

# Instructions for Completing the Public and Media Activity Form for the State Health Insurance Assistance Program (SHIP)

Submitted to CMS Quarterly

Use this revised Public and Media Activity Form for all public education and media activities conducted by your SHIP program.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0938-0850. The time required to complete this information collection is estimated to average 5 minutes per response for the Public and Media Activity (PAM) Form, including the time to review instructions, search existing data resources, and gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: CMS, 7500 Security Boulevard, Attn: PRA Reports Clearance Officer, Mail Stop C4-26-05, Baltimore, Maryland 21244-1850.

## SECTION 1—Type of Activity

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If a SHIP counselor or coordinator works directly with a beneficiary, during or after a Public and Media Activity Event, to assist him or her with an enrollment or provide other substantial one-on-one assistance, two data elements should be collected:

- a client contact form should be completed to collect as much information as possible about that counseling contact, AND
- if the SHIP counselor assisted with an enrollment, that person should be included in the aggregate count for “Estimate # of people enrolled” data field in the section of the PAM form for that event.

Please Check only ONE type of activity.

### A. Interactive Presentation to Public

An interactive forum, speaking engagement, or seminar during which substantive knowledge on Medicare or the SHIP program is transferred by oral and visual means from a SHIP presenter to those persons attending the presentation. Includes in-person presentations, video teleconferences, or satellite broadcasts. Do NOT include SHIP counselor trainings, which should be reported on the SHIP **Resource Report Form**. Estimate the number of attendees by using sign-in sheets or by taking a rough head count of the number of people at the presentation. In addition, if you assisted any attendees with enrollment in a Medicare Prescription Drug Coverage Plan (PDP/MA-PD), estimate the number of people potentially enrolled and complete Client Contact Forms.

**B. Booth/Exhibit**

Any event where general/program information and/or simple printed fact sheets are shared with or distributed to the public. The purpose of SHIP program participation in such events is to inform the public about the availability of SHIP services in their area. For example, some SHIP programs attend health or senior fairs or set up information booths in shopping centers in order to increase that community's awareness of their services and the need for individual counseling. Estimate the number of people potentially reached by using a tick-mark for each person that approaches your booth to take materials and/or speak with a SHIP representative or by counting the number of brochures/materials distributed. In addition, if you assisted any attendees with enrollment in a Medicare Prescription Drug Coverage Plan (PDP/MA-PD), estimate the number of people potentially enrolled and complete Client Contact Forms.

**C. Radio Show (not a PSA or ad)**

Radio events can be live or taped. Report the date(s) you are aware the event was *originally* aired in Section 2. Estimate the number of people potentially reached for the original show only such as estimated audience size or potential number of listeners. Indicate, if known, the number of times the show was re-aired.

**D. Web-Site Event**

Includes one-time or limited time interactive events sponsored by your SHIP such as web conferences or forums, and interactive 'chatrooms'. Visitors to other parts of your web-site should be reported on the SHIP Resource Report Form. Estimate the number of people potentially reached by estimating the number of visitors to these activities.

**E. TV/Cable Show (not a PSA or ad)**

TV and cable TV shows can be live or taped. Report the date(s) you are aware the event was originally aired in Section 2. Estimate the number of people potentially reached for the original show only such as estimated audience size or potential number of viewers. Indicate the number of times, if known, the show was re-aired.

**F. Enrollment Event (either solely sponsored by a SHIP or sponsored in partnership with another organization such as Social Security Administration office or disease organization)**

This includes any type of program where enrollment in a Medicare Prescription Drug Coverage Plan (PDP/MA-PD) is the key objective and where volunteers or staff are on hand to help the beneficiary submit an application on-line or by paper. In addition, if you assisted any attendees with enrollment in a Medicare Prescription Drug Coverage Plan (PDP/MA-PD), estimate the number of people potentially enrolled and complete Client Contact Forms.

**G. Other**

Include Public Service Announcements (PSAs) (either mailed, broadcast on the radio, or aired on television); targeted informational mailings; and newspaper/newsletter articles. Estimate the number of people potentially reached for the original airing only such as potential number of listeners/viewers, number of pieces mailed, or potential number of readers. Indicate the number of times the PSA was re-aired/re-printed/etc.

## **SECTION 2–Activity Information**

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Provide date and time of activity, (for an activity that spans multiple dates, you need only provide the total length of the activity across all dates), the name of the event and the actual location where the event took place (not the central office location), person(s) to contact for more information, and names and types of presenters at the event. For shows/ads that are re-aired, enter the date of the original show only.

## **SECTION 3–Topic Focus**

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Check ALL that apply.

If you cover several topics during the course of the event, check all that apply. Topics checked will have received substantial attention (not just a brief mention).

## **SECTION 4–Target Audience**

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Check ALL that apply.

Identify your audience by checking the characteristics that apply.