

# Michigan Outreach Initiatives

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Michigan IV-D Director



# Overview

## Two Statewide Media Campaigns

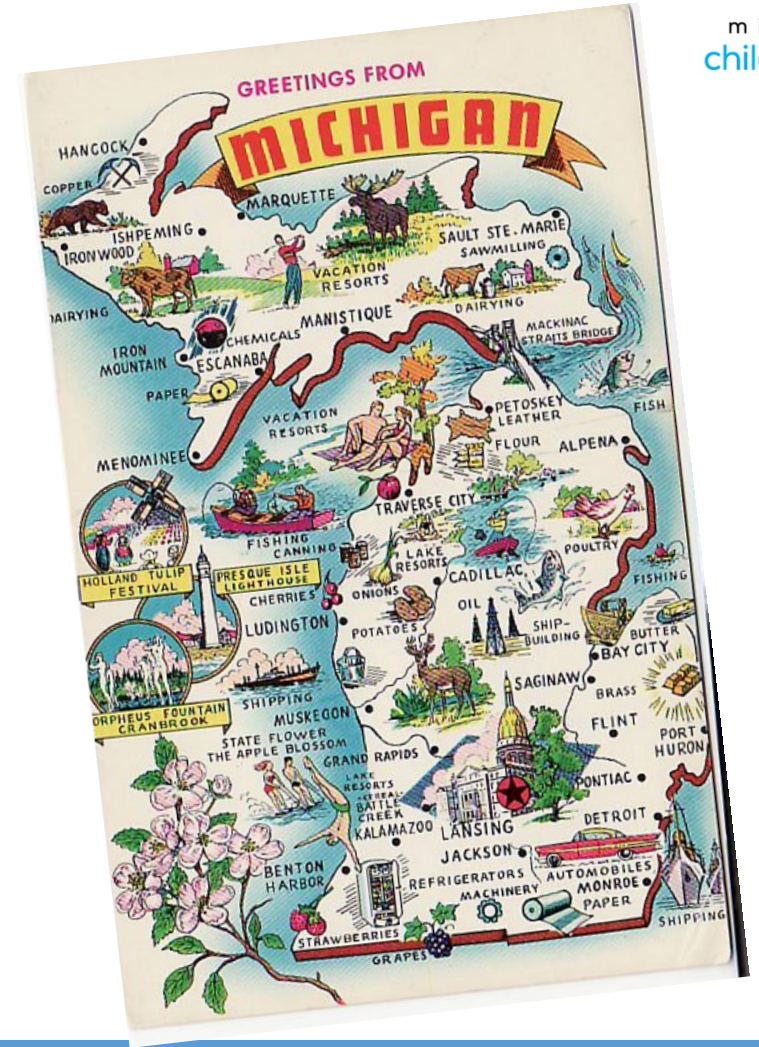
- ▶ Awareness
- ▶ Early Paternity Education

## Community Outreach

- ▶ Partnership with public schools

## Ongoing Digital Communications

- ▶ Twitter, email, infographics, portal



# Child Support Awareness Campaign

## Objectives:

- ▶ Direct parents to [www.michigan.gov/childsupport](http://www.michigan.gov/childsupport) for more information about child support services
- ▶ To take away negative perceptions that some parents have about child support and to focus on the positive benefits to a child when both parents are actively involved in their life.

## Target: Parents 18-49

- ▶ Half of all time spent online is through a mobile device
- ▶ 44% of the target audience accessed the internet from their mobile phone in the last 30 days
- ▶ 38% of the target audience are more likely to use mobile apps
- ▶ The average user spends 2.8 hours per day on their smartphone

## Media Timing:

- ▶ Sept – Nov 2016, July 2017

**Budget:** \$100,000

# Mobile Advertising



# Mobile Advertising

## Flight 1: AOL (3 months)

**Dollars Invested**

•\$40,000.00

**Impressions**

•8,333,334

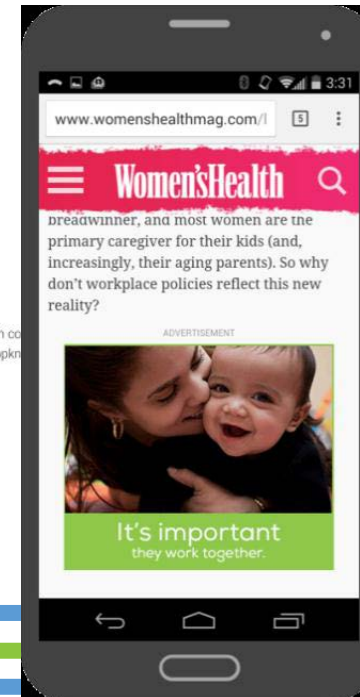
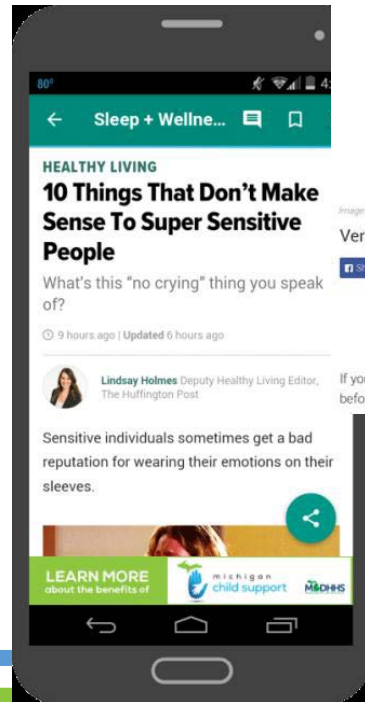
**Clicks**

•68,530

**Click through Rate**

•0.74%

–Benchmark 0.25%



## Flight 2: Adtheorent (2 weeks)

**Dollars Invested**

•\$9,625.00

**Impressions**

•1,939,860

**Clicks**

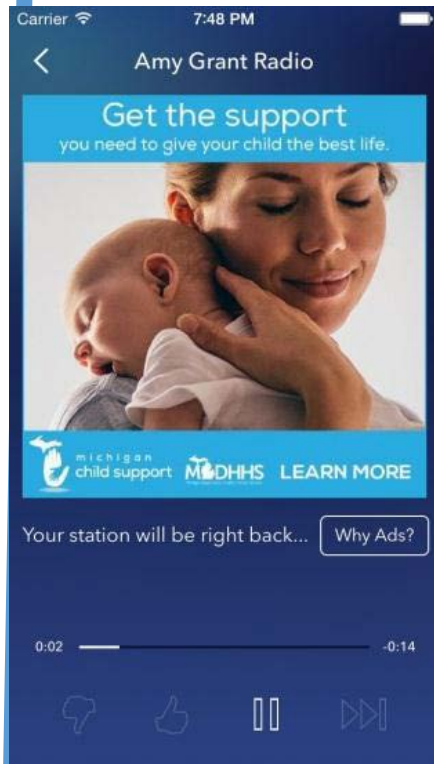
•16,730

**Click through rate**

•0.84%

•Benchmark: 0.25%

# Pandora



## Rationale

- ▶ A18-49 are 27% more likely to use Pandora

## Dollars Invested

- ▶ \$32,350.00

## Flight

- ▶ September – November, 2016

## Impressions

- ▶ 4,343,691

## Clicks

- ▶ 6,082

## Click Through Rate

- ▶ .40%
  - ▶ Benchmark 0.45%

- ▶ Nielsen Audience Report, Q2 2015 – A18-49 in the state of Michigan

# Early Paternity Education Campaign

## Objectives:

- ▶▶ Raise awareness about the importance of paternity establishment
- ▶▶ Educate unmarried parents *in advance* of their child's birth so they will be better prepared to establish paternity after the baby is born

## Target:

- ▶▶ Primary: Parents 18-49 in the state of Michigan
- ▶▶ Secondary: Prenatal care providers, birthing hospitals, WIC and other community health providers
  - ▶ A series of e-communications sent through the GovDelivery system will be created to target providers

## Media Timing:

- ▶▶ April - June 2017

**Budget:** \$100,000

# Market Research

- ▶▶ Adults 18-49 spend over six hours a week using the internet on a PC and over nine hours on mobile (Nielsen Q2 Audience Report, 2015)
- ▶▶ 98% of A18-49 are online 5+ times per week (Nielsen @plan Q2 2015)
- ▶▶ 41% of A18-49 in Michigan who are expecting a child in the next 12 months have used the internet to seek advice (Nielsen @plan, Q2 2015)
- ▶▶ 32% of F18-49 in Michigan, expecting a child in the next 12 months and are unmarried had a medical appointment in the last 90 days. (*Nielsen @Plan, Q2 2015*)

# Google AdWords

**Dollars Invested** \$10,450

**Total Impressions** 103,224

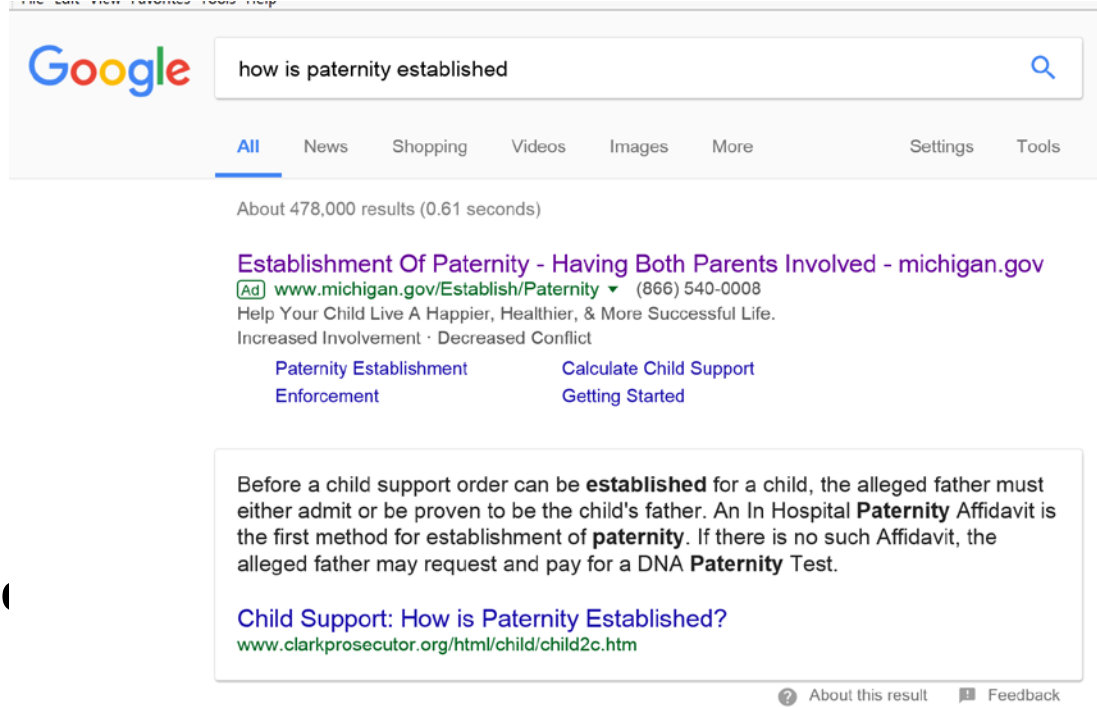
**Clicks** 2,085

**CTR** 2.02%

-Benchmark: 1.0%

## Top 5 Keywords/Phrase Clicks

- ▶▶ paternity test 679
- ▶▶ fatherhood 557
- ▶▶ early paternity test 194
- ▶▶ how much is a paternity test 125
- ▶▶ genetic paternity testing 101



Google search results for "how is paternity established". The search bar shows the query. Below the search bar, there are tabs for All, News, Shopping, Videos, Images, More, Settings, and Tools. The results show "About 478,000 results (0.61 seconds)". The first result is an advertisement from michigan.gov titled "Establishment Of Paternity - Having Both Parents Involved - michigan.gov". Below the ad, there are links for "Paternity Establishment Enforcement" and "Calculate Child Support Getting Started". A text box explains that before a child support order can be established, the alleged father must either admit or be proven to be the child's father. It mentions that an In Hospital Paternity Affidavit is the first method for establishment of paternity. If there is no such Affidavit, the alleged father may request and pay for a DNA Paternity Test. Below this text box, there is a link titled "Child Support: How is Paternity Established?" with the URL "www.clarkprosecutor.org/html/child/child2c.htm". At the bottom of the search results, there are links for "About this result" and "Feedback".



Information or send comments/concerns MI.gov

Doing Business with MDHHS Inside MDHHS

IT RESOURCES

|                         |
|-------------------------|
| Adults & Seniors        |
| Child Fatality Registry |
| Child Support           |
| Employer Resources      |
| Forms and Publications  |
| Hospital Resources      |
| Parent Resources        |
| Public Resources        |

Give your child the **dadvantage.**

Why is it important to establish paternity?

# Interactive Online Google Display

- Use keywords and interest to target users searching for information on paternity establishment and parental rights

**Dollars Invested** \$16,500

**Total Impressions** 6,746,264

**Clicks** 33,310

**Click through rate** 0.49%

- Benchmark: 0.16%



# Email

- Using the GovDelivery system, custom e-communications created to include content, graphics and resources for various audiences:
  - Child Support – General Updates - 3,017 subscriptions
  - Child Support – Parent Newsletter – 60,417 subscriptions
  - General Info – 35,000 subscriptions
  - Birthing Hospitals - 90 subscriptions



— Give your child the —  
**dad**vantage.

## Give your child the dadvantage.

Did you know when a child has emotional and financial support from both parents, they can live happier, healthier and more successful lives?

When a baby is born, establishing legal fatherhood (called "paternity") can give them:

- **A better sense of identity.** The child will know who they are and who their parents are.
- **Support.** With help from both parents, a child is more likely to have all of their needs met.
- **Access to benefits.** When a child has a legal father, they have a right to their parents' benefits - like health insurance and Social Security.
- **A complete medical history.** If the child develops any health issue, knowing their family's history can help keep the child healthy.

### How to Establish Paternity

To establish paternity at the hospital, all you have to do is:

1. Bring a photo ID.

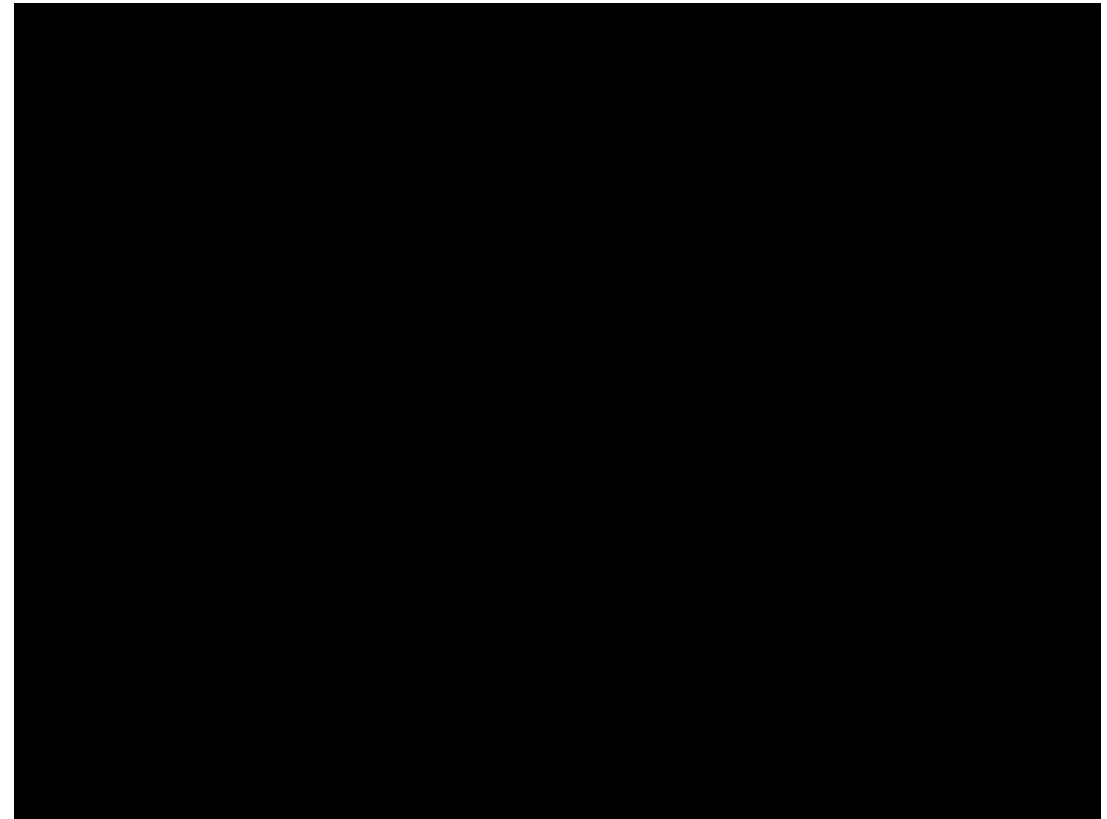
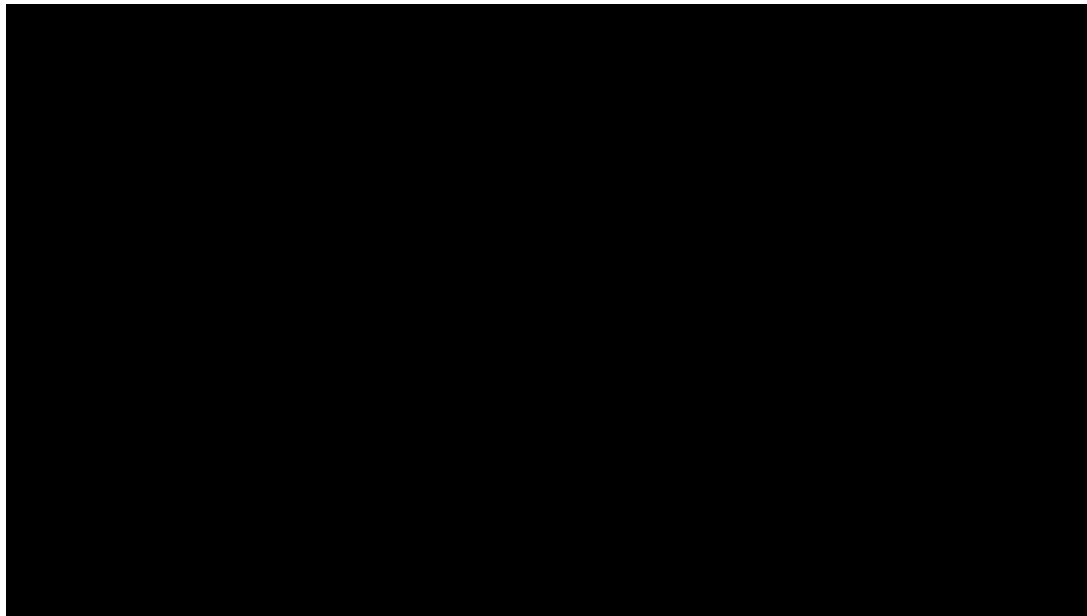


# Kent County, MI Community Outreach

- ▶ Partnership with Grand Valley State University and Grand Rapids Public Schools
- ▶ [www.accesskent.com/fo](http://www.accesskent.com/fo)  
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# Outreach Videos



# Infographics

## — Meet Your — Child Support Team

You support your child through anything. But you shouldn't have to do it alone. In the state of Michigan, four different organizations work with you, all so your child can lead a happier, healthier, more stable life.



**Michigan Department of Health and Human Services, Office of Child Support**  
Your connection between public assistance and child support. Visit them when you're ready to start a case.



**Prosecuting Attorney**  
Your child support court order and legal fatherhood happens here. Work with them to have a say in what happens.



**Michigan State Disbursement Unit**  
Receives and sends your child support payments. Contact them when you have questions.



**Friend of the Court**  
Reviews and monitors your court order. Call them whenever something changes in your life, or when you have questions about parenting time.



michigan  
child support

[michigan.gov/childsupport](http://michigan.gov/childsupport)



Michigan Department of Health & Human Services



## The Hidden Social Safety Net How Child Support Relates to Other Forms of Support for Michigan Families

**One in three children**  
are served by the Michigan Child Support Program



**32% of children receive child support**  
**12% of children receive WIC**  
**5% of children receive cash assistance**

### How do child support payments help families?

Nationally, child support lifted nearly 1 million people out of poverty. (2012)

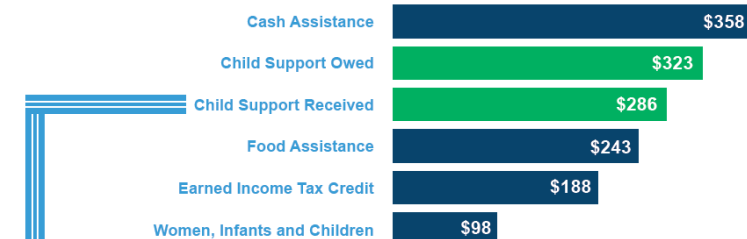
Child support payments reduce poverty in the United States more than cash assistance or WIC. (2013)

Among poor parents who receive child support in the United States the average amount received accounts for more than half of their average income. (2011)

While not traditionally thought of as a social program, child support payments provide more support each month than food assistance, Women, Infants and Children (WIC) or Earned Income Tax Credit (EITC).



### Average Monthly Assistance per Family in 2014



For Michigan families receiving child support, who receive WIC, EITC and food assistance, Child Support makes up 30% of their safety net.

Data Sources: FY2012 Kids Count and Census Data; Office of Child Support Enforcement (2014); "History demonstrates child support lifts children out of poverty." Retrieved from Commissioner's Voice blog; United States Department of Commerce U.S. Census Bureau (2014); The Supplemental Poverty Measure: 2013, Table S4; United States Department of Commerce, U.S. Census Bureau (2013, October); Custodial Mothers and Fathers and Their Child Support: 2011, Detailed Tables, Table 5.



michigan  
child support

# Twitter

Ongoing Tweets about child support scheduled periodically from the department Twitter account



**Michigan HHS Dept** @MichiganHHS · Jan 3

Save time and stamps by paying [#ChildSupport](#) with cash at local [@cvspharmacy](#) and [@Walmart](#) stores using [@MoneyGram](#). Use receive code 14689. [misdu.com](#)

### How it works



1. Find a MoneyGram location – over 34,000 agent locations – at [moneygram.com/billpaylocations](#)
2. Bring these with you:
  - Cash – Enough to pay your child support + \$3.99 fee
  - Order ID/Docket Number \_\_\_\_\_
  - Receive Code: 14689
3. Complete your transaction at the cash counter and keep your store receipt.

800-926-9400  
[moneygram.com/paybills](#)



bill payment



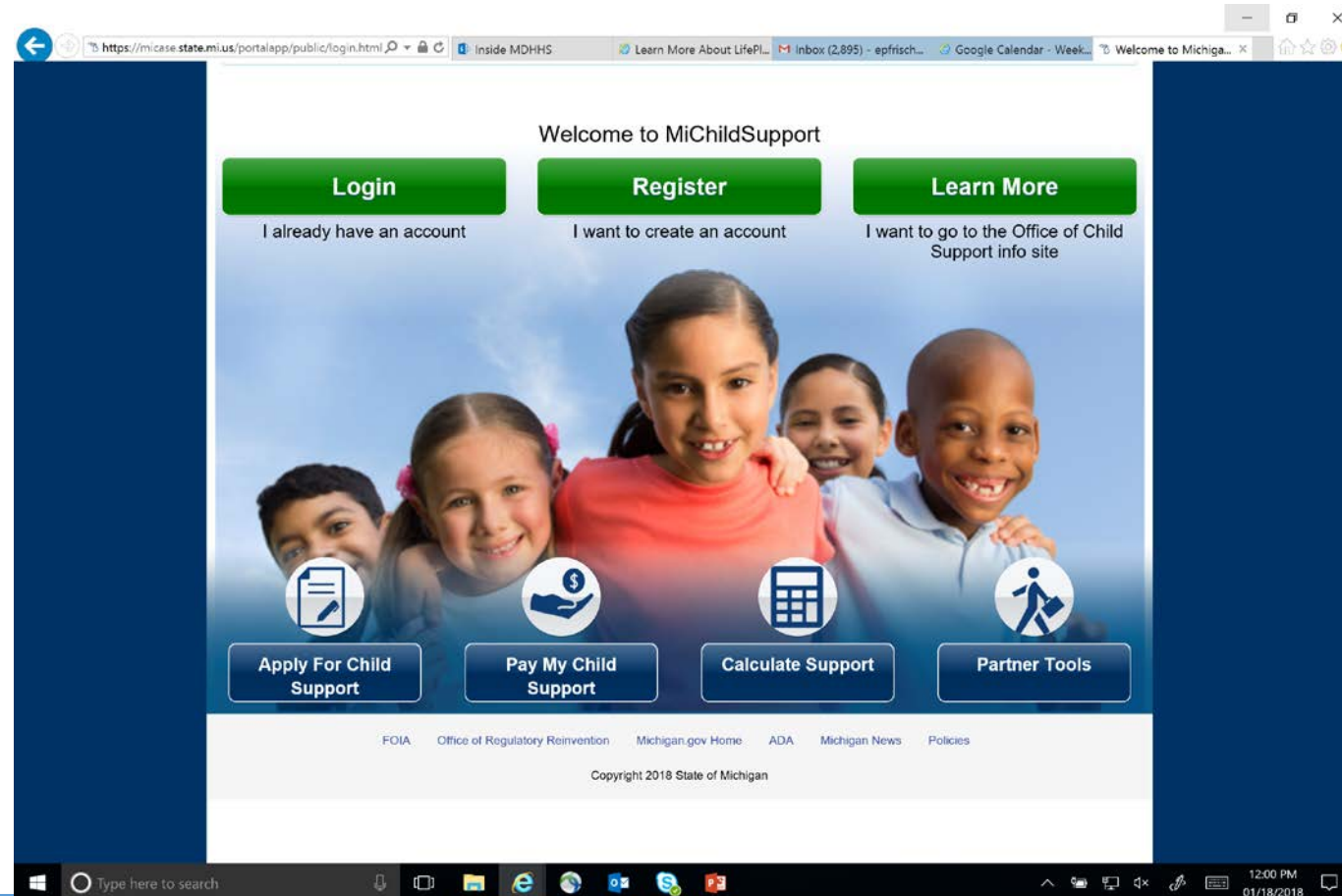
**Michigan HHS Dept** @MichiganHHS · 7 Nov 2017

Thank you MI birthing hospitals for your part in establishing paternity for 98.5% of unwed births. [#ChildSupport](#) [michigan.gov/mdhhs/0,5885,7...](#)



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# MiChildSupport Portal



*Thank you!*