

Department of Health & Humans Services
Centers for Medicare & Medicaid Services
Room 352-G
200 Independence Avenue, SW
Washington, DC 20201



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Today, CMS launched its Moms outreach and education campaign. Please feel free to share the Ad link, blog and materials below with your appropriate partners and stakeholders via listserv notifications.

Links:

Yahoo News Story: <http://news.yahoo.com/obamacare-outreach-to-moms-214130529.html>; [ylt=AwrBJSDPGPJSPkgAcw_QtDMD](http://news.yahoo.com/obamacare-outreach-to-moms-214130529.html?ylt=AwrBJSDPGPJSPkgAcw_QtDMD)

Moms ad campaign video: <https://www.youtube.com/watch?v=j9dvz-Vf59U>

Blog Dr. Nancy Lee: <http://www.hhs.gov/healthcare/facts/blog/2014/02/peace-of-mind-for-moms.html>

General Moms blog: <https://www.healthcare.gov/blog/marketplace-coverage-means-peace-of-mind/>

General Spanish Blog: <https://www.cuidadodesalud.gov/es/blog/marketplace-coverage-means-peace-of-mind/>

Twitter: <https://twitter.com/HHSGov/status/431081424037232640>

Facebook:

<https://www.facebook.com/HHS/photos/a.577318915631772.1073741828.573990992631231/704741616222834/?type=1&theater>

Moms as messengers research: <http://marketplace.cms.gov/exploresearch/mothers-as-messengers.pdf>

Washington— The Centers for Medicare & Medicaid Services (CMS) issued the following joint statement today from Julie Bataille, director of CMS Office of Communications:

“As part of our sustained, aggressive outreach to uninsured young adults, we have launched a new television ad targeting Moms of young adults - to help raise awareness about new affordable health coverage options available for them in the Health Insurance Marketplace. Young adults see their Moms as a trusted information source, and the purchase of health insurance is important to mothers with adult children and to young adults themselves. This ad is one more way we are working to reach young adults in ways that will motivate them to sign up for new affordable coverage.”

Background:

- The ads will air nationally on Lifetime, ABC Family, Hallmark, Country Music, Channel, TV Land, and Oxygen. The ad launched on January 27th. Consumers can expect to see this ad through the end of the Open Enrollment period on March 31.
- HHS's overall education and outreach effort includes a mix of paid media as well as grassroots events and enrollment activities across the country with a particular focus on reaching young adults so that they know there are new ways for them to access affordable health insurance coverage that fits their needs and budget.

- Working in partnership with groups including Mom's Rising, Raising Women's Voices, and The Asian Women for Health, we are reaching on the ground networks and hosting events to reach Mom's and their young adult children.

Examples include:

- In February, Mom's rising is setting up living room conversations in Orlando, Miami, Houston, Dallas, Austin, San Fran, Oakland, San Diego, Raleigh, Seattle, and Detroit.
- Mocha Moms are setting up ACA Enrollment Roundtables in Northern NJ, Atlanta, Houston, Detroit and Miami throughout the month of February.

Past examples of outreach include:

- Mocha Moms hosted ACA Webinar on Wednesday, January 29.
- In July, CMS held a Google Hangout with MomsRising that shared personal stories about how the health care law will help moms and their families.
- The Secretary was a guest speaker at the BlogHer Network which includes mommy bloggers.
- CMS staff helped to educate moms about the Marketplace at the Women's Expo in Cincinnati, Ohio.
- HHS staff participated at a health conference at the Delaware County Intermediate Head Start targeted to parents. The audience of moms and grandmothers was provided information on the Marketplace and in many cases they began the enrollment process.
- In Phoenix, assisters had a Halloween festival hosting community resources for consumers.
- Attending community events and state fairs to include the Texas, Arizona, and Georgia State Fairs, and the Miami NBC Health and Fitness Expo.

Moms Champions for Coverage (examples):

- National Healthy Mothers, Healthy Babies Coalition (HMHB)
- MomsRising
- WomenHeart
- Raising Women's Voices
- National Council of Jewish Women (NCJW)

Moms Social Media content:

- Mom jeans are great—but health insurance is better. #GetCovered at www.HealthCare.gov today!
- Mom tattoos are sweet, but she'd probably prefer you had health insurance. #GetCovered at HC.gov today!
- #GetCovered vs. #GetInked? No competition: www.HC.gov.
- Show your love with a visit to HealthCare.gov instead of a mom tattoo:
- Make your mom happy—#GetCovered today: www.HealthCare.gov
- Share this far and wide—#GetCovered, and you'll probably be making Mom happy: www.HealthCare.gov
- Important: Remind your son or daughter why they need to #GetCovered and visit www.HealthCare.gov. <http://www.youtube.com/watch?v=j9dvz-Vf59U>

- Make sure your kids know that affordable health coverage can be just a click away: www.HealthCare.gov, <http://www.youtube.com/watch?v=j9dvz-Vf59U>
- Get health coverage for your kids off your worry list—point them to www.HealthCare.gov today! <http://www.youtube.com/watch?v=j9dvz-Vf59U> #GetCovered