



Communicating the Affordable Care Act

The California Endowment's Health Care Law Education Effort:
Phase I Case Study and Looking Forward

THE IMPORTANCE OF A PUBLIC EDUCATION EFFORT ABOUT THE AFFORDABLE CARE ACT

Why is ACA education important?

Building Healthy Communities - Outcomes 1, 2, & 3

1. All children have health coverage
2. Families have improved access to "health homes" that supports healthy behaviors
3. Health and family-focused human services shift resources toward prevention

Some people who needed it, either didn't support or didn't know about the law

- 39% of those who had trouble paying for health care in the previous year
- 40% of those who had been denied coverage for a pre-existing condition
- 45% of those who lacked coverage
- 46% of those who had someone in their house without coverage in the past 3 years
- 49% of those with household incomes under \$60,000 per year

But, according to the same April 2010 poll...

**...the more people knew about
the law, the more they
supported it.**

CRAFTING THE STRATEGY

Why focus on specific audiences?

- **Best chance of impact**
- **California's media environment is enormous**
- **Successful education efforts require focus**
- **Phase one audiences were determined by:**
 - **Survey data from the April 2010 poll**
 - **Discussions with partner organizations**
 - **BHC stakeholders**

Who we focused on

First phase was a multi-million dollar effort focused on:

Latinos & BHC Communities

Paid media
Grassroots outreach

Business Leaders

Direct engagement

Education Effort : September – November, 2010

Young Adults under 26

Online outreach
Social media engagement

General Audience

Earned media from events & people
affected
Post-election ad

76% of Latinos knew little or nothing about the law, so our first TV spot with Dr. Isabel from Univision was basic...

Mensaje pagado por


The
California
Endowment

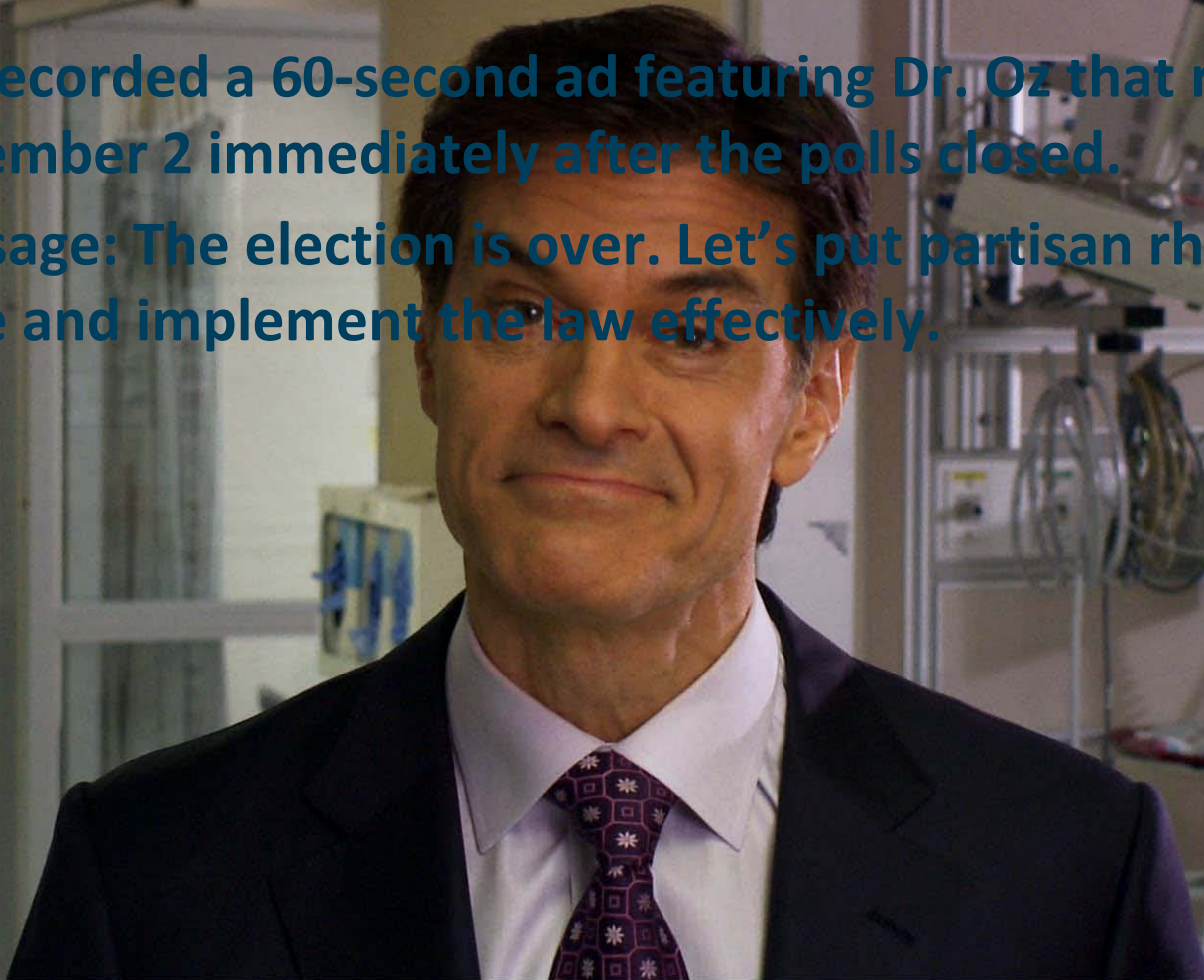
Para más información visite www.calendow.org/salud

The second ad with Dr. Isabel from Univision had some specifics...



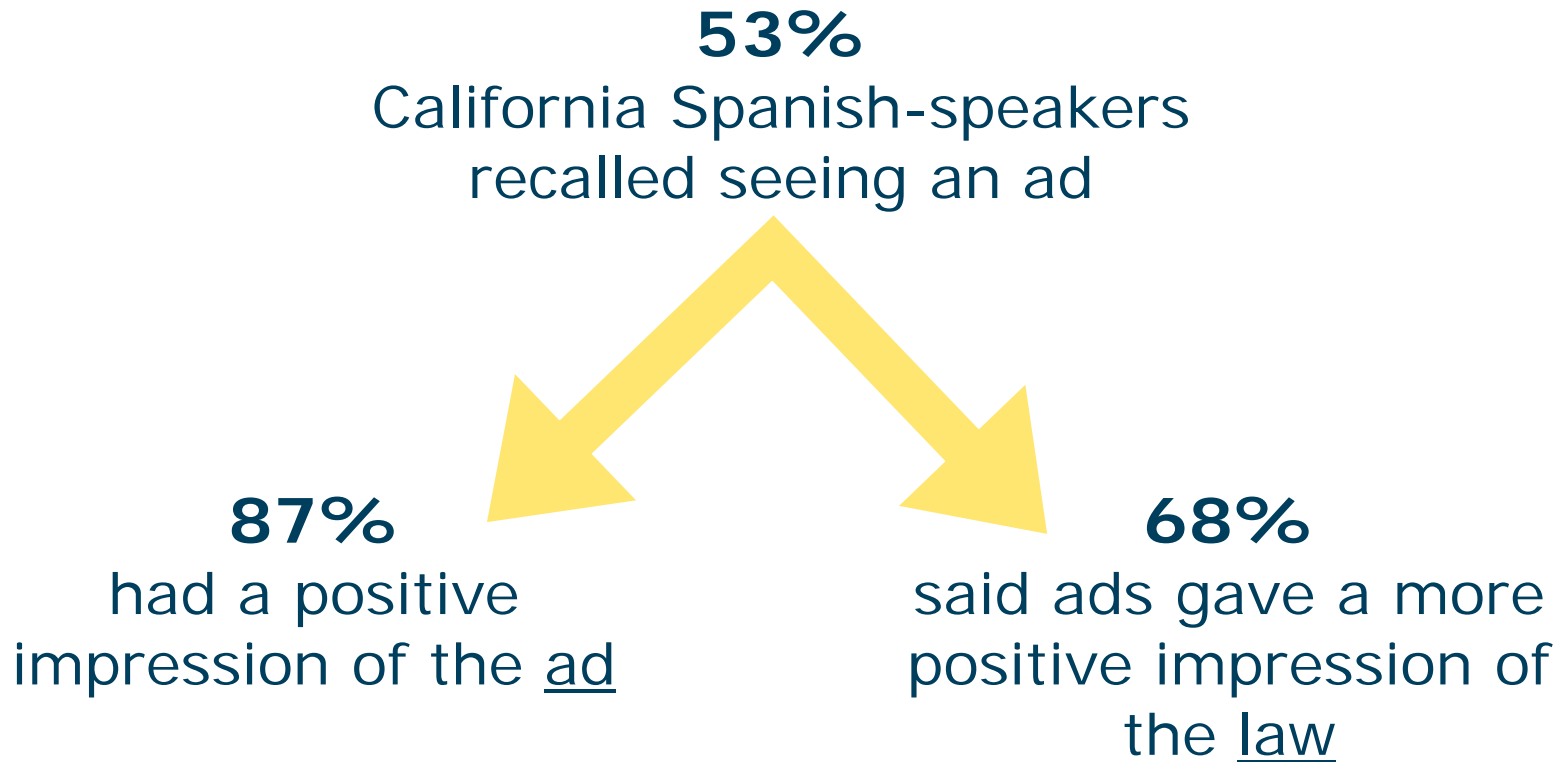
Post-election ad

- We recorded a 60-second ad featuring Dr. Oz that ran on November 2 immediately after the polls closed.
- Message: The election is over. Let's put partisan rhetoric aside and implement the law effectively.

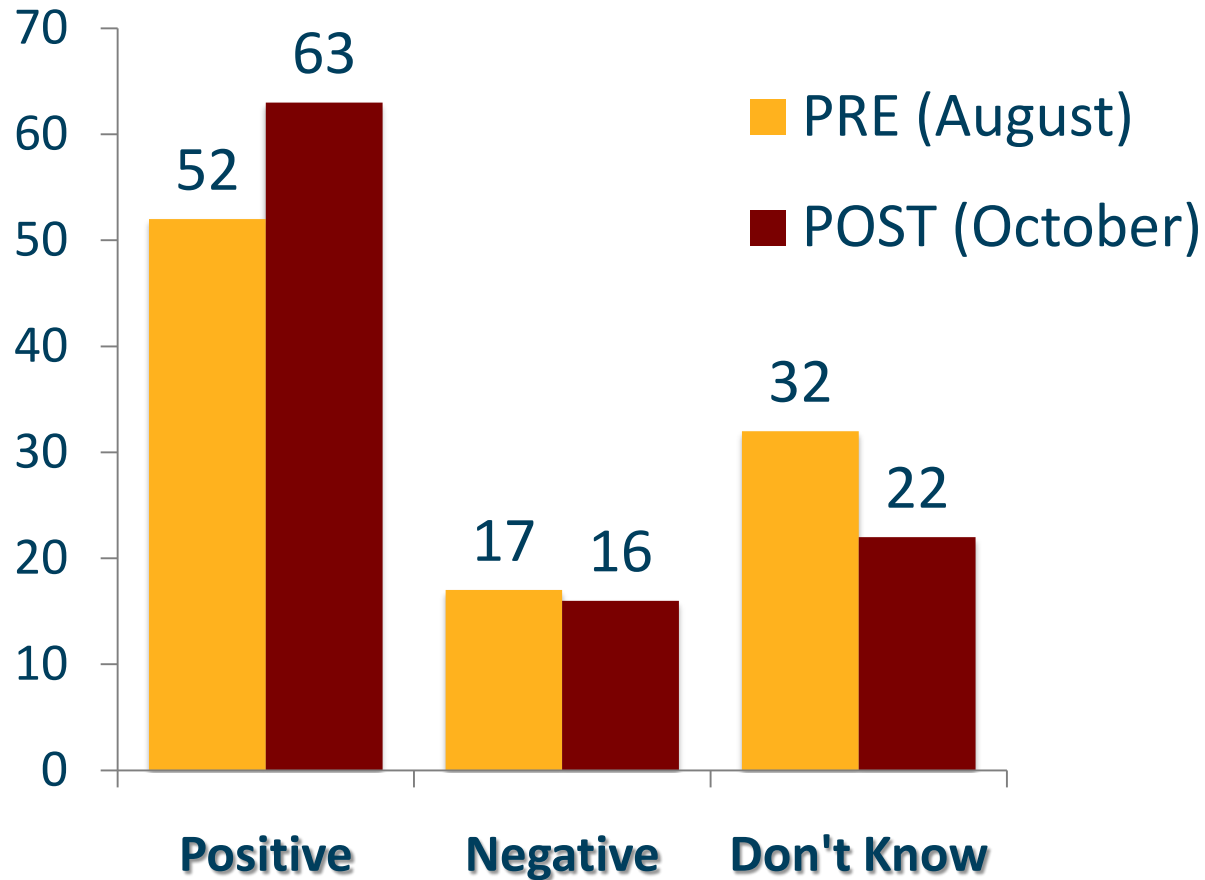


MEASURING IMPACT

TV and radio ad reach



Percent of Latinos with a positive or negative impression of the law



KEY TAKEAWAYS

Talking about the new health law

- Do not assume that people know that the Affordable Care Act is the law. Tell them that.
- Use personal stories of people benefiting from the law coupled with clear, simple descriptions of how the law works.
- Americans are wary of big statements about this health care law: keep claims clear and credible.
- It is important to communicate that Members of Congress will be required to participate in the same plans as the rest of the country.

Key lessons learned

- Amid all of the partisan rhetoric surrounding the health care law, hardly anyone knows what is in the law.
- When people learn more about the provisions of the law, they like it more.
- Education efforts regarding the Affordable Care Act can tangibly increase knowledge of and support for the law.

MOVING FORWARD: PHASE II STRATEGY

Moving forward

Phase II Strategy (Now – June 2012)

Educating Consumers

- **Polling and focus groups** to identify key audiences and messages
- **Public education** through paid media, earned media, and grassroots activity
- **Business outreach** including new website

Increasing Enrollment

- **Direct consumer enrollment assistance**
- **Community clinic policy and advocacy support**
- **State and local government technical assistance** on ACA implementation

Top Phase II messages

- **Free preventive care**
- **More funding for community health clinics**
- **No denial of children with pre-existing conditions**
- **Increased coverage**
- **Increased accountability for insurance companies**
- **No lifetime caps on coverage**
- **Small business tax credits**