

Promising Practices in Virtual and Socially Distanced Outreach from the Connect for Health Colorado Assistance Network – Fall 2020

Virtual

- Contact customers to see if they have any changes to report and let them know that virtual and/or socially distanced appointments are still available with your organization.
 - Mailers have great success in this time of email overload.
 - Emails, specifically from your work email address, have a larger open rate than those sent from a third party.
 - Try MailChimp for a free, user-friendly email platform to reach your customers. It includes the option to have the sender's work email attached.
- Community events
 - Research what events are still happening virtually in your community.
 - Check in with the event host to see if you can participate in these events.
 - Even if in-person or virtual participation options are not available, talk with C4HCO Outreach or Western Slope Remote Teams staff, as applicable, about becoming a sponsor for these events.
 - Sponsorships may include an option for a short video that your organization could create and provide to the event organizers to increase your personal involvement.
- Creating videos
 - Prepare short videos to share at these events (as mentioned above), on your organization's website or through your or your partner's social media accounts (i.e., on Facebook and Instagram).
 - Smartphones may have better video recording ability than webinar software.
 - Always test the condition of the video before posting; it is very important that the video have good audio quality.
 - Use a microphone or headphones with a microphone for better audio quality. Be intentional with lighting and your background.
 - We have seen more success with videos that are less formal (i.e., two people having a conversation or someone holding the phone to talk to their audience).

- See if your internal Communications Team can add enhancements to the video such as your organization’s logo and any important messages in text at the bottom of the video.
 - If that is not possible, please reach out to your C4HCO channel contact to brainstorm other ideas of how to accomplish this.
 - Videos should be kept very short, usually between 30 seconds to three minutes, maximum five minutes. Shorter videos tend to receive better engagement.
 - Video files should be saved in formats that are easy to share on social media. The best practice is to upload an mp4 file directly to Facebook or Instagram to increase engagement, though you can also upload the video to YouTube and then use the YouTube link to post to social media. YouTube links do work better on Twitter. Suggested video topics include the following: financial help is still available, we are here to help, Life Change Event overviews, upcoming important dates and health insurance literacy information.
- Social media
 - Facebook Live streams
 - Live streams are a helpful way to get information out about your organization and take questions in real-time from customers. You can also share important information for your community (i.e., partnering with public health to get testing or safety information out).
 - These events are good for doing longer presentations and/or dialogues and conversations of generally 10-15 minutes, maximum of 20 minutes.
 - Be sure to also record the stream for later to post on other social media channels.
 - See if you can collaborate with another partner organization to do a Facebook Live so that they can share it via their accounts and you can share it via yours. Your audience size will increase if you can capture that partner’s viewers as well as your own.
 - These can be hosted in both English and Spanish.
 - Create shareable content with key information that partner organizations can easily post on their social media channels. Again, offer to share your partner’s social media posts on your own social media channels, and encourage them to share yours on theirs.
 - Like and comment on your partner’s posts to help reach more potential customers and request your partners do the same on your channels.
 - Post information about your organization’s services to online community help pages that potential customers may be visiting with greater frequency due to the Public Health Emergency (PHE).

- Use SnapChat or Instagram filters to augment videos you record to post on social media.
- Try to always use popular health-related hashtags to further your reach (i.e., #heretohelp, #realpeopleforthewin, #healthinsurance, #getcovered, #COhealth).
- Traditional media
 - Radio
 - Seek additional opportunities on radio, specifically through radio show personalities. Request radio personalities read the advertisement or have you on for an interview.
 - Seek the cost-effective “drive-time” air space for your advertisements.
 - For content, include information on either Open Enrollment or Life Change Events, depending on time of year, as well as what your organization is doing to ensure customers stay safe but are still able to access your services.
 - Reach out to English and Spanish radio stations.
 - Print
 - Provide time-relative content to local newspapers and print media.
 - Research any free/cost-effective online media outlets to which you can submit your content.
 - Newsletters and eBlasts are a great, cost-effective way to spread the word about your organization and the service you offer.
- Partner outreach
 - Ask to attend community partner meetings to share the services you are still offering to drive referrals.
 - Email partners more frequently with resources you are providing and information on important dates, Special Enrollment Periods and how customers can reach you.
 - Reach out to organizations providing emergency services, supportive housing services and services to immigrants and refugees at this time to see if they will include your organization on a list of resources (as these are some of the types of organizations serving those who have seen the greatest impact from the PHE).

Socially Distanced

- Collateral materials
 - Ask businesses in your community such as grocery and hardware stores to allow you to hang up posters or fliers both for customers and for employees.
 - Ask area restaurants and food delivery services to include your fliers in their deliveries.

- Provide materials to drive-up clinics for them to hand out to those that do not have health insurance.
- Partner with organizations, or other departments within your own organization, to provide fliers out to the community in boxes of food from foodbanks or school lunch programs, school supplies being provided to children or other resource giveaways, such as diapers or cleaning supplies.
 - Often these items are collected by individuals driving up to receive them to limit contact.
 - Consider having a staff member on-site to answer questions for customers as they drive through.
 - See if your local radio station is willing to do a live remote event at these giveaways to drive participation and increase the reach of your message.

Note: You should only meet with customers or partners in-person as you feel comfortable and in accordance with local public health guidelines.