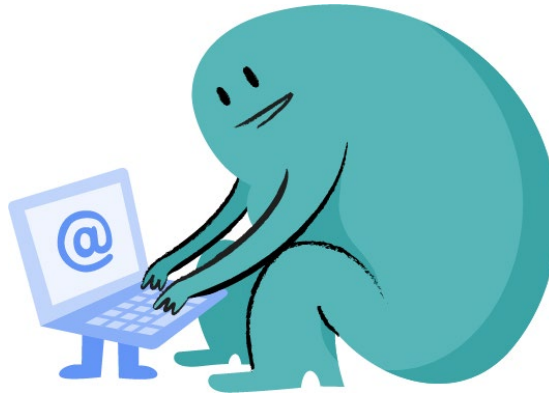




Keep Covered

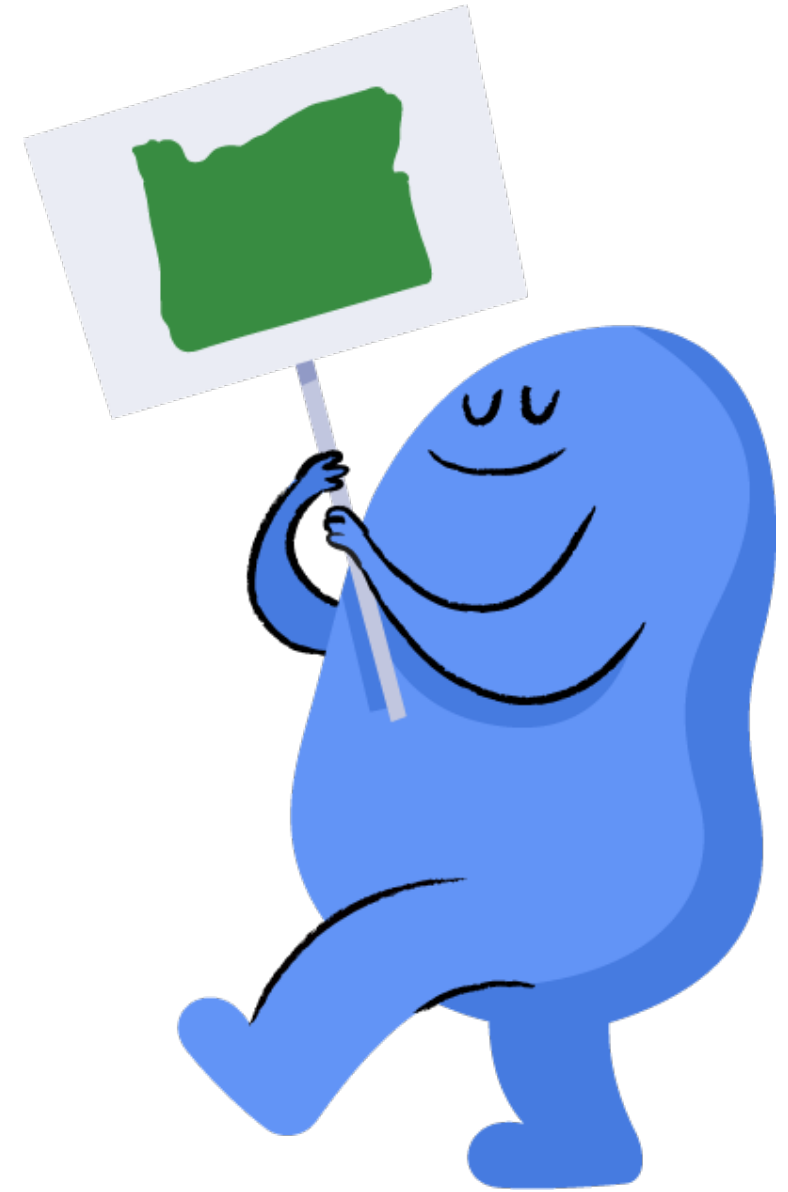
*Campaign to encourage people to renew
OHP & other Medicaid benefits*

June 2023

Welcome and agenda

- The campaign: urgency + support
- What you'll see in communities
- The tools you can use to join us
- Action and support

Questions?
nadams@metgroup.com



Goal: Engage and support priority populations

Populations approved by Community Partners Working Group

(Paid campaign advisor representing each population)

- American Indian or Alaska Native community members (not served by Tribal health clinics)
- Asian American and Pacific Islander community members
- Black, African, Pan-African, African American and Foundational Black American persons
- COFA Islander persons
- Hispanic or Latino, Latina, Latinx persons
- Migrant and seasonal farm workers
- Older adults (aged ≥ 65 years)
- People experiencing houselessness
- Formerly incarcerated persons
- People leaving private hospitals
- People who live in rural or frontier areas
- People identified as having intellectual or developmental disability
- People living with mental or emotional health condition or illness
- People living with physical disabilities (including people who are Deaf or Hard of Hearing, DeafBlind or who are blind or have low vision)
- People with low or no literacy skills who speak English
- People with substance use disorder
- Recent immigrants
- People who are undocumented (who are part of the Healthier Oregon program)
- Young adults, emancipated youth and youth aging out of foster care

*(recognizing the intersectionality
between and among these groups)*



Community-informed campaign



- **Listening**

- Online survey: 1,115 people who get benefits
- Facebook ad testing
- 14 CBO input sessions
- Five OHP member listening sessions

- **Learning**

- Urgent AND supportive
- Positive messages
- Simple visual icons
- The message works across all the populations
- RESULT: one consistent campaign, not 19

Strategy

- **Broad-reach campaign meets shared needs across priority audiences**
 - Materials, in 14 languages, through trusted partners, locations
 - Advertising
 - [KeepCovered.Oregon.gov](https://www.KeepCovered.Oregon.gov)
 - Feedback loops
- **Audience-specific outreach with community-based organizations**

Messages

- **Take action to renew OHP and other Medicaid benefits.**
- **Keep your address up to date.**
 - You can get free help in many languages—online, in person and on the phone.
- **Keep checking your mail for letters from the state of Oregon.**
 - Your renewal letters will tell you what to do.
 - Letters are being mailed now through mid-2024.
 - Not everyone will get their letters at the same time.

14 languages:

- Arabic
- Chuukese
- English
- Hmong
- Marshallese
- Spanish
- Russian
- Korean
- Somali
- Simplified Chinese (written)
- Traditional Chinese (written)
- Vietnamese
- Tagalog
- Ukrainian

Advertising

Billboards launched statewide in May



KeepCovered.Oregon.gov



Health

Oregon Department of Human Services



Consulta:
KeepCovered.Oregon.gov



Health

Oregon Department of Human Services



KeepCovered.Oregon.gov



Health

Oregon Department of Human Services



Consulta:
KeepCovered.Oregon.gov



Health

Oregon Department of Human Services

- Paid media continues through February 2024
- Future waves include
 - Digital and social media
 - Radio
 - Select local in-language newspapers
 - Other TBD



Wave one campaign materials

English and Spanish up now; additional 12 languages by end of June



Poster and table tent



Flyer



Fact sheet



FAQ

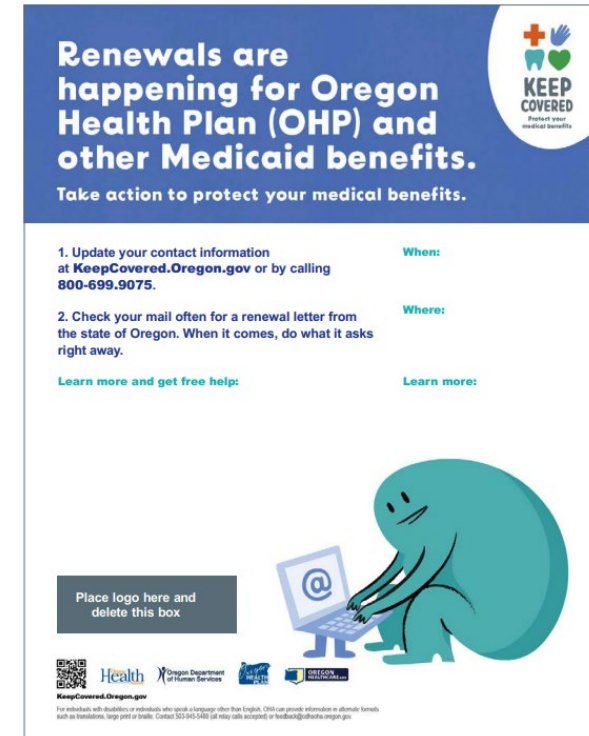
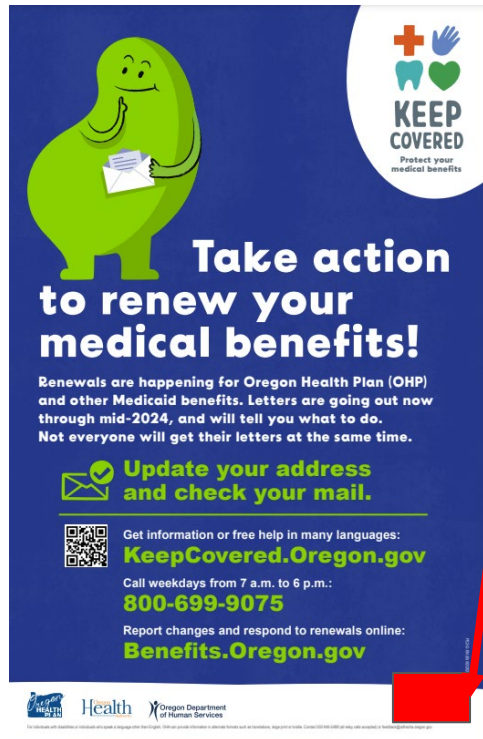
Customizable options

English and Spanish up now; additional 12 languages by July 14

All materials: Space to add your logo and three lines of contact information.

Partner toolkit: Talking points, web blurb, email and text messages, phone script, social media

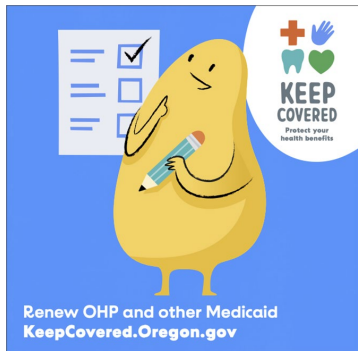
Toolkit includes event flyer with large customizable content areas



Social media content

For use by OHA and partners; download online

Graphics (more to come)



Five posts in 14 languages;
example below

Change is coming to Oregon Health Plan (OHP) and other Medicaid benefits. Make sure your mailing address is correct so you get your renewal letters. Visit KeepCovered.Oregon.gov to learn more about how you can protect your medical benefits. #KeepCovered



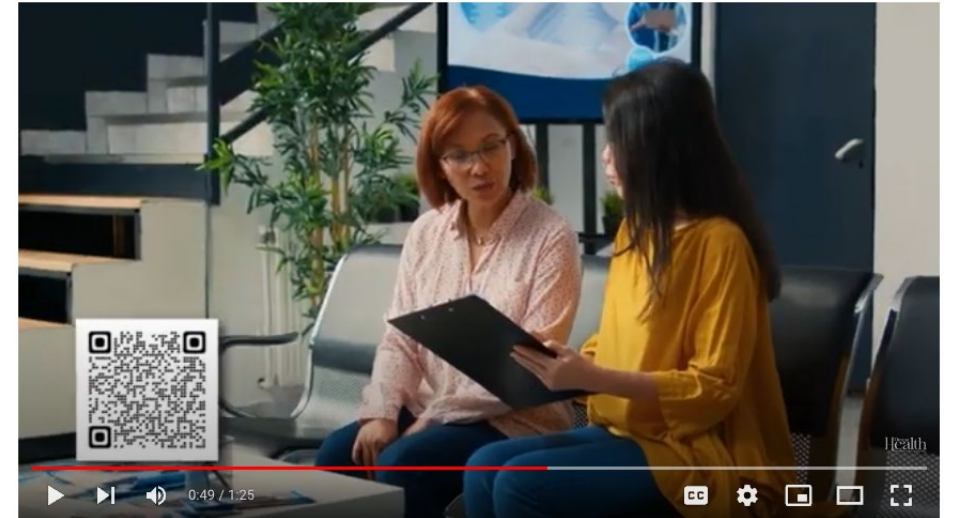
Additional materials

Currently available at KeepCoveredPartners.Oregon.gov

- “Understanding redetermination” video in English and Spanish
- FAQ for CBOs and for members
- English and Spanish OHA social media

Anticipated

- Radio PSA in English and Spanish
- OHA newsletter
- Noticias (TBC)



KeepCovered.Oregon.gov

Page for members

Make sure we can reach you

Home

Timeline for upcoming benefit changes

I have medical or food benefits

How Oregon is protecting health coverage

I am a partner



Update your contact information

Make sure we have your current mailing address, phone number, email, or other contact information. This way, we'll be able to contact you about your benefits.

You can update your contact information through any of the following ways:



Online

Log on or create a ONE account at benefits.oregon.gov.



By phone

1-800-699-9075 on Mondays through Fridays from 7 a.m. to 6 p.m. (PST). Hold times are lowest from 7 to 8 a.m. All relay calls accepted.

Interpreters are available. You also can connect with an interpreter in 16 different languages before being transferred to the Customer Service Center by selecting [a toll-free language line](#).



In person

People can visit any Aging and People with Disabilities, Area Agency on Aging (Type B) or Self-Sufficiency Programs Office for help. Interpretation is available. [Click here to find your local office](#).



Through your local community partner

Visit OregonHealthCare.gov/GetHelp to find an OHP-Certified Community Partner.



Through your Coordinated Care Organization

Visit bit.ly/ccoplans to find CCO phone numbers

Get information

Buttons with “for more information” in 14 languages, linking to fact sheet in each language. *E.g.:*

자세한 내용은

Чтобы получить

para más información

Wave two materials: June-July

Watch the newsletter for updates: KeepCoveredPartners.Oregon.gov

- “What to do” video + audio
 - 15- and 30-second versions
 - 16 languages (14 + Mam and Mixteco)
 - Closed captions
- “How to read your letter” video and fact sheet



What's New

Watch the newsletter for updates: KeepCoveredPartners.Oregon.gov

[About OHA](#) ▾[Programs and Services](#) ▾[Oregon Health Plan](#) ▾[Health System Reform](#) ▾[Licenses and Certificates](#) ▾[Public Health](#) ▾[Jobs](#) ▾

I am a partner

[Home](#)[Timeline for upcoming benefit changes](#)[I have medical or food benefits](#)[How Oregon is protecting health coverage](#)[I am a partner](#)



[» Order Keep Covered Materials or download the toolkit](#)

Helping people receiving benefits

During the COVID-19 public health emergency (PHE), the federal government provided regulatory flexibilities and temporary programs. This includes:

- Continuous health coverage for people participating in the Oregon Health Plan (OHP) or Medicare Savings Program (MSP)

Partner resources

[Change Tools](#)[Communications Toolkits](#)[Events calendar](#)[Frequently Asked Questions](#)



What's New

Watch the newsletter for updates: KeepCoveredPartners.Oregon.gov

An official website of the State of Oregon

[How you know »](#)

OREGON.GOV

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Toolkits available for preparing for federal COVID-19 emergency to end

We welcome your help in getting people ready for potential changes now. Toolkits are available to share updated information with your staff and the people you serve.

🍴 SNAP Emergency Allotments

👤 Oregon Legislators

🍲 NeedFood.oregon.gov

🍲 Alimentos.oregon.gov

Keep Covered toolkit and materials

📄 Click to order FREE printed materials shipped to you

For questions about ordering materials, please contact ohpcampaign@metgroup.com

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Other TBD based on opportunities

For example...

Pop up
banner for
events



Take action to renew OHP and other Medicaid!

1. Update your address
2. Keep checking your mail from letters from the state, and do what they ask

KeepCovered.Oregon.gov
800-699-9075

<http://KeepCovered.gov>

KEEP COVERED
Protect your medical benefits

Health Oregon Department of Human Services

A vertical banner with a blue background. At the top right is the 'KEEP COVERED' logo with a cross, hand, and heart icon. The main text is white and bold. Below the text is a QR code and a green cartoon character holding a letter. At the bottom are logos for 'Health' and 'Oregon Department of Human Services'.

Shorter version of animation for drive in and movie screen ads



What to expect and what you can do

Thank you for helping reach people in Oregon!

- Be ready for phone and foot traffic
- Use the materials at KeepCoveredPartners.Oregon.gov
 - Download and customize materials
 - Order FREE printed copies of materials, delivered to you
 - Use the partner toolkit in your social, web, newsletter, other outreach
- Watch the Keep Covered newsletter for updates
 - Sign up: <https://public.govdelivery.com/accounts/ORDHS/signup/35855>
- Suggestions or help needed?
 - feedback@odhsoha.oregon.gov



Brainstorm

Thank you for helping reach people in Oregon!

- What materials are needed?
- Where should outreach be extended?
- What ideas do you have?