, AT&T began technical testing in an additional eleven States (Alaska, Arizona, California, the District of Columbia, Kansas, Louisiana, Maryland, Minnesota, New Hampshire, Nevada, and Vermont).
- **Media Campaign to Target Minorities.** DHHS, together with WJLA, the American Hospital Association, Safeway, and the March of Dimes, has developed television ads targeting minority viewers and encouraging them to apply for health insurance for their children. These ads will all run for 4 weeks and will use the State toll-free numbers (since these State may not yet be hooked up to the national number. The media markets for this campaign include:
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- Oklahoma: Ads targeting Native Americans will begin airing during 1/99 in the Tulsa media market.
- District of Columbia, Maryland, and Virginia: - Ads targeting African Americans began airing on 10/7 in the Columbus media market. Because the media market overlaps several States, the ads tell viewers to call the Channel 7 toll-free number, which refers the caller to the correct numbers for the State and DC programs.

NATIONAL IMPLEMENTATION IN JANUARY

- **National testing and implementation of the 1-800 number.** NGA is on schedule to implement the KIDS NOW hotline in January. Currently, 42 States have committed to participate. NGA is still waiting for responses from Washington, Virginia, South Dakota, Oregon, Kentucky, Hawaii, Florida, and Oklahoma. Technical testing of the line has begun, and will continue into late December.
- **Private sector contributions.** As part of our national effort to educate families, health professionals, and other social service providers about this new resource, a number of private corporations have tentatively committed to advertising the new hotline and conducting other outreach activities. Listed below are our corporate partners and their expected (but not yet confirmed) contributions.
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