

Oregon Educators Benefit Board Localization Toolkit Content

The localization toolkit content that will be posted to the OEBB Web site will include the following materials:

- About the OEBB
- Board information
- E-mail templates for messages in support of OEBB to district employee's constituents.
- Frequently Asked Questions
- Guiding Principles
- Internal Public Service Announcements
- Talking Points
- Timelines
- Toolkit introduction letter
- Toolkit instruction for users

Hello,

As you may know, the Oregon Educators Benefit Board is working to deliver high-quality, afford benefit plans to many of Oregon school districts and education service districts beginning on October 1, 2010. When fully operation in October 2010 the OEBB will provide health and medical benefits to more than 165,000 school employees and their dependent family members.

An important part of helping to educate and inform future members of the program and how it will affect them is our communication strategy. By working together to communicate program details, policy and future benefit plans to members, we will all be better equipped to answer people's question and alleviate any concern they may have.

Therefore, the OEBB has posted several prepared documents to its Web site, www.oregon.gov/das/oebb, with information designed to help people gain a better understanding of the Board and its purpose.

With your assistance, we invite you to download several or all of the documents and deliver the messages to your constituents by using your most effective communication vehicles familiar to your employees.

You know your employees best. So, we are hoping that you will use your experience and the assistance of your local communicators to distribute this content in the ways that work best at your location. Feel free to use the information as you see fit, perhaps even adding data from your area or perspectives to make the information more local.

For flyer or mini-posters: print pages as they are.

For intranet use: place the content on your home page.

For newsletters: use any of the content, as appropriate.

As the program is developed, plans are selected and open enrollment approaches, we will up continue to update the Web site, adding valuable information we hope you will distribute. When information is added, you will be contacted via an e-mail from the OEBB Listserve.

If someone you know needs to be added to the Listserve, visit the following address and follow the prompts: <http://listsmart.osl.state.or.us/mailman/listinfo/oebb>.

Please begin distributing this information as soon as possible. If you have any questions, please contact the OEBB staff at OEBB.info@state.or.us or call (503) 378-4606.

Thank you.

Toolkit Document Purposes:

Information about why the change to the Oregon Educators Benefit Board is happening and what it means to the employees of school districts and education service districts. Included messages reinforce all messaging sent direct by the OEBB staff from Listserves, Web site and mailings.

Please use the information enclosed in the toolkit, found under the "Toolkit" menu of the OEBB Web site (www.oregon.gov/das/oebb), to inform and educate your constituents about the OEBB and changes to the benefit plans that will be offered to school districts as they move into the program beginning October 1, 2010.

For intranet use: place included content you choose as appropriate to your intranet home page.

For flyer: print and distribute the information you deem appropriate to school district employees.

For newsletter: use any of the content (you may leave it as is or re-edit it to fill special requirements) as appropriate.