

# Campaign for Healthier Families

## Issues and audiences

Since 2004 when DHS's Campaign for Healthier Babies evolved into the Campaign for Healthier Families (CHF), CHF has addressed several issues with diverse audiences due to the variety of programs and sponsors that have funded the CHF contract.

The goals of each program have differed, but each has included an outreach and education component. The CHF contract allows a number of

smaller programs with lesser outreach budgets to make the most efficient use of their funds. Campaign for Healthier Families remains the umbrella under which some of these diverse programs and sponsors can receive matching funds from Medicaid and thus double their budgets. This immediately makes their outreach efforts twice as effective.

**Issues and audiences** for 2007 CHF programs were as follows.

## Healthy Baby

**Healthy Baby** has been the cornerstone of the Campaign for Healthier Families for over 16 years and was developed to encourage early and continuous prenatal care among Arkansas's pregnant women. The Healthy Baby program is detailed as a separate case study.



The **Working Disabled** program is one component of Arkansas's Division of Aging and Adult Services (DAAS). The program's outreach efforts focus on informing and educating disabled Arkansans ages 16 – 64 that they may qualify to work full-time without losing disability benefits.

**Direct Service Workers (DSW)** – another component of DAAS – launched an online registry that serves two purposes: 1) helping disabled adults under the age of 65 find personal care assistants to hire and 2) helping personal care assistants find employment opportunities. Additionally, DSW provides and promotes training opportunities for those interested in becoming personal care assistants.



**ARHealthNetworks** provides a low-cost package of health benefits for qualified small businesses with no existing health coverage. Messages are directed to 1) employers who would like to provide affordable health coverage for their employees and 2) employees who want their employer to provide health benefits.



The **Arkansas Clean Indoor Air Act** required all enclosed public areas, workplaces and restaurants to be smoke-free effective July 21, 2006. The act affected all Arkansans, but audiences of particular interest were local and national media, restaurateurs, employers statewide and all Arkansans ages 18 and up.

The **Healthy Arkansas** program targeted Arkansans of all ages and encouraged them to live a healthier lifestyle by quitting smoking, eating healthy foods and staying physically fit. Our goal was to use media and public relations to motivate people to visit the Web site or call a toll-free number to request behavior changing brochures and the *Better State of Health Guidebook*, a pocket-sized reference for healthy living and resource guide of healthy activities throughout the state. Healthy Arkansas is detailed as a separate case study.

Campaign components have included:

### Materials

- Program brochures
- Brochure holders
- Postage-paid enrollment cards
- Direct mail pieces
- Displays
- Print ads – English and Spanish
- Print ads utilizing governor of Arkansas
- Classified newspaper ads
- Radio spots – English and Spanish
- Radio spots utilizing governor of Arkansas
- Television spots – English and Spanish
- Television spots utilizing governor of Arkansas
- Outdoor boards
- Web site design and production
- Collateral materials
  - Magnets, tote bags, mugs, stress balls, lapel stickers, window clings
- Freestanding newspaper inserts – English and Spanish
- Direct mail consumer postcards
- Consumer training DVD
- Award certificates
- Banners
- Posters
- Podium signs
- Signage
- Media kits
- News releases
- FAQ sheets
- Media advisories
- Speakers kits
- Logo design
- Slogan/tag line development
- Local feature stories

### Media

- Targeted affiliate television
- Targeted cable television
- Radio – English and Spanish
- Internet ads
- Newspaper – English and Spanish
- Direct mail

### Activity/Events

- Public relations
- Strategic planning
- Special event planning
- Campaign launch
- Special event coordination
- Agenda development
- Script and speaking point development

- Event template development
- Facilitate governor's proclamations
- Web site coordination and management
- Media relations statewide
- National media relations
- Program launch
- News conferences
- Advertorial development
- Feature story pitches
- Local feature coverage
- Maintaining budgets
- Focus group research

### Performance indicators

- Increased the number of people with disabilities who are in the workplace
- Calls to toll-free numbers
- Direct mail postcards returned
- Web site hits
- Consumers expressing interest in discount drug program
- Requests for quotes from small businesses
- Enrollees in low-cost health benefits program for small businesses
- Attendees in training programs
- Registration with online registry
- Media coverage

### Program results

- Minimum of one-for-one media match for all programs

### Arkansas Clean Indoor Air Act

- National media interviews with governor and state surgeon general before and after Clean Indoor Air Act launch
- Television and radio on-air appearances after Clean Indoor Air Act launch
- 26,044 Web page visits in first two weeks after launch of Clean Indoor Air Act Web site
- Feature stories placed

### Direct Service Workers (DSW)

- 4,353 Web visits to DSW online registry over five weeks
- 783 applicants established accounts with DSW online registry over five weeks
- 359 consumers established accounts with DSW online registry over five weeks
- Training classes were filled

### ARHealthNetworks

- Enrolled businesses in ARHealthNetworks increased from an average of nine per month to 32 per month during media campaign
- Individuals covered by ARHealthNetworks increased from average of 25 per month to 125 per month during media campaign
- 1,200 visits to ARHealthNetworks Web site in a two-day period during July 2007
- Calls and e-mails to ARHealthNetworks increased approximately 300 percent while media campaign ran