

CRITICAL CONDITION: Uninsured in America

Two Year National Outreach Campaign: 2007 - 2008

Designed and managed by Outreach Extensions (OE), the CRITICAL CONDITION National Outreach Campaign highlights issues surrounding health care, national policy, and economic development, while at the same time promoting public television's history of presenting stories about timely issues and underrepresented communities. This strategic public awareness campaign will engage communities and heighten the visibility of health care policy during the run-up to the 2008 presidential election. A national consulting firm founded in 1992, OE has developed and implemented solution-based media outreach campaigns that extend the impact of documentaries beyond television into local communities. OE pioneered the leveraging of local public television stations' multiplatform media assets as part of outreach campaigns in association with the broadcast of a national television documentary or series.

I. Phase One: *Making Connections* Sites (2007-2008)

Funded by The Annie E. Casey Foundation (AECF) Phase One targets its *Making Connections* sites, including their collaborative work with public television stations. Projects raise awareness, expand public dialogue, and play a catalytic role in presenting local issues and solutions.

***Making Connections Hartford* (MC-H) and Connecticut Public Television (CPTV)** collaborated on a multiplatform outreach project entitled *Critical Condition-Focus on Connecticut*. Statewide outreach elements include new productions:

- A 30-minute local television documentary
- Live one-hour, televised town meeting; panelists include experts, policymakers, community members
- Videostream documentary and town hall on Web site (reach: one million)
- Radio profiles and features created for WNPR (public radio station)
- Brief vignettes, broadcast between programs, highlight key information and stakeholders

CPTV and its public radio station WNPR serve the entire state of Connecticut, reaching an estimated 750,000 television viewers and more than 180,000 radio listeners each week. Print reached 430,000. Local/statewide broadcasts were June 2008; rebroadcasts will coincide with the premiere broadcast of CRITICAL CONDITION. A DVD of the 30-minute documentary and town meeting will be made available to organizations statewide for discussion and action planning.

***Making Connections Indianapolis* (MC-I) and WFYI** – Working in collaboration with *Making Connections*, WISH TV (CBS affiliate), and various state/city coalitions, public TV station WFYI produced and broadcast a town hall on challenges/barriers and solutions to health insurance for different populations. The May 8, 2008 broadcast preceding the state's May primary election was designed to build awareness and broaden discussion. The town hall engaged policymakers, health care practitioners, advocates, and the business community.

- WFYI and WISH-TV advanced an innovative community strategy that reached a statewide audience of 1.4 million.
- WFYI offered the program to all Indiana PBS stations, reaching 99 per cent of homes in the state.
- MC-I staff offered screenings in its target neighborhoods for planning and action.

***Making Connections San Antonio* (MC-SA)** in collaboration with **KLRN** is producing a broadcast town hall, scheduled for September 18, 2008, which will deliberate challenges and solutions to health issues for families, children, and seniors. The station will provide a phone bank in its studio staffed by professionals in the field of community health resources and services. The town hall program will be videostreamed on KLRN's Web site. Three solution-based vignettes, to be produced by fall 2008, will be shown at the town hall meeting, aired on KLRN, and made available to local resource organizations on September 25, 2008. Project impacts are to: 1) empower residents about access to health care; 2) be inclusive; and 3) offer resources to sustain the effort within the community.

- Total projected reach is 609,600 through broadcast, events, Web site, promotion, and partner activities.

***Making Connections Providence* (MC-P)** – Working in partnership with state legislators and other elected officials, and community based and policy organizations, MC-P will use CRITICAL CONDITION to build awareness and public will that will influence decision making to prevent families from losing needed health benefits at three community forums. Working with MC-P, Rhode Island PBS will televise a one-hour town hall

that will focus on the recommendations of Mayor David Cicilline's Task Force on Work, Poverty, and Opportunity.

- 415,000 people are expected to be reached and engaged through project activities: broadcast, community events, and DVD distribution to nonprofit groups.
- Strategic community forums will feature both CRITICAL CONDITION and the town hall production.

Milwaukee, WI – One of the responses that the State of Wisconsin has devised to provide health care to the uninsured is a program called Badger Care, which helps low income working families with children. Milwaukee Public Television (MPTV) will produce a 30-minute documentary, *Critical Condition & the Wisconsin Prescription*. The local documentary speaks to the need (access to health care) across the spectrum and shows what kinds of support is available in Wisconsin. Though the state does not have a comprehensive health care plan for every citizen, in many ways it is in the vanguard when it comes to meeting the needs of its citizens. During the half hour we meet a variety of people with different health care needs and look at how they are working through their challenges. It will explore how families respond to health care crises, obtain preventive care, as well as navigate the maze of health care providers available to them. At least one of the families will come from the *Making Connections (MC)* neighborhood; another will be a Latino family identified through the successful 16th Street Community Clinic.

- MPTV expects to reach 16,000 households through broadcast and 1,000 through outreach activities.
- Special screenings will be conducted in the *MC* neighborhood.

Making Connections Des Moines (MC-DM) – CRITICAL CONDITION and health care issues were featured at the AMOS (A Mid-Iowa Organizing Strategy) forum at Plymouth Congregational UCC Church on October 26, 2007. Participants included members of AMOS' 28 member congregations; *MC* stakeholders; and dignitaries including the attorney general, insurance commissioner, school board members, state senators and representatives, and presidential candidate Senator Barack Obama (D-IL). The health care breakout session presented: (1) CRITICAL CONDITION, (2) a plan for universal health care for Iowans to be introduced to the legislature in January, and (3) how to participate in the political process.

- Mobilizing for statewide visibility on the issue, AMOS and *MC-DM* organized a rally and briefing for state legislators in late January 2008. The "forum kit" for congregation and community leaders included the CRITICAL CONDITION outreach DVD.
- Building on the forum, educational awareness events and screenings were implemented. Participating congregations included: Learning of the Lord Revival Ministries, Lighthouse Full Gospel Revival Ministries, Jesus Restoration Ministries, Mount Hebron Baptist Church; (from the Vietnamese community) Hong An Temple, Vietnamese Catholic Community, Vietnamese St. Ambrose Cathedral; and (from the Sudanese/Arabic-speaking community) Cottage Grove Presbyterian Church, Muslim Community Mosque.

Making Connections Louisville (MC-L) established the CRITICAL CONDITION Youth Video Project with grant funds. Middle school youth studied issues related to uninsured families and their medical debt, and then conducted video interviews with residents in the *MC* neighborhoods. Focusing on solutions, the youth plan to reach and inform elected officials. *MC-L* is building sustainability by linking the project to a grant it received from the Center for Health Equity. After learning video production skills and researching health issues in their community, the youth decided to create a video on sexually transmitted diseases (STDs).. Through their "Don't Fall for the Okey Doke" Peer Educator Outreach Campaign, the youth have made presentations to church youth groups, dance teams, softball teams, and summer youth programs in *MC* and other low-income. They recognized that this was a health threat to their peers and saw the video as an opportunity to make a difference. The result is "Don't Fall for the Okey Doke!" – a 15 minute video that takes a realistic look at sex and STDs among teens in urban Louisville. The underlying message of the video, which won top honors and a \$500 prize in the Metro United Way Youth Film Festival, is the importance of making wise choices and having respect for self and others neighborhoods. Youth are administering pre- and post-presentation surveys that assess what participants have learned. They are also collecting informal data on the kinds of questions they are asked and on pervasive myths about STDs.

II. Phase Two: Expand Reach to Additional *Making Connections* Markets (2008)

Funds from The Annie E. Casey Foundation support the engagement of three additional stations in 2008: Maryland Public Television; KPBS/San Diego, CA; and KCTS/Seattle, WA.

Maryland Public Television (statewide) proposed a multiplatform outreach strategy designed for broad reach and long-term impact. The station produced a segment for its local public affairs show, *State Circle*, which

featured Vinnie DeMarco of the Maryland Citizens' Health Initiative on June 27, 2008. The segment served as a springboard for discussion and reference for online audiences. A comprehensive promotion campaign utilized traditional print, radio, and TV, as well as contemporary online spaces to reach both new and traditional audiences.

- The public affairs segment was edited down for posting on YouTube.com. MPT already has a number of YouTube postings, one of which has garnered over 38,000 views in just five months.
- MPT's print and electronic vehicles were also utilized: e.g., monthly member guide (+67,000 distribution), weekly e-guide to programming, and major donor newsletters.

KPBS Public Radio's morning news magazine program *These Days* will produce a live two-hour show in September 2008. The program will be produced on location at a community health clinic that provides services to the un- and underinsured. One possible location is a clinic in Barrio Logan, a predominantly Latino and low income neighborhood. Interviewees will include health care professionals, local elected officials, and members of the community who face serious decisions about their health care. In addition, KPBS will host an informational Health Care Fair for families at the same location from which *These Days* will be broadcasting. Participants will have the opportunity to sign up for free health insurance and learn about services and resources available to them.

- *These Days* provides an in-depth discussion of issues, events, and trends that shape San Diego and Imperial counties. Nearly 18,000 listeners tune in each day.
- The health fair will be promoted on KPBS-FM, the Web site, and through community partners. Estimated reach: 35,000.

KCTS Television will produce a 30-minute show as part of its weekly public affairs series *KCTS 9 Connects* with award-winning journalist Enrique Cerna. In the studio and on the scene, through interviews and field reports, commentaries and video essays, *KCTS 9 Connects* provides a vital link to the people, issues, events, and trends that are shaping life in the Pacific Northwest. The show will focus on problems and solutions related to health care issues in the Seattle area. Those interviewed will include residents and health care providers in White Center (*Making Connections*). Broadcast will be fall 2008.

III. Phase Three: National Campaign (2008)

A. Spanish language broadcast – As part of its outreach funding from The Annie E. Casey Foundation, Outreach Extensions is collaborating with P.O.V., Public Policy Productions, and V-me on a Spanish-language broadcast. A for-profit venture partnered with public television, V-me is a 24-hour digital broadcast network carried on basic digital cable and satellite systems. Reaching 28 million homes and more than 60 percent of all Hispanic households, V-me will broadcast a one hour Spanish-language version of CRITICAL CONDITION – comprising the two Latino stories, Carlos Benitez and Hector Cardenas. A host will open the show to establish the context of the stories in relation to the health care crisis. Following the two stories, the host will suggest action items for viewers to do.

KPBS/San Diego, CA (V-me) will host a screening of CRITICAL CONDITION (Spanish-language stories) followed by a panel discussion and resource forum, in National City, a predominately Hispanic community. Participating healthcare service agencies will serve as topic experts and sources of referrals. By raising awareness about critical health issues affecting Latinos and offering resources, KPBS will link the community to programs available to help residents live healthy lives. Key partners are The Reach Out Agency, 2-1-1 San Diego, and the public library system. More than 600,000 people in San Diego County are without healthcare.

- KPBS's expected project reach is 32,000.

KUED/Salt Lake City, UT (V-me) will host screenings/panel discussions of CRITICAL CONDITION as a catalyst for dialogue on health care needs and state insurance programs – key issues being addressed in the state legislature. The event on September 8, featuring the two Spanish language Latino stories, will be held at the Sorensen Multicultural Center in partnership with the Salt Lake County Office of Diversity and Centro De La Familia. The event on September 16 at Salt Lake City Main Library is part of KUED's Diverse Voices Series and Films to See Before you Vote. The project will develop new partners and build on existing ones as a means to expand KUED's Health Matters and Diverse Voices Initiatives.

- KUED projects a reach of 58,500.
- CRITICAL CONDITION Spanish broadcast dates on V-me will be October 8 and 11.

Rocky Mountain PBS/Denver, CO (V-me) will conduct a screening/town hall forum in Denver prior to the broadcast of CRITICAL CONDITION, bringing in health care consumers from the Spanish-speaking community, those interested in policy issues, and policymakers who are engaged in establishing health care legislation. The project will feature the two Spanish language Latino stories. Working with its primary partner, Sisters of Color United for Education, the station will develop and nurture relationships with Spanish-speaking organizations. The town hall may be presented on a special edition of *Colorado State of Mind*. Blogs will stimulate online conversations. High schools and colleges will be included in the outreach.

- Rocky Mountain PBS expects to reach almost 1.7 million people through events, partners, on-air, promotion, and Web.
- At least 15,000 Spanish-speaking Coloradans will be actively engaged in the discussion on health care.

KLRN and *Making Connections San Antonio* (MC-SA) are discussing ways to utilize the Spanish-language version in connection with their planned broadcast town hall and locally produced vignettes. See *project description on page 1*.

KLRU/Austin, TX is in discussions with its partners to determine how to use the Spanish-language version in connection with its project. See *project description, below*.

B. Broader Public Television Reach – Phase Three invites additional public television stations, especially those in states that are considering strategic public policies related to the health care crisis, to participate in the campaign. Tier One grantees will create outreach productions (television and radio) such as broadcast town halls, documentaries, public affairs programs, and vignettes. Tier Two grantees will conduct community engagement activities such as screenings, panel discussions, and other activities that can build local solutions.

KLRU/Austin, TX will produce five high-impact 90-second documentary shorts, each featuring an Austinite battling an illness without insurance. The vignettes will include a message to visit the station's Web site (and other platforms) for more information and to watch CRITICAL CONDITION. KLRU's community partners, representing health-related outreach initiatives, will identify the individuals featured in the vignettes and the resources offered on the station's Web site.

- KLRU will use its multiplatform media assets to empower viewers to take action. The station expects to reach 1.2 million people through Web, on-air, promotion, and community partners.

KNPB/Reno, NV will educate the Northern Nevada community through its project *Code Blue for Health Care in Nevada* to help people understand the state's healthcare system. The knowledge they gain will give them needed tools to gain access to the health care they need. Project elements consist of *OpenLine*, a live call-in town hall broadcast; 2-3 testimonial broadcast spots; and an *OpenLine blog*. The public will interact with these formats to express concerns, discuss their health care situations, and find solutions.

- *OpenLine* will air live in September and be available for additional viewing on the station's Web site as well as on its HD channel (twice). The program will reach approximately 20,000 viewers.
- KNPB's expected project reach is 25,000.

Louisiana Public Broadcasting (LPB) / Baton Rouge, LA plans to conduct two major screenings/discussions: (1) a luncheon on September 24, 2008 for AARP Chapter members; and (2) a broadcast town hall on September 24, 2008 to discuss what can be done about the growing number of uninsured people in Louisiana. Town hall panelists will include insurance officials, health care experts, and analysts from watchdog agencies. Participants will be surveyed to see if the discussion changed their opinions. Viewers can also express their opinions in an online poll. Other partners are LSU Public Policy Research Lab at the Manship School of Mass Communication's Reilly Center for Media & Public Affairs, Public Affairs Research Council, and Louisiana Health Care Review.

- The town hall will air twice on LPB statewide including WLAE-TV in New Orleans, twice on LPB2 (Cable Channel in Baton Rouge and Lafayette) and once on LPB3 (statewide digital channel).
- LPB expects a total project reach of 345,000.

Nashville Public Television (NPT) / Nashville, TN will create awareness and educate the public about what it means to be uninsured in Tennessee and what resources are available to help. In collaboration with local partners, NPT will present CRITICAL CONDITION followed by a panel discussion that will include experts, academics, and the uninsured who will tell their stories. Possible screening/discussion events include one with

college students, another with immigrants, a third with community members, and an Interfaith Prayer Breakfast. Local partners are Vanderbilt University; Bridges To Care, which connects the uninsured to services; and The Interfaith Alliance of Middle Tennessee. The station will seek to tie into the presidential debate that is taking place at Belmont University in Nashville on October 7, 2008.

- NPT will publicize the project through its weekly e-mail newsletter, *NPT This Week* (6,000 distribution), the main NPT Web site, and the *NPT Media Update* Blog.
- NPT projects a total reach of 53,000.

Rocky Mountain PBS/Denver, CO will provide opportunities for Coloradans to develop a deeper understanding of the challenges, benefits, and drawbacks of proposed health care legislation. Activities include: (1) screenings and town hall forums that may be taped for broadcast on RMPBS' locally produced *Colorado State of Mind*; (2) a policymaker event orchestrated with community partners to reach state legislators working on health issues; (3) school outreach to engage high school, college, and university students; and (4) online discussions and blogs to support statewide conversations.

- Through the project, as many as 100,000 Coloradans will be engaged in discussions about health care – what it means, who needs it, what it costs, and how to find a way to provide it.
- Promotion and broadcast will extend the project's reach to 735,000.

WGTE/Toledo, OH will produce/broadcast a local town hall meeting that features healthcare professionals, policymakers, and those who have personal experience with negotiating for health care without insurance. Questions for the panel will come from a host/moderator as well as the audience (in-studio, mail, and e-mail). The show will feature roll-ins with local stories of people struggling with chronic disease and no health insurance. In addition to its availability online, WGTE will produce DVDs of the town hall program and distribute them to local officials, business leaders, and community groups to help them build solutions.

- WGTE will localize the national issues, focusing on the plight of area residents to raise awareness and motivate change.

WTVS/Detroit Public Television (DPTV), MI will raise awareness about issues related to health care coverage, inform the public about current activities, and direct viewers (60-second interstitial) without health insurance to local resources. The station will produce a half-hour program on the uninsured for its weekly public affairs series *American Black Journal*. The issue will also be taken up on its weekly debate program *Am I Right?* DPTV will feature CRITICAL CONDITION, its local productions, and resources on its "Health & Well Being" Web site.

- DPTV expects to reach 400,250 people through broadcast, Web, and promotion.
- Promotion includes e-mail to 33,000 subscribers, program guide information (*Signal* magazine) to 60,000 subscribers, and messages on WRCJ 90.9 FM with 150,000 listeners each week.

WXEL/Boynton Beach, FL will produce two specials under the auspices of *South Florida Today*, the station's award-winning magazine show. A taped 30-minute show will focus on local stories of critical condition – highlighting families in the neediest areas. The second show will use excerpts from this show and from CRITICAL CONDITION to present the issue; experts will then take questions from the audience (in-studio, e-mail, call-in). Health partners will guide viewers to community programs and resources.

- WXEL expects to reach 40,750.

KETC/St. Louis, MO and the Missouri Foundation for Health (MFH) will sponsor and host a town hall featuring a screening of the documentary and panel discussion on September 24, 2008, in the main studio of KETC. The panel discussion will include MFH president and CEO Dr. James R. Kimmey, MD, MPH. The moderator will be Jim Kirchherr, executive producer of KETC's flagship local production *Living St. Louis*. Additional panelists will be experts from the local health care industry who can localize the information in the film and answer audience questions related to Missouri. KETC will air promotional interstitials.

- A 30-second spot will run 10 times, reaching an estimated 300,000 viewers.
- The town hall will be listed as a community event on www.ketc.org with links to the CRITICAL CONDITION program's Web site. KETC's site receives 1,300 unique visits per day and 150,000 page views per month.

WXXI/Rochester, NY launched a programming initiative in 2008, called "Healthy You," to address community concerns about health issues and public policy. The proposed programming, *Rochester's Uncovered: How the Economy is Affecting Community Health* will encourage dialogue on how to serve the growing number of people in Western and Central New York without health insurance. Activities include the following: (1) WXXI's

1370 Connection, an award winning live listener call-in program (radio, Internet) will focus one hour on Rochester's uninsured population. Clips or portions of CRITICAL CONDITION will be aired during the program on September 30, 2008. (2) *Need to Know*, WXXI's award winning half-hour weekly public affairs television program, will produce a segment featuring St. Joseph's Neighborhood Center, a solution-based program that relies on volunteer doctors, residents, and nurses to provide free health care to the working poor and unemployed. Results of an 18-month study on how to expand to meet the growing need will be aired on the program, with broadcasts on September 30 and October 5. (3) Web page will feature program information and clips from CRITICAL CONDITION, *1370 Connection*, and *Need to Know*.

- WXXI provides viewing and listening services to 388,600 households in eleven county areas and is also broadcast on 20 cable systems.
- *1370 Connection* radio listeners actively participate in program discussions.
- WXXI expects to reach more than 44,000 through its project; 3,000 households tune into *Need to Know* each week.
- Programs will be promoted in the member guide *Station Signals* (30,000 circulation) and via the monthly online education newsletter (8,000 subscribers).

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Judy Ravitz, President
Ken Ravitz, Vice President and Chief Financial Officer
7039 Dume Drive, Malibu, CA 90265
Tel: 310.589.5160; Fax: 310.589.5280; E-mail: Judy@outreachextensions.com

Denise Blake, Outreach Project Director
Tel: 770.964.5045; Fax: 770.964.5046; E-mail: denise@outreachextensions.com