

PACT Act Communications

October 28, 2022



Choose **VA**

For Internal VA Use Only—Working Draft, Pre-Decisional, Deliberative Document

VA



U.S. Department of Veterans Affairs
Veterans Experience Office



PACT Act Comms

- **Be clear on your objective**
- **Know your audience**
- **Listen for objections and deal with them respectfully**



Be Clear on Your Objective

We want every Veteran and survivor who might be eligible for PACT Act care and benefits to APPLY NOW.

- **File a claim**
- **Re-open a claim**
- **Get a Toxic Exposure screening**
- **Enroll in VA care so they can get screened**



Know Your Audience

Use common language

PACT Act

Toxic Exposures

Toxins

Environmental Exposures

Respiratory illnesses



Agent Orange

Burn Pits

Cancer

Asthma

Heart problems

Breathing problems





Know Your Audience

- ✓ *If survivors might be in the audience, address them*
- ✓ *Don't try to be the claims reviewer*
- ✓ *Don't bore them! Keep it a level that works*
- ✓ *Take questions*



Listen for Objections

“I don’t want to risk my current benefits.”

“It’s too much trouble.”

“I tried before, got rejected.”

“I don’t think I’m eligible.”





PACT Act Sign-Up Week

Now that you're ready...

PACT ACT SIGN-UP WEEK **Coming DEC 2022**

- All 50 states, the District of Columbia, US Territories
- Events and local media
- In-person and virtual

STAY TUNED!



PACT Act Comms

No Veteran or survivor should go without the care and benefits they need and deserve.

Bring your questions to us!

Questions



Appendix





Initial Results: Oct 6 – Oct 22

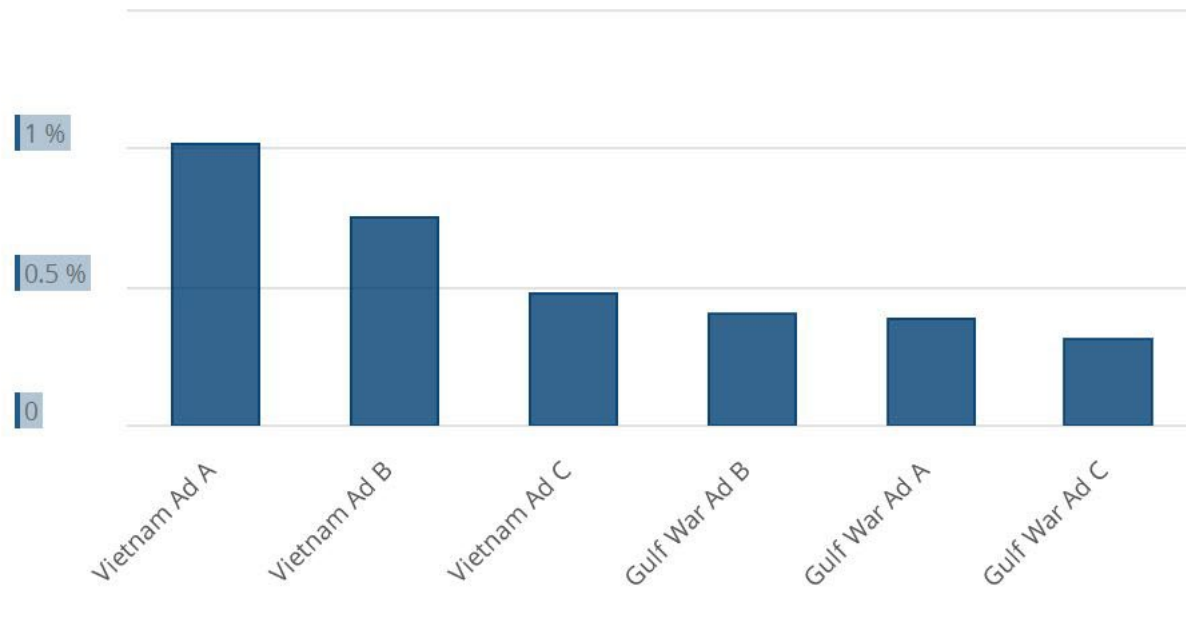
| Spend | Impressions | CTR | Clicks |
|----------|-------------|--------|---------|
| \$93,218 | 11,950,136 | 1.11 % | 132,168 |



Relative performance of ad messages

Message Test Chart (Basis, Twitter & Facebook)

Final CTR



Performance is often more a function of visuals than text, but they should work together.

The figure displays six ad variants side-by-side, each with a 'Choose VA' logo and a 'LEARN MORE' button. The variants are:

- Vietnam Ad A:** Features a veteran in a military cap. Text: "NEW BENEFITS for Vietnam Veterans exposed to Agent Orange."
- Vietnam Ad B:** Features a veteran in a military cap. Text: "NEW VA benefits for Veterans with cancers or respiratory diseases due to toxic exposures."
- Vietnam Ad C:** Features a doctor and a patient. Text: "Free toxic exposure screening. NEW Veteran benefits and care."
- Gulf War Ad B:** Features a veteran in a military cap. Text: "NEW BENEFITS for Veterans exposed to burn pits."
- Gulf War Ad A:** Features a veteran in a military cap. Text: "NEW VA benefits for Veterans with cancers or respiratory diseases due to toxic exposures."
- Gulf War Ad C:** Features a doctor and a patient. Text: "Free toxic exposure screening. NEW Veteran benefits and care."