

## DC Health Benefit Exchange Communications and Outreach Activities

Q1 2013	Q2 2013	Q3 2013	Q4 2013
<p><b>MAJOR ACTIVITIES:</b></p> <p><b>Communicate</b> policy decisions and other news</p> <p><b>Market research</b> conducted on:</p> <ul style="list-style-type: none"> <li>• Market segments</li> <li>• Brand, logo, tagline</li> <li>• Message frame</li> <li>• Message platforms</li> </ul> <p><b>Community outreach</b> begins including:</p> <ul style="list-style-type: none"> <li>• Speaking engagements</li> <li>• Meetings with stakeholders</li> <li>• Agency outreach</li> <li>• Council outreach</li> <li>• Meetings with community leaders</li> <li>• Communications Summit (2/12)</li> </ul>	<p><b>MAJOR ACTIVITIES:</b></p> <p><b>Community outreach</b> continues</p> <ul style="list-style-type: none"> <li>• Engage partners</li> <li>• Provide collaterals</li> <li>• Co-sponsor events</li> </ul> <p><b>Collateral material</b> is developed based on research in Q1.</p> <p><b>Creative development</b> begins based on research in Q1.</p>	<p><b>MAJOR ACTIVITIES:</b></p> <p><b>Paid media</b> campaigns launched</p> <p><b>Community stakeholders</b> link events to media campaigns</p> <p><b>Collateral materials</b> reinforce message of paid media</p> <p><b>Research</b> evaluates effectiveness of campaigns; identifies tweaks</p>	<p><b>MAJOR ACTIVITIES:</b></p> <p><b>Paid media</b> campaign continues with new messages emphasizing call to action.</p> <p><b>Community stakeholders</b> also shift messages and efforts to focus on enrollment.</p> <p><b>Collateral materials</b> focus on call to action messages.</p>