**MACPAC Strategic Communications Plan Outline: 2024-2025**

MACPAC’s strategic communications plan is designed to fit into the larger MACPAC strategic plan. The related goals and objectives outlines in that plan are as follows:

**Objective 1. Maximize the impact of Commission’s work through strategic communications and engagement activities.**

Strategy 1 – Develop and deploy a strategic communications plan for the broad range of Commission activities and products that leverages a variety of communications channels to inform diverse audiences about Commission activities and research products.

Strategy 2 – Create opportunities for diverse audiences to participate in the work of the Commission and engage with research and analyses.

**Objective 2. Produce research and educational products that describe the current operations and performance of Medicaid and CHIP.**

Strategy 1 – Publish Medicaid 101s, Issue Briefs, Access in Briefs, and other publications.

Strategy 2 – Develop and publish state comparison tools and data reports.

As part of this strategy, MACPAC would assure Commission activities are informed by and responsive to federal and state policymakers and partners. **This would include an intentional effort to make our information more accessible to a variety of audiences, which include state Medicaid leaders, Congressional leaders, and staff.**

**In support of these objections, these are some major activities/Tactics we plan to execute in 2024:**

* Targeting outreach to state Medicaid directors, state policy organizations and related associations. This would include a direct call out to states on our website and curation of content related to states and reaching out to state-based associations (i.e. NAMD) to ask them to include our content in newsletters or share our content on social media. It would also include ongoing tactics, such as conference presentations. See Appendix B for a list of organizations.
* Upgrading MACPAC’s website ([www.macpac.gov](http://www.macpac.gov)). Although improvements were made to the website’s search function in 2021, the website last received a comprehensive overhaul in 2015. Key areas for review include improving the user experience and the updating the look of the site. This will launch before the June 2024 report.
* Promoting the YouTube channel that allows MACPAC to share “101” education on various Medicaid topics with the public. See Appendix A for a complete rollout plan.
* Creating content that is easily accessible to federal and state policymakers who need information quickly and succinctly. This will include a Policy in Brief series on topics such as high-cost drug spending, and other areas of interest to Congress and the states. It would encapsulate work that MACPAC has already done in a particular area.
* Publishing new and updating previously published issue briefs, fact sheets, and policy compendia on a wide range of Medicaid and CHIP topics, as well as the annual data book on beneficiaries dually eligible for Medicare and Medicaid that we produce with MedPAC.

**Appendix: A Rollout of YouTube for MACPAC: Next steps and strategy**

**Goal**: The goal of MACPAC’s YouTube channel is to provide timely, informative content on Medicaid policy and reach targeted audiences that include Congress, states, HHS, health policy researchers, reporters, and partners. MACPAC should be seen as the trusted source for evidence-based information on Medicaid and CHIP policy.

**Audience**: MACPAC audiences, including Congress, states, reporters, partners, researchers, reporters:

**Tactic**: Place a link to the YouTube channel on our site <https://www.macpac.gov/medicaid-101/>, as well as in the appropriate resource section. Place on homepage, and update site footers, etc. This will require some updates of our site.

**Tactic:** E-blast to our 4K+ subscribers about our YouTube channel and the 101 resource

**Message:** Subject line: Go back to school with MACPAC’s Medicaid 101 series

Need to get up to speed on the latest in Medicaid policy? Want a refresher on hospital payment policy? Just starting to learn about Medicaid? MACPAC has created a series of 101 videos on Medicaid policy to help you get smart today. [Image of 101 video]

**Ask**: Watch, listen, subscribe and share!

**Tactic**: Show staff how to include the YouTube link as part of their email signature.

**Audience**: MACPAC followers on social media, as well as organizations we’d like to target specifically through mentions.

**Tactic:** Social media promotions on Twitter and LinkedIn and targeted mentions to organizations like NAMD, SHADAC, etc.

**Message**: Go back to school with MACPAC! Need to get up to speed on the latest in Medicaid policy? Want a refresher on hospital payment policy? Just starting to learn about Medicaid? Check out MACPAC’s Medicaid 101 series to help you get smart today.

**Ask:** “Like and subscribe” and “share”

**Other considerations**: Tagging CMS, NAMD, SHADAC, and other health policy orgs that we want to also share this resource.

**Audience**: Congress, and more specifically, key committee staff.

**Tactic**: Tailored emails to Congressional staff from Kate or Constant Contact, although I think an email coming from Kate might feel more personal.

**Message**: MACPAC has a new resource we think can help you and your colleagues. Need to get up to speed quickly on hospital payment policy? Want a refresh on the basics of Medicaid? We’ve got a resource that can help.

**Ask**: Please share with your colleagues and let us know if you’d like to discuss any of these topics or future topics that could be helpful to you.

**Audience: State Medicaid directors**

**Tactic**: Tailored emails to state Medicaid directors. This can either be through a personal email or Constant Contact.

**Message**: MACPAC has a new resource we think can help you and your colleagues. Need to get up to speed quickly on hospital payment policy? Want a refresh on the basics of Medicaid? We’ve got a resource that can help.

**Ask**: Please share with your colleagues and let us know if you’d like to discuss any of these topics or future topics that could be helpful to you.

**Tactic**: Tailored email to NAMD

**Message**: MACPAC has a new resource we think can help your members. Need to get up to speed quickly on hospital payment policy? Want a refresh on the basics of Medicaid?

**Ask**: Please consider sharing this as a resource with your members, sharing on social media or in your next newsletter.

**Audience:** “Partners” including the Alliance for Health Policy, NASHP, etc.

**Tactic**: Personal email or where applicable and/or social media.

**Message**: We’re created a helpful resource on Medicaid policy for your members. Need to get up to speed quickly on hospital payment policy? Want a refresh on the basics of Medicaid?

**Ask:** Please consider sharing this in your next newsletter, on social media, etc.

**Appendix B: State Organizations and Related Health Policy Organizations**

1. [National Association of Medicaid Directors](https://medicaiddirectors.org/) (NAMD)
2. [Advancing States](http://www.advancingstates.org/)
3. [Kaiser Family Foundation](https://www.kff.org/) (KFF)
4. [Alliance for Health Policy](https://www.allhealthpolicy.org/)
5. [Center for Health Care Strategies](https://www.chcs.org/) (CHCS)
6. [Medicaid Health Plans of America](https://medicaidplans.org/) (MHPA)
7. [National Academy for State Health Policy](https://nashp.org/) (NASHP)
8. [American Public Human Services Association](https://www.aphsa.org/) (APHSA)
9. [Georgetown University Center for Children and Families](https://ccf.georgetown.edu/) (CCF)
10. [National Conference of State Legislatures](https://www.ncsl.org/) (NCSL)
11. [The Commonwealth Fund](https://www.commonwealthfund.org/)
12. [National Governors Association](https://www.nga.org/) (NGA)
13. [America's Health Insurance Plans](https://www.ahip.org/) (AHIP)
14. [Families USA](https://familiesusa.org/)
15. [National Association of Counties](https://www.naco.org/) (NACo)
16. [National Association of Insurance Commissioners](https://content.naic.org/) (NAIC)
17. [National Council of State Legislatures](https://www.ncsl.org/) (NCSL)
18. [Association for Community Affiliated Plans](https://www.communityplans.net/about/) (ACAP)
19. [National Association of Community Health Centers](https://www.nachc.org/) (NACHC)
20. [American Association of People with Disabilities](https://www.aapd.com/) (AAPD)
21. [National Disability Rights Network](https://www.ndrn.org/) (NDRN)
22. [National Council on Disability](https://www.usa.gov/agencies/national-council-on-disability) (NCD)
23. [National Center for Healthcare Leadership](https://www.nchl.org/) (NCHL)
24. [National Alliance on Mental Illness](https://www.nami.org/Home) (NAMI)
25. [National Association of State Mental Health Program Directors](https://www.nasmhpd.org/) (NASMHPD)
26. [ANCOR](https://www.ancor.org/)