

Recruit and Mobilize Real People



Problem

At a time of heightened tension among local political leaders and public skepticism towards health care reform, the state of New Hampshire looked to launch a campaign to compel uninsured residents to pursue health insurance coverage during open enrollment, and in doing so lower the number of uninsured families in the Granite State.

Solution

Locust Street and a team of New Hampshire political operatives launched a statewide campaign designed to educate and reach as many uninsured New Hampshire residents as possible. The all-encompassing campaign involved paid, digital and earned media, direct mail, and on-the-ground field organizers. Our campaign also led the charge in identifying “success stories” of newly-insured Granite Staters with compelling stories that could be used in TV, radio, digital ads, and other campaign platforms.

Metrics



50,000
Households

Identified 50,000 households most likely to be uninsured.



70 Events
In New Hampshire

Convened 70 enrollment events, throughout every county in New Hampshire.

Contacted Over



15,000
Employers

Met face-to-face with 1,200 small businesses, and contacted over 15,000 employers representing 105,000 employees.



51,000 Calls
How to Sign Up

Delivered over 51,000 phone calls to local residents, informing them on how to sign up and inviting them to community events.

Results

Over 40,000 Signed Up
Including 22,000 Previously Uninsured Residents

Over 40,000 Granite Staters signed up for coverage, including 22,000 previously-uninsured residents, over a 4-month campaign — outperforming analysts’ expectations and being nationally recognized as a successful model for enrollment.

Selected Press



Healthcare rolls into NH like a political campaign — and wins.

