



10 Tips for Putting Public Service Announcements (PSAs) to Work

PSAs can help partners enhance their outreach and education efforts and are great tools for spreading the word about the availability of free and low-cost health insurance. They include a call to action on how to get eligible children enrolled. PSAs must be on donated or free airtime; they cannot run on any paid media or be used as paid commercials.

Here are 10 ways you can use PSAs to get the most out of your outreach efforts.

- 1. Go online and share through your social networks.** Post a TV PSA on your organization's website, blog, Facebook page, or YouTube channel and promote it to your networks by sending out the link via email or Twitter. Encourage your followers and partners to post it on their own page, or to tweet it, along with their own encouraging messages about Medicaid and CHIP.
- 2. Use a radio PSA as your "on-hold" telephone message.** Play a PSA recording on your office phone so callers get this helpful information when they're on hold. Encourage area organizations and businesses, specifically those that interact with the families you are trying to reach, to do the same.
- 3. Enlist your community partners.** Ask schools, health care providers, state and county social services agencies, and other organizations to play PSAs on their public address systems, in waiting rooms or during their community outreach events and activities.
- 4. Connect with Hispanic businesses, civic and community organizations.** Use Spanish-language PSAs to introduce your organization, and the importance of Medicaid and CHIP, to Hispanic groups and businesses in your community. Connect with the Hispanic Chamber of Commerce in your city. Spanish-language newspapers can help identify active local groups that can play PSAs or events where it could be featured. Once you connect with an organization, ask members to share PSAs by posting on their website and sending links out via listservs or social media.



- 5. Engage local businesses.** Ask drug stores, pharmacies, retail clinics or supermarkets to include PSAs on their in-store soundtrack, digital billboards/signage, or video monitors. Smaller chains are more likely to have control over what they can play than national chain stores.
- 6. Contact local movie theaters.** Ask your local movie theaters to play a TV PSA before the previews or in the theater lobby. Some communities sponsor free outdoor movies during the summer; ask organizers to play the PSA beforehand. Many theaters, including those owned by large national chains, will rotate static ads from local businesses before the start of the previews. If the theater isn't able to play a TV PSA, ask if they can project a stationary image that provides basic information about Medicaid and CHIP and a local phone number or website. Connecting Kids to Coverage National Campaign materials can also be **customized** with your local information.
- 7. Play at your next community event.** If there is a video screen or sound system, ask the event organizer to play a PSA throughout the event as part of the music soundtrack. No sound system? Play at your own booth on a laptop or stereo.
- 8. Reach parents through schools.** Play the PSA at PTA meetings or Back-to-School parent nights, if televisions are available. It may also be possible to play a radio PSA before school events, such as plays, concerts or sporting events. The Connecting Kids to Coverage National Campaign materials can be used as handouts at these events.
- 9. Contact your local sports teams:** Ask local sports teams to play PSAs during breaks such as half-time or the seventh inning stretch. Think about both big and small venues. Local high school teams, particularly in schools eligible students are likely to attend, are great starting points. You can also contact college and professional teams.
- 10. Customize the PSAs with your local information.** Ask your local radio station to read the English or Spanish radio PSA script live on air and customize it with your organization's contact information. If you are partnering with a media outlet for an event, ask if they will read the script in the days leading up to and after the event. Some radio and television stations also create their own PSAs for a causing using their own on-air talent. Stations are more likely to use the PSA if they're already supporting the cause—and if they are not yet supporting your efforts, get them involved!

Template materials to assist with PSA outreach, such as live read scripts and a sample letter for partners, are available on InsureKidsNow.gov.