



Government of the District of Columbia
Vincent C. Gray, Mayor



Health Care Reform & Health Insurance Exchange

Communications Subcommittee Minutes **Health Reform Implementation (HRIC) Committee**

Meeting held September 7, 2011
At the Department of Health Care Finance
899 North Capitol Street, NE
Conference Room 6129

Call to Order

Dorinda White, presiding chair called the meeting to order at 2:00 p.m.

Attendees

Dorinda White (Chair), Reggie Sanders, Phyllis Jones, Michelle Phipps-Evans, Malhori Issacs, Tanya Bryant

Background

The meeting opened with a review of the Health Reform Implementation Committee's structure as established under the 2011 Mayoral Order, #2011-106. In 2011, the HRIC started with the executive committee and three subcommittees as listed below. A fourth subcommittee has been added; and it is the Communications one.

- Executive Committee – chaired by Director Turnage of the Department of Health Care Finance
- Eligibility and Medicaid Expansion Subcommittee –chaired by Director Berns of the Department of Human Services
- Insurance Subcommittee – chaired by Commissioner White of the Department of Insurance, Securities and Banking
- Health Delivery System – chaired by Dr. Akhter, Director of the Department of Health

It was also mentioned that several activities took place under the original Consumer Outreach Subcommittee that was established under the 2010 Mayoral Order. They included the creation of www.healthreform.dc.gov; public meetings that were held on

August 19 at the Benning Neighborhood Library, September 16 at One Judiciary Square and October 25 at the Martin Luther King Jr. Memorial Library; the development of flyers to drive various stakeholders to the health reform-related website; and an aggressive outreach to get additional residents to sign up for the Pre-Existing Condition Insurance Plan or the high risk pool.

Communications Subcommittee Structure

The members discussed whether or not the Communications Subcommittee should be open to the public or limited to only the public information officers (PIOs) from the agencies that make up the HRIC. It was decided that the recommendation from the subcommittee would be to have open meetings and that the PIOs would have a separate monthly conference call.

Update/Status of Communications and Outreach

The HRIC has been hosting public meetings throughout the District to gather input from the residents on the health reform implementation process and the creation of the health insurance exchange. The committee is working on scheduling public meetings in Wards, 1, 4, and 6. Also, it was suggested that the committee looked at hosting a public meeting for the Latino community during Hispanic Heritage Month, Sept. 15 – Oct. 15. Below is a list of upcoming and already-held public meetings in 2011.

Public Meeting Schedule

Event	Date	Time	Location
A One City Insured Ward 4 Health Insurance Exchange (HIX) Public Meeting	Wednesday, September 28	6:30 pm to 8:30 pm	People's Congregational United Church of Christ, 4704 13 th Street, NW
A One City Insured Ward 4 Senior Health Insurance Exchange (HIX) Public Meeting	Tuesday, September 20	10:30 am to Noon	Hattie Holmes Senior Wellness Center, 324 Kennedy St., NW
Ward 8 One City Insured Public Meeting	Wednesday, August 31	6:30 pm to 8:30 pm	Thurgood Marshall Academy Public Charter High School 2427 Martin Luther King Jr. Ave., SE
A One City Insured Public Meeting: Health Insurance You Can Afford in Ward 7	Thursday, July 21	6 to 8 pm	Pennsylvania Avenue Baptist Church, 3000 Pennsylvania Avenue, SE
Stakeholders' Exchange Planning Meetings: Small Businesses and the Exchange	Wednesday, June 29	6 to 8 pm	West End Library, 1101 24th St., NW.
Stakeholders' Exchange Planning Meetings: Governance	Tuesday, June 21	3 pm to 5 pm	Cleveland Park Library, 3310 Connecticut Ave., NW

of the Exchange			
Stakeholder's Public Exchange Planning Meetings: Goals and Structure of the Exchange	Wednesday June 15	3:30 pm to 5:30 pm	Martin King Luther Jr. Memorial Library 901 G Street NW Room A-5 Washington, DC

Also, the HRIC has developed a resident survey for residents to provide input on the creation of the Health Insurance Exchange.

The Communications Subcommittee decided that it would continue to use various venues to promote the outreach activities of the HRIC. These venues included:

- Local, community-based newspapers (e.g. *The Washington Post*, *The Washington Informer*, Capital Community News publications, *Senior Beacon* etc.)
- Community List Servs and Bloggers
- Social Media Tools (e.g. Facebook, Linked In, Twitter)
- Public Service Announcements on local radio and television stations
- Government Agencies' crawlers and offices
- Mayor's and District Councilmember's Constituent Services Offices
- Resident Mailers
- Flyer distributed at neighborhood locations (e.g. Safeway, Giant, daycare centers, schools, faith-based organizations, community-based organizations including the Advisory Neighborhood Commissions, etc.)
- Calendar Listings, and more.

The committee also reviewed additional strategies for outreach. They included "JumboTrons" at local sport venues, listening tours, person in the van with a public address system, and SMS text messaging tools.

Discussion

The committee will create timeline on a spreadsheet to keep track of all of the various activities to be completed. Michelle Phipps-Evans has a template that the committee can review.

The committee agreed to review www.healthreform.dc.gov to see what changes could be made to make it more user friendly. In addition, the committee has indicated that it would like to receive statistics on the website. Specifically, it wants to know which pages get the most hits, are viewed for the longest time, etc.

Action Items

- Put together an activities template
- Have conference call two weeks before the next meeting

- Dorinda White will send meeting announcements electronically
- Members will add links to www.healthreform.dc.gov to the front pages of their agencies' websites
- Michelle Phipps-Evans will send a copy of the 2010 Communications Plan to the Communications Subcommittee members for review

Next Meeting

Reggie Sanders agreed to host the next Communications Subcommittee Meeting on Wednesday, October 5 at 2 p.m. at the Department of Human Services, 64 New York Avenue, NE.

Meeting adjourned at 3:00 p.m.