

Public information template and style guide

**For Statewide Health Insurance Benefits Advisors
(SHIBA) sponsors and partners**



SHIBA public information template & style guide

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Introduction

The purpose of this template and style guide is to provide you with the tools you need to produce public information materials that represent and market SHIBA services, while following SHIBA policies and guidelines.

Style issues and rules

Use of program name

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

Use of 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.”

Use of 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.

IMPORTANT NOTE:

- If you use the materials from the pages in this *Public Information Template and Style Guide* in complete form, you do **not** need to get approval from the SHIBA communications coordinator.
- 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 coordinator.*
- 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 coordinator.*

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

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 SHIBA webpage is: www.insurance.wa.gov/shiba
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Translations

Policy

- An official state translation vendor must translate all SHIBA publications or outreach materials per the Office of the Insurance Commissioner's agency policy.
 - 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 request a sponsor or partner to review the translated document before we release it to the public to ensure accuracy.
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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.

Advertising

If you plan to place an ad in the newspaper or on the radio using your own content and/or design, you must first get approval for the ad content and/or design by the SHIBA communications coordinator at the Office of the Insurance Commissioner. Please allow at least 10 business days advanced notice. The communications coordinator is also available to help create ads, but you must give at least 10 business days advanced notice.

If you're requesting funding to place the ad(s), you must first fill out and submit the online advertising request form, which resides on the MY SHIBA website at:
www.insurance.wa.gov/volunteers-only/publications.

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].

Using SHIBA features and benefits

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 coordinator.

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 another language
- Impartial, 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:

- Medicare
- Prescription drug programs
- Medicaid programs
- Washington State Health Insurance Pool (WSHIP)
- Long-term care options

Templates

IMPORTANT NOTE:

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- 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 coordinator.*

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

News releases

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 coordinator 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 coordinator 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 Part D Template

NEWS RELEASE

Month, date, year

FOR IMMEDIATE RELEASE

For more information:

Name, Title

Organization Name

Phone Number

E-mail

Medicare Part D enrollment starts Oct. 15

TOWN/CITY, Wash – Enrollment in Medicare's prescription drug program (Part D) starts this day of the week, Oct. 15 and runs through Dec. 7. If you're Medicare-eligible and want to enroll in Part D or change your current plan, beat the last minute rush by enrolling early.

The Washington State Office of Insurance Commissioner's Statewide Health Insurance Benefits Advisors (SHIBA) can answer questions about Medicare Part D and provide help on other parts of Medicare as well as other health care topics.

Insert quote here from SHIBA sponsor coordinator about how the sponsor can help people.

To attend a public enrollment event on Part D in county name County, call sponsor phone number.

For additional ways to get help with Part D:

- Visit Washington State BenefitsCheckUp® at: www.benefitscheckup.org
- Contact Medicare at 1-800-MEDICARE (633-4227) or visit www.medicare.gov/
- For help in other languages, call:
 - Spanish, Medicare: 1-800-633-2273
 - Spanish, National Alliance for Hispanic Health: 1-866-783-2645
 - Korean, National Asian Pacific Center on Aging: 1-800-582-4259
 - Chinese, National Asian Pacific Center on Aging: 1-800-582-4218
 - Vietnamese, National Asian Pacific Center on Aging: 1-800-582-4336
- Ask a trusted friend or relative for help

For more information about Medicare, go to: www.insurance.wa.gov/your-insurance/medicare/

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Public Service Announcements (PSAs)

How to use PSAs

- You may 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 at least 10 business days in advance of when the PSA will air.

General Medicare PSA

Radio (30 seconds)

Need help with your Medicare questions? Call SHIBA (SHEE BA)! Our volunteers, located statewide, 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 1-800-562-6900 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 (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 1-800-562-6900 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 40,000 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 1-800-562-6900 or visit www.insurance.wa.gov.

Medicare fraud and abuse PSA

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, call the Statewide Health Insurance Benefits Advisors, Washington state's Senior Medicare Patrol, to report it at 1-800-562-6900 or go to www.insurance.wa.gov. We can help you prevent, detect and report Medicare and Medicaid fraud and abuse.

Newsletter/newspaper articles

How to use newsletter/newspaper articles

- You may 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 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 Prescription Drug Program (Part D)

Medicare Part D annual enrollment period starts Oct. 15

Enrollment in Medicare's prescription drug program (Part D) starts Oct. 15 and runs through Dec. 7. If you're Medicare-eligible and want to enroll in Part D or change your current plan, beat the last minute rush by enrolling early.

The Office of Insurance Commissioner's Statewide Health Insurance Benefits Advisors (SHIBA) can assist you with answering questions about Medicare's Part D and provide help on Medicare and other health care-related topics.

To attend a public enrollment event on Part D in **county name** County, call **sponsor name** at **sponsor phone number**.

In addition to SHIBA, here are other ways to get help with Part D:

- Visit Washington State BenefitsCheckUp® at: www.benefitscheckup.org
- Contact Medicare at 1-800-MEDICARE (633-4227) or visit <http://www.medicare.gov/>
- For help in other languages, call:
 - Spanish, Medicare: 1-800-633-2273

- Spanish, National Alliance for Hispanic Health: 1-866-783-2645
- Korean, National Asian Pacific Center on Aging: 1-800-582-4259
- Chinese, National Asian Pacific Center on Aging: 1-800-582-4218
- Vietnamese, National Asian Pacific Center on Aging: 1-800-582-4336
- Ask a trusted friend or relative for help

For more information about Medicare, go to: www.insurance.wa.gov/your-insurance/medicare

Volunteer recruitment

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 are you 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**.

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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**.

Web-related information

Web link guidelines

You must receive prior approval from the SHIBA communications coordinator to place any external web links on your organization's SHIBA web pages or to link from other websites to your organization's SHIBA web pages.

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 accept 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:**

- Advocacy of or opposition to 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.
- Promotion or availability of alcohol or tobacco products.
- Promotion or availability of illegal drugs.
- Promotion or availability of adult or sexually oriented entertainment or materials.
- Promotion, opposition, or availability of weapons.
- Promotion, opposition, or availability of gambling.
- Claims of efficacy, suitability, desirability, or other non-objective statements about businesses, products, or services.
- Content that infringes on any trademark, copyright, or patent rights of another.
- Claims of representations in violation of advertising or consumer protection laws.
- Content that a reasonable citizen may not consider to maintain the dignity and decorum appropriate for government.