

MyACCESS Mobile App Communications

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January 17, 2019

Income Maintenance Advisory Committee (IMAC) Meeting



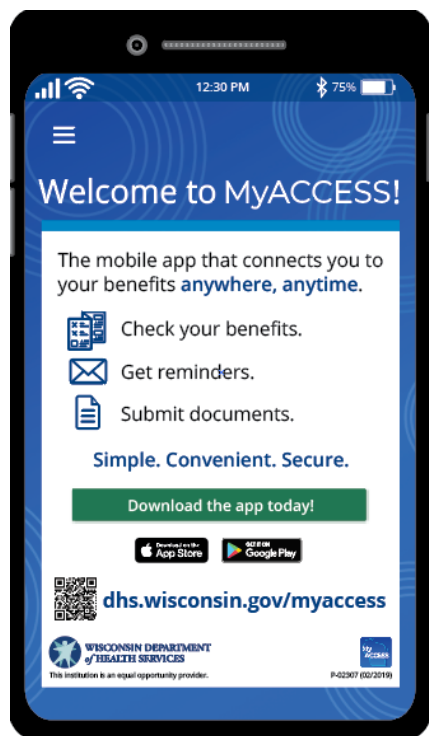
WISCONSIN DEPARTMENT
of HEALTH SERVICES

Overview

- Initial release
 - Mid-November
 - Operations memo, partner emails, instructions, ACCESS message
- Promotional release
 - Planned for early February
 - Print, web, social media, other

Print Communications

- Types
 - Poster (P-02307)
 - Flyer (P-02309)
 - Wallet card (P-02308)



Print Communications, continued

- Timeline

- Planned February 4 publication
- Email announcements
 - Forms and Publications list
 - CARES Coordinator Notice

- Ordering

- Complete Forms/Publications Order form, F-80025A:
www.dhs.wisconsin.gov/forms/f8/f80025a.docx.
- Email completed form to dhsfmorder@dhs.wisconsin.gov.

Online Communications

- Types

- Webpages

- dhs.wisconsin.gov/myaccess

- dhs.wisconsin.gov/myaccess-faqs

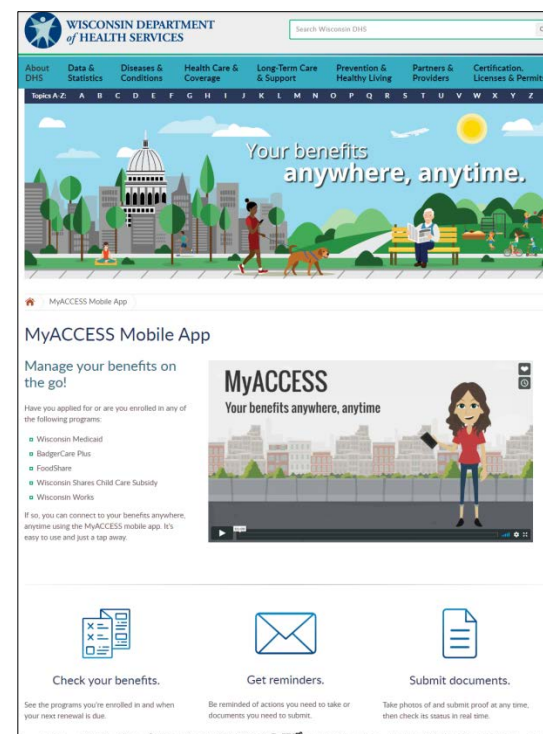
- ACCESS message

- “Widget” for IM use

- What size is needed?

- Email dhsdhcaacommunications@dhs.wisconsin.gov for file.

- Timeline: Planned for February 4



Social Media

- Types

- Facebook: <https://www.facebook.com/DHSWI/>
- Twitter: <https://twitter.com/DHSWI>

- Timeline

- Teaser post and tweet week before promotional release
- Ongoing posts and tweets after promotional release

**To increase awareness,
share  and retweet !**

Other Communications

- Promotional video
- Ongoing community partner engagement
 - Emails
 - Meetings
- Word of mouth



YOU CAN HELP



Questions