

NAHU's Health Insurance Awareness Week Guidebook



2010

HEALTH INSURANCE AWARENESS WEEK

Overview:

The number of Americans without health care coverage has grown to over 45 million and continues to rise. Increasing health care costs discourage individuals and businesses from purchasing health care coverage that is so direly needed by all Americans. Action is needed to inform and insure those who risk living without health coverage.

As leaders in the health insurance industry, we have an obligation to educate consumers, policymakers and the media about the importance of having health insurance and the role of the health insurance professionals. If we do not tell our story about the value we bring to the lives of others, no one else will.

We can tell our story by putting on a successful “Health Insurance Awareness Week”. This is your opportunity to highlight health insurance products, educate the public on how these products work and demonstrate the importance of working with health insurance professionals.

NAHU is committed to helping to resolve the issue of Americans living without adequate health care coverage and to that end will assist NAHU state and local chapters host a “Health insurance Awareness Week” designed to educate, encourage, and assist consumers in finding affordable health care coverage.

As your year starts as a NAHU leader, you need to begin planning this important event. This event will take a lot of effort to put together but will reap many rewards by providing the people in your community the opportunity to learn more about health insurance and get answers for their health insurance questions from experts in the field.

Purpose:

- Raise awareness about the growing issue of the uninsured
- Create positive media exposure
- Give consumers free and immediate answers about the various types of health care coverage and health care providers
- Emphasize the role of health insurance agents
- Expose members to a diverse cross section of consumers
- Present NAHU and its mission/vision to the community at large

Organization and Implementation:

1. Determine the target audience for the event.
2. Put together a planning/events committee. Get as many members to participate as you can. You may need to establish working groups or subcommittees to plan activities.

3. Set a date to get the most visibility. (May or June seems to work well)
 - A. Establish a timeline and a task list. You should give yourself at least 4 months to put together a stress free and successful event.
4. Determine what kind of events you want to put on.
 - A. Educational classes.**
 1. You can have your association put on educational classes held by industry leaders in your area. Such as (need specific examples).
 2. These classes should address timely issues in our industry that will prompt consumers and the media to attend.
 3. The classes need to be held in a central location that will encourage good attendance.
 - B. Draft media materials (editorials, press releases and media advisories).**
 1. Compile a list of potential issues that you think the public would be interested in learning more about, such as (insert topics).
 2. Target local publications that you want to have run these articles..
 3. Find industry leaders to write these articles.
 4. Submit these articles to your target media list.
 - C. Put together a booth in a busy traffic area to promote your event.**
 1. Find a location that will give you good exposure by onlookers. (Mall, Fair, etc ...)
 2. Line up volunteers to work different shifts to man the booth.
 3. Gather material from NAHU and other industry outlets to promote health insurance. (The role of the agent brochure, product brochures, articles, videos, etc.)
 4. Have your volunteers pass out material, play a video regarding health insurance and answer questions from the public.
 5. Do free medical screening to increase attendance.
 - D. Work with other like-minded organizations to put together a successful campaign.**
 - E. Any other ideas, be creative.**
5. Put together a proclamation to have your governor or mayor to sign. This makes the event official. Try and get a photo with your members present at the signing.
6. Market your event.
 - A. Send a media advisory to local media to announce the event. Follow up with media to encourage participation.
 - B. Send press releases to local media the day of the event and include releases in your press kit.
 1. All of these media outlets have free air time that will help you promote your event.
 - C. Get a spokesperson from your association to be interviewed on radio or television to promote the event.

- D. Publicize event to local residents by posting flyers at insurance offices & other public places.
7. Document the success of your event and take pictures.
 - A. Put together a binder to pass on to your successor so you don't have to start all over again next year.
 - B. These documents will help you apply for NAHU awards.
 8. Have Fun.