



# ***The Net Benefit***

Access to Health Care Toolkit  
October 2018



**Missouri** Foundation  
for **Health**

*a catalyst for change*

When we have access to health care, we all see ***The Net Benefit***. Children are healthier and better prepared to learn; adults are able to lead healthy, productive lives; people with disabilities are more likely to live independently and outside of costly institutional care; and communities thrive.

We created ***The Net Benefit***, a nonpartisan education campaign, because we know that when Missourians' basic needs are not met, their health is negatively impacted. We want to continue to **educate Missourians about how taking care of our residents who need help most leads to stronger communities and a stronger state.**

This toolkit is designed to help you incorporate this important message as health care is top of mind - heading into open enrollment, as well as during Mental Illness Awareness Week, National Healthcare Quality Week, and American Diabetes Month. In the following pages, you'll find:

- **Core messages** that provide the building blocks to incorporate health campaign messages into your outreach;
- **A social media tip sheet** with ideas to infuse **#TheNetBenefit** messaging through your social media channels;
- **A template blog post or newsletter** to share with your networks;
- **Template op-ed** language to amplify ***The Net Benefit*** message through a health care professional in your community; and,
- **Story collection** guidance.

We have also prepared a [one-pager](#) that explains the programs and local support that make access to health care possible in Missouri.

Please contact Courtney Stewart ([CStewart@mffh.org](mailto:CStewart@mffh.org)), Vice President of Strategic Communications, Missouri Foundation for Health, with any questions or ideas to promote ***The Net Benefit*** message.

Visit [www.TheNetBenefit.org](http://www.TheNetBenefit.org) to learn more.

## Core Messages

Missouri Foundation for Health developed the following messages to help you communicate how taking care of Missourians' health leads to stronger communities and a stronger state. We hope this set of messages is a useful tool in your communications, whether that's through presentations, social media outreach, or interviews with local media.

- Missourians are connected to the health care they need to lead healthy lives through a variety of local, state, and federal programs, dedicated professionals, volunteers, and community organizations. When Missourians have access to care and resources that help them meet their needs, they have the opportunity to live up to their potential and pursue their dreams, bringing limitless value to their communities and to our state.
- We know how important it is for our kids to have access to health care. When they are healthier, they are better prepared to learn and grow. And ultimately, they are more likely to become productive, healthy, independent adults.
  - Medicaid provides vital coverage for children—including those with special needs—who otherwise wouldn't be able to get the care they need to grow and thrive.
  - In 2016, more than 965,000 Missourians were enrolled in MO HealthNet, the state's Medicaid program, and able to receive affordable health care. Medicaid enrollees include working families, older adults, and people with disabilities.
  - In Missouri, the Children's Health Insurance Program (CHIP) provides health insurance to children from families who are working hard to get by. CHIP covers about 80,000 low-income children under 19 years of age whose families earn too much to qualify for Medicaid services.
- Our littlest Missourians' health in their early years is essential to their development as they grow. Nutritional support from WIC helps give our children a strong start in life. Children who are healthy have a greater chance of growing up to be thriving adults who contribute to and build our economy.
  - More than 118,000 Missourians participate in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) as of March 2017, which provides affordable, nutritious food for pregnant women and mothers with children age 5 and under. Forty-nine percent are children, 25 percent are infants, and 26 percent are women (2014). Of the Missouri women participating in WIC, 41 percent are pregnant, 37.3 percent are postpartum, and 21.7 percent are breastfeeding.
- Medicaid helps seniors stay in their homes and covers people with disabilities so they can afford their care. When seniors and people with disabilities receive aid, they are more likely to live independently and outside of costly institutional care.
- Local hospitals, community health centers, and medical providers are supported by state and federal programs. This support is critical for health care systems across our state and to increase access to care for all residents.
- When Missourians don't have access to health care, their costs for medical treatment are passed on to everyone else. It could be in the form of higher insurance premiums or more uncompensated care. That does nothing to improve anyone's health and means we all pay a higher price.

# Social Media Tip Sheet

We know that social media is an important tool in reaching your networks. We have prepared sample social media posts that you can use as they are, or edit as you see fit. We encourage you to personalize the content so that it fits your voice. We have also provided graphics to accompany these posts.

During the months of October and November, there are several relevant health-related moments you can tap into, including:

- Mental Illness Awareness Week: October 7-13
- National Healthcare Quality Week: October 21-27
- Breast Cancer Awareness Month: October
- American Diabetes Month: November
- Open Enrollment Period: November 1-December 15

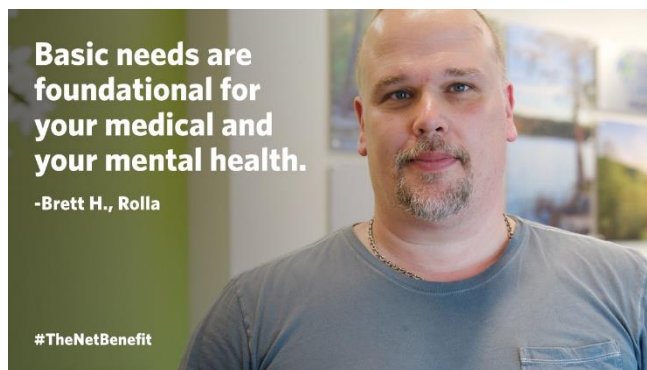
## Get Started

- **Follow Missouri Foundation for Health (@MoFoundHealth) on [Twitter](#) and [Facebook](#) to get the latest information about the campaign.** We will also share campaign messages and images that you can retweet and share with your networks.
- **Use the #TheNetBenefit hashtag in your posts.** That way you can be part of the conversation with partners across the state.

## Sample Social Media Posts and Graphics

### Post during Mental Illness Awareness Week (10/7-13)

This month, we're recognizing the role mental health plays in our overall health. Missourians must have access to care, including mental health services, to lead a healthy life. When we look out for one another, we all see #TheNetBenefit.



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### Post during National Healthcare Quality Week (10/21-27)

During #HQW2018, we want to recognize the dedicated health care professionals across Missouri. These individuals – from nurses and doctors, to front-office staff and clinic volunteers – are critical to the health of our people, our communities, and our state. #TheNetBenefit



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Post during Breast Cancer Awareness Month (October)

During #BreastCancer awareness month, we're reminded that when we have access to preventive care to help us lead healthy lives, and critical health services in times of need, we all see #TheNetBenefit



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Post during American Diabetes Month (November)

Our neighbors need access to treatment for chronic illnesses like #diabetes. When they don't have access, their costs for medical care are passed on to everyone else. We owe it to each other to ensure everyone has access to the care they need. #TheNetBenefit



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Post around open enrollment (11/1-12/15)

When everyone has access to health care, we all see #TheNetBenefit. If need health insurance, @CoverMissouri has experts to help you figure it all out. If you want to be covered in the new year, sign up by Dec. 15.



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# Template Materials

We have provided the following template materials to give you fresh content as health care is top of mind this fall. Use each material as is or personalize the language so it best meets your needs.

## Develop and Distribute a Blog Post or Newsletter

Your organization's blog or newsletter can be a great way to communicate *The Net Benefit* message. Check out this sample post for inspiration and adapt it based on your organization's expertise and the audiences you reach. The more you can localize the blog post, the more it will resonate with readers.

### Template Blog Post

Our communities are only as strong as our people. And our people—our friends, families, and neighbors—are strong when they have access to the health care they need to live healthy lives. This is true no matter who you are or where you live.

For many families across the state, we know access to health care is often top of mind. Whether you're managing a chronic condition or considering your health insurance options as this year's open enrollment period approaches, we know how important access to quality health care is to your peace of mind.

[Insert an example—such as a story or local data point—illustrating how you've seen people thrive because of access to health care.]

Missourians are connected with the resources they need to live healthy lives through a variety of local, state, and federal support programs, dedicated professionals, volunteers, and community organizations. State and federal programs such as Medicaid, the Children's Health Insurance Program, and WIC are critical to meet the health care needs of our neighbors. It takes all of us, working together toward the betterment of our people, to make our communities and state stronger.

No matter who you are or where you live, everyone should have the same opportunity to pursue their dreams. When our neighbors have access to the health care they need, they are able to live up to their potential—bringing limitless value to their communities and to our state. When we look out for one another, we all see ***The Net Benefit***.

Learn more at [www.TheNetBenefit.org](http://www.TheNetBenefit.org).

## Work with a Health Care Professional to Submit an Op-Ed

Another way to share information about ***The Net Benefit*** is to pitch an op-ed in partnership with a local health care professional, such as a school nurse or local clinic volunteer. What follows is an op-ed template written from their perspective, which lends a trustworthy voice to ***The Net Benefit*** messages. Identify a health care professional to author this piece and promote the importance of access to health care.

### Template Op-Ed

#### Committed to Helping Our Neighbors Thrive

Every day, I see first-hand the critical role that access to health care plays in the lives of Missourians. When families in [insert community name] have access to health care, we all see the net benefit. Children are healthier and better prepared to learn; adults are able to lead healthy, productive lives; people with disabilities are more likely to live independently and outside of costly institutional care; and our community thrives.

Here at [insert name of school/clinic/organization], we are committed to [insert examples of services provided by your practice, why they are so important, and the difference you've seen these services make in the lives of your neighbors]. And as the open enrollment period for health insurance approaches, we are reminded how these services give families access to care to meet their needs, and in turn the opportunity to live up to their potential.

Missourians are connected with the resources they need to live healthy lives through a variety of local, state, and federal support programs, dedicated professionals, volunteers, and community organizations. State and federal programs are critical for local organizations like ours to meet the health care needs of all our neighbors. Medicaid provides vital coverage for children, seniors, and individuals with disabilities, and the Children's Health Insurance Program provides health insurance to kids from families who are working hard to get by. It takes all of us, working together toward the betterment of our people, to make our community and state stronger.

No matter who you are or where you live, everyone should have the same opportunity to pursue their dreams. When our neighbors have access to the health care they need, they are able to live up to their potential—bringing limitless value to their communities and to our state. When we look out for one another, we all see the net benefit.

# Collect Stories to Highlight What Missourians Need to Lead Healthy Lives

Missouri Foundation for Health is collecting stories from across the state to convey what it really means to help Missourians in need. We want to amplify the voices of Missourians who have been supported by or interacted with this network of services. Doing so allows us to raise the voices of people who are working to live up to their potential, bringing limitless value to their communities and to our state. We appreciate your help collecting stories that tell the story of ***The Net Benefit***.

## What We Want to Showcase

- How Missourians have found support in times of need—past or present.
- How communities are strengthened when their individual members are lifted up.
- The role of community leaders (such as food pantry directors, faith leaders, volunteers, teachers, school administrators, etc.) who are helping their neighbors access food, shelter, health care, and economic supports and can speak to the importance of these supports in building strong communities.

## Two Ways to Collect Stories

1. Hold conversations yourself. Then, share your stories with Daniel Waxler, Missouri Foundation for Health Communications Officer, by email: [DWaxler@mffh.org](mailto:DWaxler@mffh.org). Additional details are below.
2. Refer people to [www.TheNetBenefit.org](http://www.TheNetBenefit.org), which includes a form to “share your story.”

## Questions to Ask

- What is your biggest concern for your health and/or well-being?
- Is there anything getting in the way of leading a healthy life? How can you eliminate these obstacles?
- How have you been supported by local, state, and/or federal support systems in your life?
- What role do these support systems play for your family? Your friends? In your community?
- Tell me about a person or organization that has made a difference in your life and for your health.

## Additional Information That is Important to Collect

- Full name
- Hometown
- Contact information (phone and/or email)
- If possible, photo(s) of individual