

SHIBA outreach & marketing guide

Processes, guidelines & templates for SHIBA
sponsors & staff



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Introduction

The purpose of this guide is to provide you with the tools you need for distributing public materials and information that represents and markets SHIBA services, while still following SHIBA/Office of the Insurance Commissioner (OIC) policies and guidelines.

IMPORTANT NOTE!

- If you use any of the language or templates contained in this guide in complete form, you do **not** need to get approval from the SHIBA communications consultant.
- If you want to make changes or additions, or you only want to use partial information from these pages to develop your own promotional materials, **you must get approval** from the SHIBA communications consultant.*
- If you want to create your own content for promotional materials and use the name of SHIBA or the Office of Insurance Commissioner, **you must also get approval** from the SHIBA communications consultant.*

**Please allow 10 business days for review and approval by the SHIBA communications consultant. To contact the communications consultant, call 360-725-7238 or send an email to donnaw@oic.wa.gov.*

Style issues and rules

Using SHIBA's program name

- First time it appears: Statewide Health Insurance Benefits Advisors (SHIBA)
- After the first time, refer to it as: SHIBA

Using the agency name

- Use proper name: Washington State Office of the Insurance Commissioner
- May use: "a free, unbiased service of the Washington State Office of the Insurance Commissioner"
- May also use: "This free, unbiased, and confidential service is offered by the Washington State Office of the Insurance Commissioner."

Using the SHIBA mission statement

When you use the SHIBA mission statement, you must use it in its entirety:

SHIBA provides free, unbiased information about health care coverage and access to help improve the lives of all Washington state residents. We cultivate community commitment through partnership, service and volunteering.

Consumer contact information

- The toll-free Insurance Consumer Hotline is: **1-800-562-6900**
- The Office of the Insurance Commissioner (OIC) home page is: www.insurance.wa.gov (you can reach the SHIBA webpages from here)
- The direct link to the public facing SHIBA webpages are: www.insurance.wa.gov/shiba
- The direct link to the public facing Medicare webpages on the OIC's website is: www.insurance.wa.gov/medicare

Approved language

Taglines

Following are some samples of "tag lines." Choose one that most appropriately fits your needs.

- The Statewide Health Insurance Benefits Advisors (SHIBA) can help you understand your Medicare rights and options. Call to get FREE, UNBIASED help and learn more at 1-800-562-6900 [and/or use local sponsor phone number].
- The Statewide Health Insurance Benefits Advisors (SHIBA) offers free, unbiased Medicare education and assistance through the Washington State Office of the Insurance Commissioner. Call 1-800-562-6900 for a local referral, [and/or use the local SHIBA sponsor number] or go to www.insurance.wa.gov/shiba.

Other information (as appropriate)

- Our trained, volunteer Statewide Health Insurance Benefits Advisors (SHIBA) counsel people of all ages about their Medicare choices and options, prescription drugs, including, Medicaid programs. Our volunteers also counsel people about Medigap (Medicare Supplement) and Medicare Advantage plans, employment-related health benefits, long-term care options, fraud and abuse, and much more.
- Our volunteers are impartial and do not affiliate with any insurance company or product. They assist people by phone, in person, and through public group presentations. We mentor and train our volunteers.

Program description – background

Be sure to replace the yellow highlighted text with appropriate localized information and remove the yellow highlighting.

- The Statewide Health Insurance Benefits Advisors (SHIBA) is a free, unbiased and confidential counseling service offered by the Washington State Office of the Insurance Commissioner. Our trained volunteers help consumers understand their Medicare rights and options. We offer information on Medigap (Medicare Supplement) and Medicare Advantage plans, Medicaid programs, employment-related health benefits, long-term care options, fraud and abuse, and much more. We answer questions, make referrals, help evaluate and compare health insurance policies, make public presentations, and more. Call us at 1-800-562-6900, or call us locally at [Sponsor phone number].

Bulleted information

Following are the features and benefits of the SHIBA. You may choose the features you need to list. However, if you want to change any of this language, you must first get it approved by the SHIBA communications consultant.

The Statewide Health Insurance Benefits Advisors (SHIBA) is:

- Completely FREE
- Confidential—we keep your personal information safe and private
- Accessible—some of our volunteers and hotline operators speak English and other non-English languages.
- Objective and unbiased—we do not sell or endorse anything

The Statewide Health Insurance Benefits Advisors (SHIBA) can help you:

- Find Medicare options that meet your personal needs
- Learn about your Medicare rights and options
- Compare Medicare plans and prices
- Report health care fraud and abuse

The Statewide Health Insurance Benefits Advisors (SHIBA) can provide information about:

- Original Medicare
- Medigap (Medicare Supplement) plans
- Prescription drug programs
- Medicare Advantage plans
- Low-income programs to help pay for Medicare
- Long-term care options

Marketing the SHIBA program

Advertising

Requesting SHIBA advertising dollars

To request SHIBA dollars to advertise in the newspaper or on the radio, you must first fill out and submit the online advertising request form on MY SHIBA at:

www.insurance.wa.gov/shiba-advertising-request at least 15 business days in advance of the media outlet's deadline. If a volunteer submits the request, they should first get approval from their volunteer coordinator (VC).

SHIBA print ad design

The main SHIBA/OIC office communications consultant can create and customize ads for events and/or services, but you must allow at least 10 business days advanced notice.

You may create your own ad, but it must meet SHIBA design and content standards, and any photos or graphics must pass copyright laws. You must first get final approval of the ad(s) from the communications consultant before placing it. Please allow 10 business days advanced notice.

Sample print ads

Walk-in clinic

Get help with Medicare!



It's time for Medicare Open Enrollment: Oct. 15 - Dec. 7

Get FREE, UNBIASED help reviewing your 2020 Medicare choices:

- Medicare prescription drug plans
- Medicare Advantage plans (available in Jefferson & Clallam counties)

Our trained SHIBA (Statewide Health Insurance Benefits Advisors) volunteers can help you at any of the following free walk-in clinics:

<p>1st & 3rd Tuesdays, 12 noon - 3 pm Port Townsend Community Center 620 Tyler St., Port Townsend</p> <p>Every Tuesday, 9 am - 12 noon ShIPLEY Community Center 921 E. Hammond St., Sequim</p> <p>Every Friday, 9 am - 12 noon Port Angeles Senior Center 328 E. 7th St., Port Angeles</p>	<p>2nd & 4th Tuesdays, 9:30 am - 12:30 pm Tri Area Community Center 10 West Valley Rd. Chimacum</p> <p>Every 4th Wednesday, 10 am - 1 pm Quilcene Community Center 294952 Hwy 101, Quilcene</p>
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NOTE: Bring your MyMedicare.gov account login (if you have one), your Medicare card & a list of your current meds & doses.




OFFICE of the
INSURANCE
COMMISSIONER
WASHINGTON STATE

www.insurance.wa.gov/shiba

Medicare presentation

Learn more about Medicare



Are you turning 65 soon?
Will you soon be eligible for Medicare?
Have questions about Medicare?

Join us for a free, unbiased Medicare presentation!

We'll cover:

- Medicare Parts A and B
- Medicare Supplements (Medigap plans)
- Medicare Advantage plans
- Prescription drug coverage (Medicare Part D)
- Protecting yourself from Medicare fraud

<p>Sat., June 1, 10 a.m. - 11:30 a.m. Jefferson Healthcare, Dirksen Rm. 834 Sheridan, Port Townsend</p> <p>Thurs., June 6, 10 a.m. - 11:30 a.m. Tri Area Community Center 10 West Valley Rd, Chimacum</p>	<p>Wed., June 5, 1:30 p.m. - 3 p.m. Port Townsend Community Center 620 Tyler Street, Port Townsend</p> <p>Wed., June 12, 9 a.m. - 11 a.m. Port Angeles Community Center 328 E. 7th, Port Angeles</p>
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Sponsored by your local SHIBA for Clallam & Jefferson counties:
Olympic Area Agency on Aging
411 W. Washington St., Sequim WA 98382



OFFICE of the
INSURANCE
COMMISSIONER
WASHINGTON STATE

www.insurance.wa.gov/shiba

More sample print ads...

Medicare OEP

Need help with Medicare Open Enrollment?
 October 15 - December 7



We can help you get all your ducks in a row!

Attend a FREE presentation to learn about any 2020 changes & updates to Medicare, along with how to receive free, unbiased & confidential help



Come join us!
 Tuesday, October 22, at 11 a.m.
 Adult Activity Center
 506 S. Pine Street, Ellensburg
 OR
 Thursday, October 24 at 10 a.m.
 Putnam Centennial Center
 719 E. 3rd Street, Cle Elum

For more information, call:
509-962-4311

Hosted by:

- Statewide Health Insurance Benefits Advisors (SHIBA)
- RSVP and Volunteer Center of Kittitas County
- Aging and Disability Resource Center of Kittitas County



www.insurance.wa.gov/shiba

Medicare OEP

Get help with Medicare
 Medicare Open Enrollment: Oct. 15 - Dec. 7



Join us for a free informational meeting all about Medicare Open Enrollment!

Learn more about:

- Options if your current plan stops serving San Juan County
- Changes you can make during Open Enrollment

SHIBA Volunteer Mac Langford will answer Medicare questions & schedule one-on-one appointments for an in-depth look at your options.

Wednesday, Oct. 16 at 12:45 p.m.
 Woodmen Hall - Lopez Island Senior Ctr
 2102 Fisherman Bay Rd.

Please call the Lopez Island Senior Center to reserve your spot: 360-468-2421 or Mac Langford at: 360-468-4015


Sponsored by your local SHIBA program: Island Hospital



www.insurance.wa.gov/shiba

College class

Get help with Medicare!



With Medicare Open Enrollment just around the corner (Oct. 15 - Dec. 7), join us for a free class about Medicare!

We'll cover:

- Medicare A, B, C and D
- Help you understand your Medicare benefits and options
- Help paying for Medicare if you qualify
- How to avoid becoming a victim of Medicare fraud



Also, the Office of the Insurance Commissioner's Criminal Investigations Unit will give a special presentation about:

How to recognize & prevent insurance fraud

Saturday, Sept. 28, 2019
 10 a.m. to 12 p.m.
 Clark College - Columbia Tech Center
 Room 144
 18700 SE Mill Plain Blvd.
 Vancouver WA 98683

Register to reserve your spot:
 360-992-2939

Sponsored by your local SHIBA program: Lower Columbia Community Action Council

www.insurance.wa.gov/shiba

Volunteer recruitment

If you enjoy helping others... Volunteer!



Come join our Statewide Health Insurance Benefits Advisors (SHIBA) team!

Help people in your local community navigate Medicare - we'll train you!




www.insurance.wa.gov/shiba ♦ 509-625-4801

Public Service Announcements (PSA)/radio ads

How to use PSAs/radio ads

You can use the radio PSAs below in their entirety.

If you decide to alter the below PSAs or produce your own PSA or work with a local radio station to produce a PSA, then you must first share it with the SHIBA communications consultant for approval at least 10 business days in advance of when the PSA will air.

General Medicare PSA/radio ad

Radio (30 seconds)

Need help with your Medicare questions? Call SHIBA (SHEE BA)! Our volunteers, located in <county name>, can help you understand your Medicare rights and options, learn about prescription drug, Medicare Advantage and Medicare Supplement plans.

Get the help you need today. Call us at 1-eight hundred 5-6-2-sixty-nine hundred or visit www.insurance.wa.gov.

SHIBA is a free, unbiased counseling service of the Washington State Office of the Insurance Commissioner.

Volunteer recruitment PSA/radio ad

Radio (15 seconds)

Do you enjoy helping people of all ages and backgrounds? Become a SHIBA (SHEE BA) volunteer and help others get the answers they need to their Medicare questions.

If you speak English and other languages, or have computer skills, call SHIBA at 1-eight hundred 5-6-2-sixty-nine hundred or visit www.insurance.wa.gov.

Radio (30 seconds)

Do you enjoy helping others of all ages and backgrounds? Become a SHIBA (SHEE BA) volunteer! Join the hundreds of volunteers across the state who helped over 90,000 people last year get help with Medicare questions.

Learn current information about health care and insurance options for your community. If you speak English and other languages or have computer skills, call SHIBA at 1-eight hundred 5-6-2-sixty-nine hundred or visit www.insurance.wa.gov.

Medicare fraud and abuse PSA/radio ad

Radio (30 seconds)

Protect yourself from Medicare fraud and abuse. Medicare fraud and abuse affects all of us. It contributes to rising Medicare costs.

Don't become a victim. If you suspect Medicare fraud, report by calling the Statewide Health Insurance Benefits Advisors, Washington state's Senior Medicare Patrol at 1-eight hundred 5-6-2-sixty-nine hundred or go to www.insurance.wa.gov. We can help you prevent, detect and report Medicare and Medicaid fraud and abuse.

Opinion-editorial stories

While representing SHIBA or the Office of the Insurance Commissioner, **sponsors and volunteers SHOULD NOT participate in opinion-editorial stories**. SHIBA representatives (sponsors, volunteers and SHIBA staff) need to remain impartial and unbiased to prevent implied or unintentional endorsement of an issue or entity.

News releases

Typically the OIC will send out a news release for any major news or for Medicare's annual open enrollment period and SHIBA sponsor organizations are free to share these news releases with local community media. However, if you need to send out a release as a SHIBA organization, you must use one of the following templates. If you create your own news release, you must get approval of the content from the SHIBA communications consultant at least 10 business days in advance of when you plan to send the release out.

How to use news release templates

- The red-lettered label at the top of each news release identifies the type of release. You need to remove this label before you send out the release.
- Replace the yellow highlighted text with appropriated localized text. Be sure to remove the yellow highlighting.
- You may change other existing language if necessary to customize the release. But, you must send **ANY new language to the SHIBA communications consultant for approval**.
- You must use sponsor/partner official letterhead for local news releases. You may **not** use SHIBA or Office of the Insurance Commissioner letterhead.
- When you distribute a news release, using an approved template, please e-mail a copy of the news release as a courtesy to the SHIBA communications consultant at donnaw@oic.wa.gov.

Volunteer recruitment news release template

NEWS RELEASE

Month, date, year

FOR IMMEDIATE RELEASE

For more information:

Name, Title

Organization Name

Phone Number

E-mail

Looking for a rewarding way to volunteer in name of town or county? Join the Statewide Health Insurance Benefits Advisors (SHIBA)

CITY/TOWN, Wash. – Do you speak English and another language, have computer skills, and are you committed to helping others find access to health care? Make a difference today by becoming a Statewide Health Insurance Benefits Advisors (SHIBA) volunteer.

The SHIBA sponsor in name of town or county is looking for volunteers to help with name of initiative. Describe how initiative will help others. If you want to help, consider becoming a SHIBA volunteer. Call the sponsor name today at sponsor phone number.

A free public service, offered by the Office of Insurance Commissioner, more than 400 SHIBA volunteers statewide provide free, informed, and impartial Medicare counseling and education to people in their local communities.

SHIBA staff train and mentor volunteers to educate others about their health care coverage options so they can make informed decisions. Volunteers answer questions, make referrals, help evaluate and compare options, facilitate meetings, provide office support, give presentations, provide translation assistance, perform research, and much more.

To become a SHIBA volunteer, you must be able to ensure client confidentiality, be willing to provide unbiased information, and you cannot affiliate with any insurance company, agency, product, or service. You must also be willing to have fun!

For more information about how you can become a SHIBA volunteer, or to get a volunteer application today, call sponsor phone number.

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Medicare Open Enrollment template

NEWS RELEASE

Month, date, year

FOR IMMEDIATE RELEASE

For more information:

Name, Title

Organization Name

Phone Number

E-mail

Medicare's annual open enrollment starts Oct. 15

TOWN/CITY, Wash – For the more than 1.3 million Medicare beneficiaries in Washington state, this is an important time of year. Medicare's Open Enrollment Period – also called the Annual Election Period – runs each year from Oct. 15 to Dec. 7. During this time, those on Medicare:

- Can switch from Original Medicare to a Medicare Advantage plan – and vice versa.
- With Original Medicare can join, drop or switch a Part D prescription drug plan.
- With a Medicare Advantage plan can switch to a different Medicare Advantage plan.

The Statewide Health Insurance Benefits Advisors (SHIBA) program – part of the Office of the Insurance Commissioner - is ready to help with all of these decisions.

Medicare is not a one-size fits all program. Each person's needs, situation and benefits are different – and that includes spouses who may have their own unique Medicare plan. So before you make a final decision, consider these tips:

- Plan costs and coverage can change every year, so review and keep all letters and notices your current plan sends you.
- List all of the current prescription drugs you take, the doses, and how often. Then, use the Plan Finder at www.medicare.gov to compare Part D plans.
- Review the *Medicare & You* handbook. You should receive it by mid-October.
- If you have questions, call SHIBA at 1-800-562-6900 **before** you sign up.
- Attend a SHIBA workshop (check out our online events calendar at www.insurance.wa.gov/shiba

To schedule your one-on-one counseling appointment with a SHIBA volunteer, Monday through Friday:

- Call our Insurance Consumer Hotline at 1-800-562-6900 and ask to speak with a SHIBA volunteer in your local area.
- Call your local SHIBA office at: XXX-XXX-XXXX.

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Newsletter/newspaper articles

You can use the newsletter/newspaper articles below in their entirety.

If you decide to alter the below articles or write your own article, then you must first share it with the SHIBA communications consultant at least 10 business days in advance of when the article will go to print.

General SHIBA article

Let SHIBA assist you with your Medicare questions

Do you need help with your Medicare questions? Call the Statewide Health Insurance Benefits Advisors (SHIBA) today

SHIBA is a free, unbiased and confidential counseling service of the Washington State Office of the Insurance Commissioner (OIC). We're a statewide network of trained volunteers who assist and advocate for consumers about Medicare. This impartial counseling resource helps consumers understand their rights and options, learn about prescription drug, Medicare Advantage and Medicare Supplement plans, Medicaid, and much more.

Our volunteers answer questions, make referrals, help evaluate and compare policies, and more. We offer individual and group help statewide in a variety of languages in your local area.

For assistance, you can call **Your Agency** at **Your Phone Number**, which sponsors SHIBA in **Town/Community**. You can also drop by our office at **Your Address**.

Medicare's Annual Open Enrollment article

Medicare's annual open enrollment period starts Oct. 15

For the more than 1.3 million Medicare beneficiaries in Washington state, this is an important time of year. Medicare's Open Enrollment Period – also called the Annual Election Period – runs each year from Oct. 15 to Dec. 7. During this time, those on Medicare:

- Can switch from Original Medicare to a Medicare Advantage plan – and vice versa.
- With Original Medicare can join, drop or switch a Part D prescription drug plan.
- With a Medicare Advantage plan can switch to a different Medicare Advantage plan.

The Statewide Health Insurance Benefits Advisors (SHIBA) program – part of the Office of the Insurance Commissioner - is ready to help with all of these decisions.

Medicare is not a one-size fits all program. Each person's needs, situation and benefits are different – and that includes spouses who may have their own unique Medicare plan. So before you make a final decision, consider these tips:

- Plan costs and coverage can change every year, so review and keep all letters and notices your current plan sends you.
- List all of the current prescription drugs you take, the doses, and how often. Then, use the Plan Finder at www.medicare.gov to compare Part D plans.
- Review the *Medicare & You* handbook. You should receive it by mid-October.
- If you have questions, call SHIBA at 1-800-562-6900 **before** you sign up.
- Attend a SHIBA workshop (check out our online events calendar at www.insurance.wa.gov/shiba).

To schedule your one-on-one counseling appointment with a SHIBA volunteer, Monday through Friday:

- Call our Insurance Consumer Hotline at 1-800-562-6900 and ask to speak with a SHIBA volunteer in your local area.
- Call your local SHIBA office at: XXX-XXX-XXXX.

Volunteer recruitment article

Searching for a rewarding volunteer experience in **name of town or county**?

Join the Statewide Health Insurance Benefits Advisors

If you speak English and another language, have computer skills, and you're committed to helping others with Medicare – make a difference today! Become a Statewide Health Insurance Benefits Advisors (SHIBA) volunteer.

The SHIBA sponsor in **name of town or county** is looking for volunteers to help with **name of initiative**. **Describe how initiative will help others**. If you want to help, consider becoming a SHIBA volunteer. Call the **sponsor name** today at **sponsor phone number**.

A free public service offered by the Office of Insurance Commissioner, more than 400 SHIBA volunteers statewide provide free, confidential, and unbiased Medicare counseling and education to people in their local communities.

SHIBA staff train and mentor volunteers to educate others about their Medicare options so they can make informed decisions. Volunteers answer questions, make referrals, help evaluate and compare options, facilitate meetings, provide office support, give presentations, provide translation assistance, perform research, and much more.

To become a SHIBA volunteer, you must be able to ensure client confidentiality, be willing to provide unbiased information, and you cannot affiliate with any insurance company, agency, product, or service. You must also be willing to have fun!

For more information about how you can become a SHIBA volunteer, or get a volunteer application today, call **sponsor phone number**.

Publications and outreach materials

All SHIBA publications and outreach materials for consumers are produced at the SHIBA/OIC Tumwater office by the SHIBA communications consultant. Publication content is vetted with SHIBA/OIC subject matter experts to ensure content is accurate and current, and the design meets the SHIBA and OIC standards.

When new publications are created or existing publications updated, the communications consultant will email the VC with an approximate time the publication will be available for ordering through the Fulfillment Center.

For more information on ordering and to see the available publications and outreach materials, go to:

- Publications: www.insurance.wa.gov/publications
- Outreach: www.insurance.wa.gov/outreach
- Fulfillment ordering site: www.insurance.wa.gov/order-shiba-publications

Note: In the publications area on My SHIBA, there's also a link to for the CMS product ordering website. Here you can find an array of Medicare publications that the Centers for Medicare & Medicaid Services offers.

Fliers and posters

For custom fliers and posters, the SHIBA communications consultant can create a custom flier or poster for you, but you must provide the details and the content you want on the flier. Please allow 10 business days advanced notice.

You may create your own flier or poster, but it must meet SHIBA design and content standards, and any photos or graphics must pass copyright laws. You must get final approval of the flier or poster from the communications consultant before you distribute it. Please allow 10 business days advanced notice.

Note: For some flier and posters, such as SHIBA birthday events, SHIBA has a standard template it uses, so all you will need to do is provide the content to the communications consultant.

Sample SHIBA fliers/posters

Join us for a FREE and unbiased "Welcome to Medicare" presentation!



Let us help you navigate Medicare

Our "Welcome to Medicare" presentation will cover:

- Medicare A, B, C and D
- Help you understand your Medicare benefits and options
- Help paying for Medicare if you qualify
- How to avoid becoming a victim of Medicare fraud


Volunteer advisors on site for 1:1 counseling after presentation until 4 p.m.


Date: Saturday, September 21, 2019
Time: 1 p.m. to 4 p.m. (Presentation starts @ 1 p.m., 1:1 counseling until 4 p.m.)
Location: Bothell Library
 18215 98th Ave. NE
 Bothell, WA 98011

Seating is limited!
You must pre-reserve your spot to attend:
 1-888-902-3011, ext. 2320 or www.sendrsvp.com/bothell

Your local King County Statewide Health Insurance Benefits Advisors (SHIBA):
 Sound Generations
 2208 Second Ave., Ste. 100
 Seattle WA 98121
 206-727-6221


We're a free, unbiased service of the:





www.insurance.wa.gov/shiba

Welcome to Medicare!



Attend a FREE, UNBIASED presentation to learn about Medicare and the Statewide Health Insurance Benefits Advisors (SHIBA) program

- Learn about Medicare Parts A, B, C & D
- Understand your Medicare rights, benefits & options
- Find out about help to pay for Medicare if you qualify
- Avoid becoming a victim of Medicare fraud

SHIBA volunteers will be on hand for one-on-one help after the presentation.

Date: Wednesday, May 29, 2019
Time: 4 p.m. to 6 p.m.
Location: Camas Public Library
 625 NE 4th Avenue, Meeting Room A
 Camas WA 98607

SHIBA's a free service of the Washington State Office of the Insurance Commissioner





1-800-562-6900
www.insurance.wa.gov/shiba

Need help with your Medicare options?



We can help you get all your ducks in a row!
Medicare Open Enrollment: Oct. 15 - Dec. 7

Get, FREE, unbiased one-on-one help
 Local SHIBA (Statewide Health Insurance Benefits Advisors) volunteers in Clark, Skamania & Wahkiakum counties can assist you with Medicare plans, compare your options and answer your Medicare questions

Call to talk with a volunteer advisor:
1-800-383-2101, ext. 304

Your local SHIBA:
 Lower Columbia Community Action Program
 6407 NE 117th Ave, Ste B
 Vancouver, WA 98662

SHIBA's a free, unbiased service of the:




www.insurance.wa.gov/shiba

Need help with Medicare?



We can help!
We're your new Kitsap County Statewide Health Insurance Benefits Advisors (SHIBA) program!

- SHIBA is a free, confidential counseling service of the state's Insurance Commissioner's office
- Our trained volunteers help consumers understand their Medicare options and rights
- We're impartial and do not affiliate with any insurance company or product

Your new local SHIBA office is:

Peninsula Community Health Services
 400 Warren Ave.
 Suite 200
 Bremerton WA 98337

Call us Monday through Friday to schedule your Medicare counseling appointment:

360-475-3095
www.pchsweb.org




www.insurance.wa.gov/shiba

More sample fliers...

Questions about Medicare Open Enrollment? Join SHIBA for a FREE Medicare Information & Senior Resource Event !



Lakewood Senior Activity Center
912 Lakewood Drive SW

TUESDAY, NOVEMBER 13th
1:00 p.m. — 4:30 p.m.

Reserve your free spot now!
253-798-4090
Walk-ins okay too, RSVP preferred

Event includes

- LUNCH and SNACKS free!
- SHIBA counselors on site for 1:1 counseling
 - Appointments: 253-798-4090
 - Walk-ins okay too!
- Information and Application assistance for:
 - Medicare Open Enrollment
 - Medicare cost saving programs; Medicare Savings Program (MSP) and Extra Help
 - Fraud prevention and education
- Meet other free senior resource service providers in Pierce County!
- Raffle prizes, giveaways and information!

SHIBA does not endorse or sell insurance products.

SHIBA's here to help!
The Statewide Health Insurance Benefits Advisors (SHIBA) offers free, unbiased Medicare education and help through the Washington State Office of the Insurance Commissioner. SHIBA counseling request lines:
Statewide: 1-800-562-6900
Pierce County: 253-596-0918

  OFFICE of the INSURANCE COMMISSIONER WASHINGTON STATE

www.insurance.wa.gov/shiba

Direct mailings

For large events, the SHIBA VC can request funding (if it's available) for a direct mailing from the Tumwater SHIBA/OIC grants and budget coordinator.

Direct mailings require a lot of advanced notice, so you should plan on starting the whole process about three months in advance.

You will need to provide the local zip codes you want to target to the SHIBA/OIC communications consultant. The communications consultant will pull the zips you requested and will work with the program manager to determine if the number of zips works with the budget. If there are too many zips, the communications consultant will work with you to hone down the list so it works with the budget.

You will also need to work with the SHIBA/OIC communications consultant and provide content for the direct mailing. The communications consultant will take the content you provide and pull it into the design and provide you with a draft to tweak. Once finalized, the communications consultant will send the job to the Dept. of Printing for an estimate and then send all the necessary printer paperwork to the OIC fiscal office for processing.

The Dept. of Printing requires three weeks for printing and mailing. And you will want to build in a mail date of at least two weeks prior if you are doing a direct mailing for a specific event (due to internal OIC processes).

Online SHIBA event calendar

- VCs should advertise their local SHIBA outreach events directly entering them into the SHIBA online events calendar at www.trumba.com.
- Direct all questions regarding the event calendar to the SHIBA administrative assistant at (360) 725-7097 or shiba@oic.wa.gov.

SHIBA outreach items the sponsor creates and orders

All SHIBA sponsor custom outreach item orders – outside of what SHIBA headquarters in Tumwater offers – such as pens, pill boxes, notepads, t-shirts, etc., that will be printed with the SHIBA logo and/or program name, you must get preapproval for the design with the SHIBA communications consultant before you place a vendor order. Please allow at least 10 business days advanced notice.

SHIBA signage

All SHIBA sponsor sites should have SHIBA signage on display in a prominent place so consumers can easily identify the location as a SHIBA site.

If you need help with creating posters or signage, contact the SHIBA communications consultant. If you decide to create your own signage, you must get preapproval for poster/sign design and content with the SHIBA communications consultant. Please allow at least 15 business days advanced notice.

Sample SHIBA signage

Laminated door sign



Get free, unbiased help
with Medicare here

We're your Grays Harbor:
**Statewide
Health Insurance Benefits
Advisors (SHIBA)**

 OFFICE of the
**INSURANCE
COMMISSIONER**
WASHINGTON STATE

www.insurance.wa.gov/shiba

Framed reception desk sign





Get free, unbiased
**Medicare counseling
here!**

Olympic Area Agency on Aging is your
local Pacific County SHIBA!

 OFFICE of the
**INSURANCE
COMMISSIONER**
WASHINGTON STATE

www.insurance.wa.gov/shiba

Public presentations

If you or volunteers need to give a presentation, you must use the appropriate SHIBA office-approved slide show located at www.insurance.wa.gov/shiba-public-presentations.

You may hide existing slides to meet the time allotted for the presentation and your audience's needs – and you can change the order of the slides if needed. However, **you cannot create new slides or change existing slide content, or create a whole new slide show presentation.**

Translations

Based on budget, the SHIBA Tumwater office will try to translate publications and materials that have more static content in languages other than English.

The Centers for Medicare & Medicaid Services (CMS) does offer many Medicare-related publications translated into other languages. For more information on CMS publications and to create an account, go to: www.productordering.cms.hhs.gov.

OIC policy for translating public materials

- The Office of the Insurance Commissioner's agency policy requires SHIBA to use an official state translation vendor for all SHIBA publications or outreach materials.
- If SHIBA determines a document should be translated into languages other than English and resources are available, SHIBA staff will arrange document translations (after we approve the English version).
- We may ask a sponsor or partner to review the translated document before we release it to the public to ensure accuracy.

Social media

Social media are web-based communication tools that allow people to interact with each other by quickly sharing and consuming information. To name just a few, the most common examples of social media are Facebook, Twitter, Instagram and blogs.

Benefits of using social media

- Generates leads
- You can partner with influencers (i.e., Office of the Insurance Commissioner)
- Another avenue to provide customer service and support
- You can target advertising
- Quickly reach each more people than with traditional advertising methods
- Helps increase your sponsor's website traffic

Social media best practices

- Use an image or a video to boost the reach of your posts.
- Facebook groups and events get better reach due to algorithms (the Facebook algorithm is a set of calculations Facebook uses to decide what content users see).
 - Creating a Facebook event for monthly events is a great way to increase your reach, and events are easy for others to share.
 - Facebook groups require a little more care and feeding, but they're a good way for people with a common interest to engage and share information.
Note: You do have to spend a little more time moderating groups than you do with a typical Facebook page.
- You can also buy paid advertising to target specific zip codes and age groups on Facebook. Before you decide to go this route though, do your homework. You can always check with the SHIBA communications consultant and the OIC social media manager for help with this.

Social media guidelines

When your sponsor org creates a social media account specifically for SHIBA, such as Facebook, be sure to run it by the SHIBA communications coordinator to review the branding.

For SHIBA Facebook accounts, be sure to share the page name and/or address so the Insurance Commissioner's office can like or join your page. We also ask that you like our "Medicare news & resources in Washington state" Facebook page.

When posting SHIBA-related content and/or images using your sponsor's social media outlets or sharing other organization's social media posts:

SHIBA cannot endorse, appear to endorse, or affiliate with any for-profit product, service, or company, or those related to the sale of insurance or other coverage.*

***OTHER examples of content/images that do not meet SHIBA/OIC social media guidelines:**

- Advocating and/or opposing any political, environmental, or socially controversial subjects, issues, or candidates.
- Personal information that can identify the person who posted it.
- Disparaging or promoting any person or class of people.
- Vulgar, offensive, threatening or harassing language/images, or personal attacks.
- Promoting or inciting illegal, violent, or socially undesirable conduct.
- Promoting or showing availability of:
 - Alcohol or tobacco products
 - Illegal drugs
 - Adult or sexually oriented entertainment or materials
- Promoting, opposing or showing availability of weapons and/or gambling.
- Claims of efficacy, suitability, desirability, or other non-objective statements about businesses, products, or services.
- Content/images that infringe on any trademark, copyright, or patent rights of another, or violate advertising or consumer protection laws.
- Content that a reasonable person may not consider to maintain the dignity and decorum appropriate for government.

Adding information about SHIBA to your sponsor's website

If your SHIBA sponsor organization doesn't already have a SHIBA webpage on its website, we highly urge SHIBA VCs to work with their respective sponsor webmaster to create a page (see template on next page) and add it to the site's navigation. As more and more people use the web to research for services, this another method for people to find out about SHIBA and the services we offer.

Web link guidelines

External links – If you post any external links on your organization's SHIBA webpages or other organizations link to your SHIBA webpage(s), our agency requires the following:

SHIBA cannot endorse, appear to endorse, or affiliate with any for-profit product, service, or company, or those related to the sale of insurance or other coverage.*

We will only allow websites and public information provided by public agencies or non-profit, non-partisan organizations.

***OTHER examples of external content that does not meet the web link guidelines:**

- Advocating and/or opposing any political, environmental, or socially controversial subjects, issues, or candidates.
- Disparaging or promoting any person or class of people.
- External content not suitable for readers or viewers of all ages, or links to or other promotion of businesses whose products or services are not suitable for people of all ages.
- Promoting or inciting illegal, violent, or socially undesirable conduct.
- Promoting or showing availability of:
 - Alcohol or tobacco products
 - Illegal drugs
 - Adult or sexually oriented entertainment or materials
- Promoting, opposing or showing availability of weapons and/or gambling.
- Claims of efficacy, suitability, desirability, or other non-objective statements about businesses, products, or services.
- Content/images that infringe on any trademark, copyright, or patent rights of another, or violate advertising or consumer protection laws.
- Content that a reasonable person may not consider to maintain the dignity and decorum appropriate for government.

Sponsor SHIBA-approved webpage content

General SHIBA webpage content:

Get help with Medicare

Our Statewide Health Insurance Benefits Advisors (SHIBA) can help you understand your Medicare rights and options. Our well-trained volunteers counsel people of all ages, people with disabilities and people getting ready to retire about their Medicare choices and options:

- Original Medicare
- Prescription drugs
- Low-income programs to help pay for Medicare
- Medigap (Medicare Supplement) plans
- Medicare Advantage plans
- Medicare fraud and abuse
- Long-term care options
- Issues with Medicare fraud

We answer your Medicare questions, make referrals, and help evaluate and compare health insurance policies so you can make an informed decision to find best possible coverage that fits within your budget and meets your needs.

Who is SHIBA?

SHIBA's a free, unbiased and confidential service of the Washington State Office of the Insurance Commissioner. Our volunteers assist people through one-on-one counseling in person at a public location and over the phone. We also offer help through public group presentations.

<Name of sponsor> is the SHIBA sponsor for <name of county(ies)>, in partnership with the Washington State Office of the Insurance Commissioner.

Contact us

Phone: <local sponsor phone # (xxx) xxx-xxxx>

Email: <local sponsor email inbox>

SHIBA and its volunteers do not sell/endorse any insurance product or conduct market research, and we're not affiliated with any insurance companies.

SHIBA volunteer recruitment webpage content:

SHIBA volunteers make a difference – join our team!

You can make a difference in the lives of others by helping them navigate Medicare. You don't even have to know Medicare – we'll train and mentor you!

Not only does volunteering offer vital help to people in need and in your community, but the benefits can be even greater for you serving as a volunteer! Volunteering can:

- Connect you to others
- Help reduce stress and combats depression
- Keep you mentally stimulated and provides a sense of purpose
- Help with your overall physical health, which prolongs your life
- Get you out of the house and involved in your community
- Bring fun and fulfillment to your life

SHIBA marketing tools

SHIBA provides each sponsor with a custom professional program pull-up banner along with a tablecloth and a custom SHIBA table runner to use at outreach events. Be sure to take advantage of these tools when attending outreach fairs to help draw attention to your area.



Holding and attending events

Hold a SHIBA-sponsored event

Once your organization decides to hold a SHIBA-sponsored event, whether it's a Medicare open enrollment clinic, a fraud event, or a workshop on Medicare for people turning age 65, you'll need to invite people to ensure successful participation.

Get the word out

Create a flier/poster (see page 14)

Hand deliver fliers/posters

- Identify which volunteers will personally deliver fliers/posters.
- Walk/drive around local and surrounding communities where you plan to hold your event and ask businesses, libraries, churches and senior/activity centers to hang up event fliers in their windows/community bulletin boards (be sure to fill out a PMA for every business that agrees to hang up the flier).
- Keep a stack of fliers with you so that when you're already out in the community running personal errands, you can leave fliers with local businesses.
- **Bonus:** While you are delivering fliers, if someone asks you questions about their personal Medicare situation, someone else's Medicare situation or Medicare in general, you can fill out a STARS beneficiary contact form.

Consider doing a direct mailing (see page 16)

Place a print/radio ad (see pages 5, 7)

Add your event to the online SHIBA event calendar (see page 17)

Use your sponsor's social media account

Use your sponsor's social media accounts – such as Facebook and/or Twitter – to let people know about upcoming events (see page 19).

The presentation

If your event includes a SHIBA presentation, decide who will give it. Is it a volunteer, the VC or a SHIBA staff person? Based on the topic, be sure to use the appropriate SHIBA office-approved slide show located at www.insurance.wa.gov/shiba-public-presentations.

Remember, you may hide existing slides to meet the time allotted for the presentation and your audience's needs – but **you cannot create new slides or change existing content, or create a whole new slide show presentation.**

Set up a resource table

Order the appropriate number and type of SHIBA-approved publications and outreach items. (Order at least 3 – 4 weeks in advance of the event from DES Fulfillment. Go to My SHIBA webpage at www.insurance.wa.gov/my-shiba for a complete list of outreach items and publications, and how to order.)

On the day of the event, bring and setup:

- SHIBA pull-up banner
- Table (depending on the event location, you may need to setup the table or ask the facility to do it).
- SHIBA tablecloth and runner
- SHIBA publications and outreach materials
- Laptop (if appropriate and electricity and/or Wi-Fi is available)
- Sign-up sheet so you can follow-up with clients afterwards

Attend local events other organizations hold

Some SHIBA sponsors have an outreach team or a volunteer assigned to do outreach. Discuss with your VC and/or team about researching local events that will likely attract your target audience. After you decide which events you want to focus on, you'll want to answer the following questions:

- Do they offer booths and is there a cost?
- Do they provide the table and chairs?
- Is there electricity and/or Wi-Fi – and is it included in the booth price?
- How many people do they anticipate attending?
- Who are the people potentially attending?
- Do they need speakers?

If you plan to participate in a booth/resource table

- Decide which volunteers will attend and work the booth.
- Add the event(s) to:
 - Your sponsor outreach calendar. The VC should answer questions about the process to do this.
 - The online SHIBA event calendar using the online form on My SHIBA.
- Order the appropriate number and type of SHIBA-approved publications and outreach items. (Order at least three to four weeks in advance of the event from DES Fulfillment. Go to My SHIBA webpage at www.insurance.wa.gov/my-shiba under the "Outreach" and "Publications" sections for a complete list of outreach items and publications, and how to order.)

Advertise events on the online SHIBA events calendar

VCS can add the organization's event SHIBA is attending directly to the SHIBA online events calendar at www.trumba.com.

What to bring to the event

- SHIBA pull-up banner
- SHIBA tablecloth and runner
- SHIBA publications and outreach materials
- Laptop (if appropriate and electricity and/or Wi-Fi is available)
- The SHIBA presentation, if you are giving one (see page 18)

Arrive to the booth setup on time and put out your pull-up banner, tablecloth, publications and other items.

Need help?

If you have any questions, please contact the SHIBA communications consultant for help:

Donna Wells, SHIBA communications consultant

Phone: 360-725-7238

Email: Donna.Wells@oic.wa.gov