

**From:** Dianne Hasselman <[dianne.hasselmann@medicaiddirectors.org](mailto:dianne.hasselmann@medicaiddirectors.org)>  
**Subject:** A Request from Kate McEvoy, Medicaid Director, Connecticut  
**Date:** August 23, 2017 at 11:57:09 AM EDT

Dear Colleagues: NAMD is graciously sending out this message on my behalf.

I am very honored to have been asked to moderate a panel at the NAMD Fall meeting that will reflect the perspectives of the people whom we serve. This will no doubt be a very meaningful experience for us and all of the attendees.

We will be fortunate to be joined by people who are served by the program in Washington DC, Kansas and Virginia. Each of the panel members will also be profiled in story form by NAMD staff person Cornelia Llubes.

To set the stage for the panel discussion, I have proposed to NAMD that we create a short video featuring statements and photos of people from around the country, speaking to the value of Medicaid. We will plan to show the video immediately before the discussion, and also to use it ongoing as a means of reinforcing the worth of our program with policymakers and others.

You may ask, how am I proposing to do this? A few years ago, I set a learning goal for myself of using different media to tell stories about our program. One of the means that I have used is a low cost video tool called Powtoon. I will plan to work with Cornelia to produce a short animated video using that software.

**So, here is my ask of you. Do you have a Medicaid Member Advisory Council? A family or peer group? A consumer board? Or connections with grassroots groups? I am inviting you to reach out to members of those and ask them to help us share the good word about Medicaid.**

Specifically, it would be great to have responses to the following questions:

1. What does Medicaid mean to you and your family?
2. What should folks know about people served by Medicaid?
3. I would also like to have pictures, if people are willing.

**It would be great to have material by September 8.** If people are willing to be identified, we will need to use a release form and can share one. Alternatively, we can identify people by prefix and initials. Please submit text and photos (in attachments in .jpeg or other format) by email copying both me and Cornelia at:

[Kate.mcevoy@ct.gov](mailto:Kate.mcevoy@ct.gov)

[cornelia.lluberes@medicaiddirectors.org](mailto:cornelia.lluberes@medicaiddirectors.org)

Just FYI, including below the link to the first Powtoon that I made - for the 50th anniversary of Medicaid. Not for content - only to give an illustration of what it can do. Apologies for slow pacing between frames. I have gotten better at that over time.

<http://www.ctvideo.ct.gov/dss/Videos/Happy50thBirthdayMedicaid.mp4>

Thank you so much in advance for your help with this! Don't hesitate to let us know if you have questions.

Kate (in my role as VP of the NAMD Board)  
Kate McEvoy, Esq.  
Director  
Division of Health Services  
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