

Protecting Health Reform in Connecticut

Message Framework and Strategy

CORE MESSAGES

We cannot go back to a day when:

- Insurance companies denied coverage because of a pre-existing condition, like breast cancer or diabetes.
- Women paid more than men for the same health insurance coverage.
- Preventive care services like mammograms were out of reach, and early detection of critical illnesses was delayed, often until it was too late.
- Insurance companies raised rates without justification.

Connecticut Residents are Benefiting Every Day:

- More than 250,000 Connecticut residents have received quality, affordable health coverage through Access Health CT. This means they have access to—and have started using—important benefits like doctor visits, prescriptions, preventive care and more.
- Every Connecticut resident can no longer be denied coverage for a pre-existing condition, or have an annual or lifetime cap on their care.
- Connecticut residents with pre-existing conditions such as asthma, cancer or diabetes no longer have to worry about being denied coverage or being charged higher prices because of their health status or history.
- More Connecticut residents than ever before have mental health and substance use disorder benefits.
- Young adults in Connecticut have gained health insurance because they can now stay on their parents' health plans until age 26.
- More Connecticut children now have dental health benefits, including cleanings, check-ups, and fillings.

MESSAGE TIPS

- Lead with positive messages when proactively discussing the ACA and/or reforms in Connecticut.
- Remind the listener/reader that these gains are not guaranteed forever, and we must make our voice heard to protect the benefits Connecticut residents deserve.
- Make it personal. Tell stories about those who are benefitting and what it means in their lives.
- Reiterate the point that reforms in Connecticut benefit everyone, not just the uninsured.

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Activation Toolkit

SOCIAL MEDIA

We encourage you to share these messages through your social media networks. Social media is public-facing, which affords two benefits: 1) reaching new audiences and 2) joining and influencing existing conversations about the Affordable Care Act.

When posting to Twitter or Facebook, please use the hashtag **#ACAworks**. Initial research suggests that a conversation is happening with this hashtag. If you want to specify CT, please write it apart from the hashtag: "**#ACAworks for CT**". Where appropriate, mention **@AccessHealthCT** in your tweet.

Here are some sample tweets to inspire you:

- **#ACAworks** in CT: Young adults can stay on their parents' health plans until age 26
- 250,000 residents now have access to doctor visits, prescriptions & more thanks to coverage thru **@AccessHealthCT #ACAworks** for CT
- We can't go back to a day when women paid more than men for the same health coverage **#ACAworks** for CT
- Don't think **#ACAworks** for CT? More residents have **#mentalhealth** & substance use disorder benefits than ever before
- VIDEO: Moving story from Chris' about how the ACA saved her life. <http://ow.ly/BM2KB> **#ACAworks** for CT

TELLING STORIES OF SUCCESS

Research shows that telling stories of real people who have benefitted from the Affordable Care Act and/or successfully enrolled in their state Marketplace best communicate the importance of reforms. As you are collecting stories, consider the following:

- Ensure the story pulls you in as a listener and that the speaker follows a clear narrative. Are specific health needs addressed as a result of enrolling? How has having insurance changed their life?
- Make sure the story is accurate. Confirm that their plan is a part of the Exchange, ask their income if they are eligible for financial assistance, and ask about details of the person's life.
- Ask for details that can help others identify with the story – for example, do they have any health needs that insurance has helped them with?
- Seek specific examples of how new health coverage has improved their quality of life.
- You may have to ask some sensitive questions about their worries before health insurance and how they managed to get through illnesses, along with questions about household income to confirm that they are eligible for financial assistance, if applicable.