

Senate Bill (SB) 558 Implementation Update OHP now covers me! Campaign Launch

Overview: The Oregon Department of Human Services' Community Partner Outreach Program has launched an outreach and marketing campaign to promote Oregon Health Plan enrollment for the population impacted by SB 558, also known as Cover All Kids. The campaign, OHP now covers me! (or in Spanish, ¡Ahora OHP es para mí!), is aimed at raising awareness that children and teens younger than 19 who were previously only eligible for emergency Medicaid/CHIP benefits under the Oregon Health Plan (i.e. CAWEM or CAWEM Plus), can now qualify for full coverage (i.e. OHP/OHP Plus). The program name for this group is the Oregon Health Plan, and their benefit level is Cover All Kids.* As such, these new enrollees are OHP members and receive the full Basic Medical Health Plan (BMH) benefit package.

The purpose of the OHP now covers me! campaign is to raise awareness of SB 558's provisions and to encourage families with newly eligible immigrant children and teens to apply for OHP. The campaign message frame including program name, descriptor and slogan presented below were developed with extensive stakeholder and community feedback and testing. This message frame informs all outreach and marketing communications. The campaign launched on January 1, 2018, the effective date of SB 558. Campaign materials and ongoing program updates can be found at www.OHPnowCOVERSme.org.

Message frame: Starting Jan. 1, 2018, the Oregon Health Plan (OHP) is available to more children and teens younger than 19, regardless of immigration status. OHP is free health coverage for Oregonians who meet income and other criteria. It covers many health care services such as check-ups, tooth fillings, glasses and prescriptions. It also covers labs, x-rays and hospital care. It even pays for rides to and from the doctor's office. Apply to see if you qualify. Help is free. A trusted and OHP-certified community partner nearby can help you apply. You can find one by calling 1-800-699-9075 or 711 (TTY). You can also go online at OHPnowCOVERSme.org.

- **Program name: Oregon Health Plan (OHP/OHP Plus)**
 - The OHP logo is used on all outreach and marketing campaign materials
- **Descriptor: Free health coverage offered by the state of Oregon**
 - Accompanies the OHP logo on all outreach and marketing campaign materials
- **Slogan: OHP now covers me! / ¡Ahora OHP es para mí!**
 - The campaign slogan is used to differentiate this outreach and marketing effort from all other OHP communications

*Benefit level: Cover All Kids

- Cover All Kids was the name of the advocacy campaign behind SB 558; SB 558 does **not** reference Cover All Kids
- Cover All Kids is **not** the program name, or being referenced in the outreach and marketing campaign
- Cover All Kids is referenced in internal program operations
 - ONE references "OHP Plus-Cover All Kids"
 - MMIS references "BMH-OHP Plus" in the Provider Web Portal and "OHP Plus" in coverage letters
 - OHP forecasting references Cover All Kids
- Cover All Kids is still recognized by key audiences and will continue to be referenced in communication with those audiences
 - Governor's Office
 - Oregon State Legislature
 - Coordinated Care Organizations

OHP Customer Service Center staff and OHP-certified Community Partners have been trained to be able to explain to members that OHP Plus-Cover All Kids equates to full OHP, BMH-level coverage.