



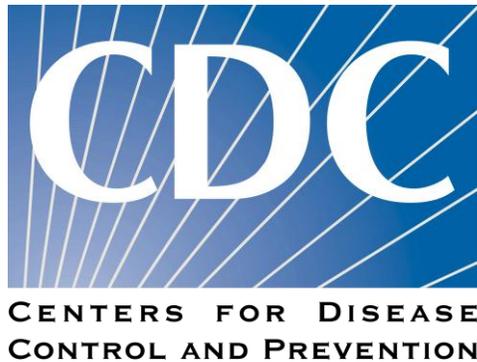
Back-to-School with Medicaid & CHIP:
Ensuring Kids are Covered, Vaccinated
and Ready to Learn

Webinar:
July 26, 2022
2:00–3:30 p.m. ET

Agenda

- **The Importance of Vaccine Outreach During the Back-to-School Season**
 - Georgina Peacock, MD, MPH, FAAP, Director, Immunization Services Division, National Center for Immunization and Respiratory Diseases, Centers for Disease Control and Prevention
- **Connecting Kids to Coverage National Campaign: Welcome and Overview**
 - Helen Gaynor, MPH, Connecting Kids to Coverage National Campaign
- **InsureKidsNow.Gov Demonstration**
 - Diamond Gee, Management Analyst, Division of Communication & Outreach, Center for Medicaid & CHIP Services, Centers for Medicare & Medicaid Services
- **Using Connecting Kids to Coverage Materials in Back-to-School Outreach**
 - Emily Roller, Health Insurance Program Director, Virginia Health Care Foundation
- **Preparing for the End of the COVID-19 Public Health Emergency: What Partners Need to Know About Medicaid and CHIP Coverage**
 - Stefanie Costello, Director, Partner Relations Group, Office of Communications, Centers for Medicare & Medicaid Services
- **Questions and Answers**

The Importance of Vaccine Outreach During the Back-to-School Season



Georgina Peacock, MD, MPH, FAAP

Director, Immunization Services Division

National Center for Immunization and Respiratory
Diseases

Centers for Disease Control and Prevention

Vaccines for Children (VFC) Program

Vaccines for Children

Protecting America's children every day

The Vaccines for Children (VFC) program helps ensure that all children have a better chance of getting their recommended vaccines. VFC has helped prevent disease and save lives.



CDC estimates that vaccination of children born between 1994 and 2018 will:

prevent **419 million** illnesses
(26.8 million hospitalizations)



more than the current population of the entire U.S.A.

help avoid **936,000** deaths



greater than the population of Seattle, WA

save nearly **\$1.9 trillion** in total societal costs
(that includes \$406 billion in direct costs)



more than \$5,000 for each American

Updated 2018 analysis using methods from "Benefits from Immunization during the Vaccines for Children Program Era—United States, 1994-2013"



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

www.cdc.gov/features/vfcprogram

NC1K3702 | 03/28/19

Sources: 1. Long-Term Payoff: An Economic Perspective on Immunization December 23, 2019. 2. Since The Start Of The Vaccines For Children Program, Uptake Has Increased, And Most Disparities Have Decreased

Impact of COVID-19 Pandemic on Routine Vaccination

Background

- Vaccination reduces disease burden, decreases healthcare costs, and improves life expectancy in the United States
- State vaccination requirements for school entry improve vaccination coverage levels and help protect children from vaccine-preventable diseases (VPDs)
- The Centers for Disease Control and Prevention's (CDC) School Vaccination Assessment partners with immunization programs to annually track kindergarten vaccination coverage and exemption
- Other data sources have shown reduced orders for and administration of routine childhood vaccines during the COVID-19 pandemic.

Routine Childhood Immunization Catch-Up

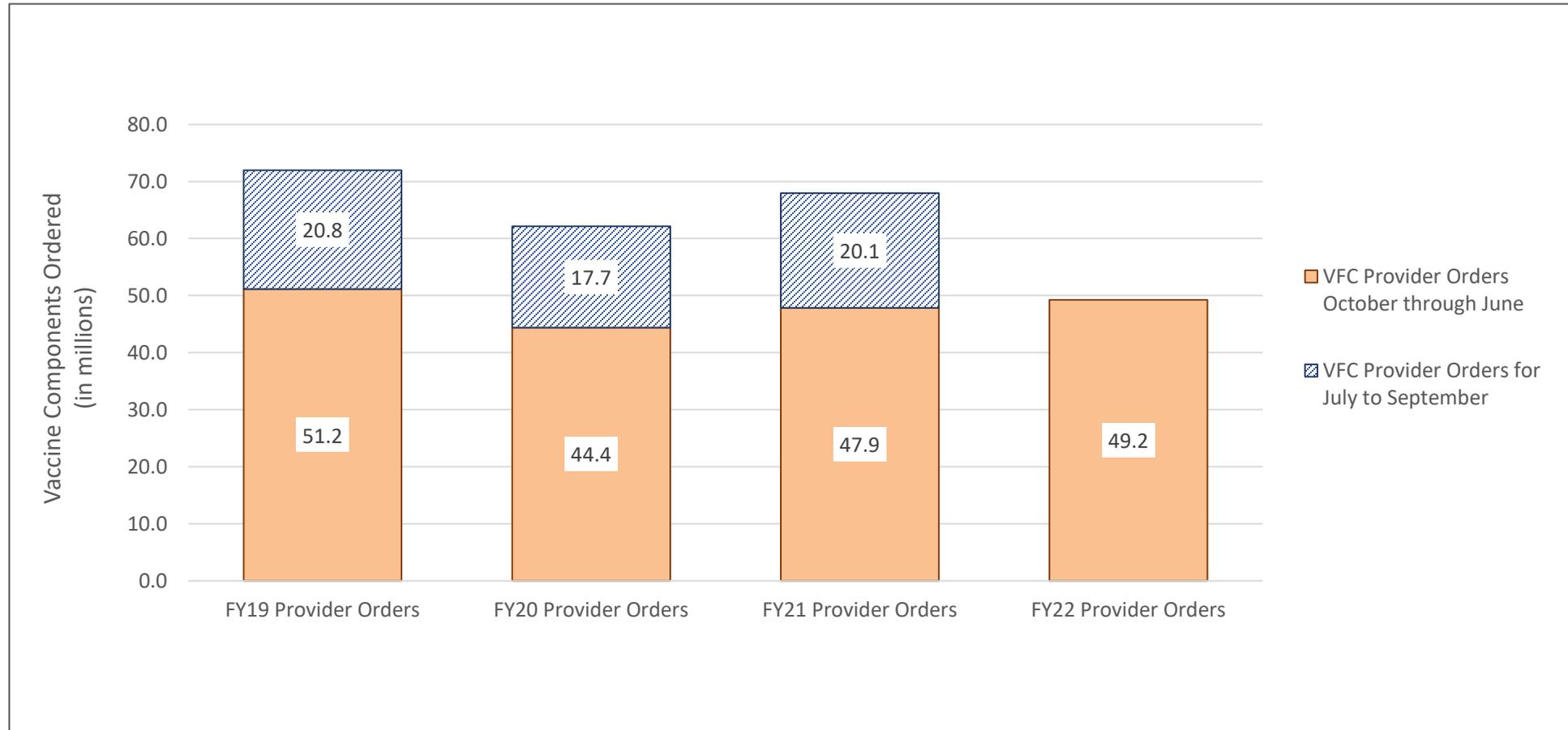
Continued impact of the COVID-19 pandemic on routine childhood immunization

- During the 2020-2021 school year, national vaccination coverage among kindergarten children dropped from 95 percent to below 94 percent
- Amounts to at least 35,000 more children across the U.S. that entered kindergarten without documentation of complete vaccination against common diseases (measles, whooping cough, chickenpox)
- Enrollment in kindergarten dropped by 10%
- 400,000 fewer children entered kindergarten than expected—might not be up to date on their routine vaccinations
- Good news: routine vaccination coverage remains high, and we can recover ground lost during the pandemic.
- CDC is focusing on rebuilding and reconnecting with communities and partners.



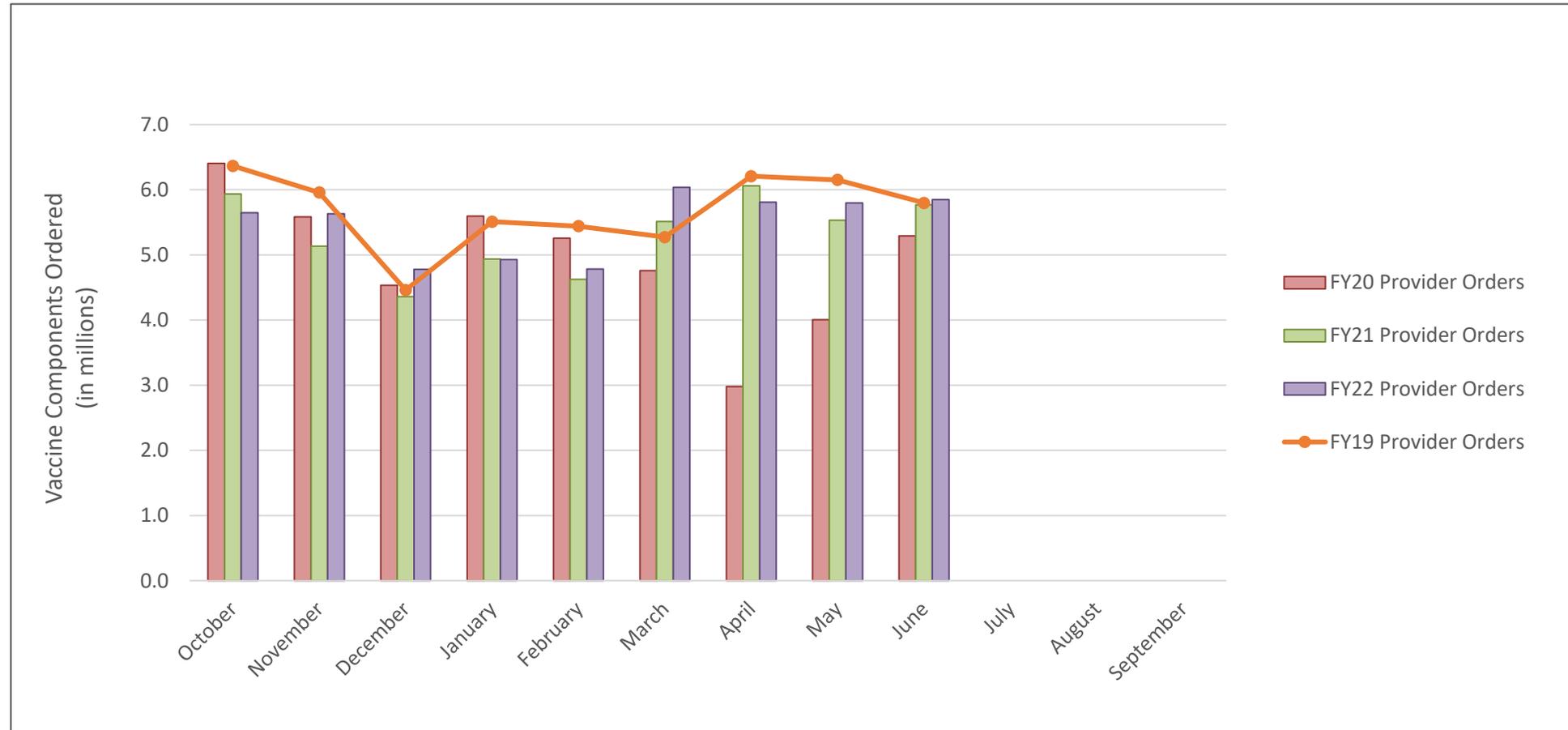
<https://www.cdc.gov/mmwr/volumes/71/wr/mm7116a1.htm>

Comparison of VFC Provider Orders for All Non-Flu Vaccine Components (FY 22 Actuals are through June)



* The Measles containing provider orders for FY19 were adjusted to represent the average number of total doses ordered in FY17 and FY18. This is due to provider orders in FY19 being larger than normal as a result of Measles outbreaks that fiscal year.

Comparison of Monthly VFC Provider Orders for All Non-Flu Vaccine Components through June



* The Measles containing provider orders for FY19 were adjusted to represent the average number of total doses ordered in FY17 and FY18. This is due to provider orders in FY19 being larger than normal as a result of Measles outbreaks that fiscal year.

Routine Childhood Vaccination

Promoting Routine Childhood Vaccination

Communications Goal:

- Encourage parents (specifically low-income families) to prioritize the need to catch their children up on routine childhood vaccinations
 - *Increasing self-efficacy and perceived benefits to be elevated over perceived barriers*

Target Audiences:

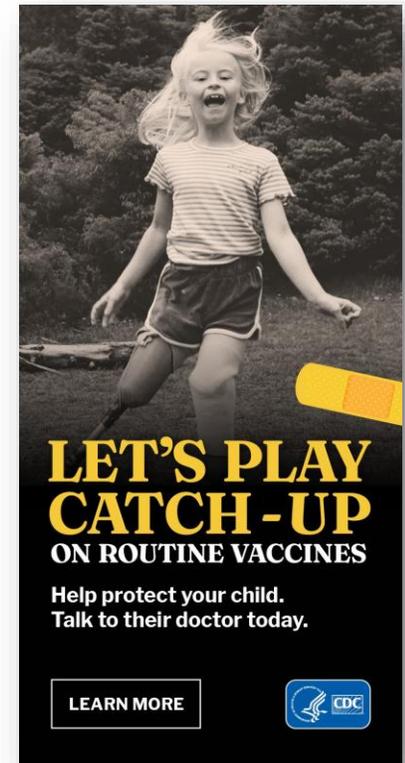
- Parents with children ages 0-6 (with an emphasis on ages 3-6) who have delayed doctor visits
 - Specific outreach will be tailored to African American parents

Communication Approach:

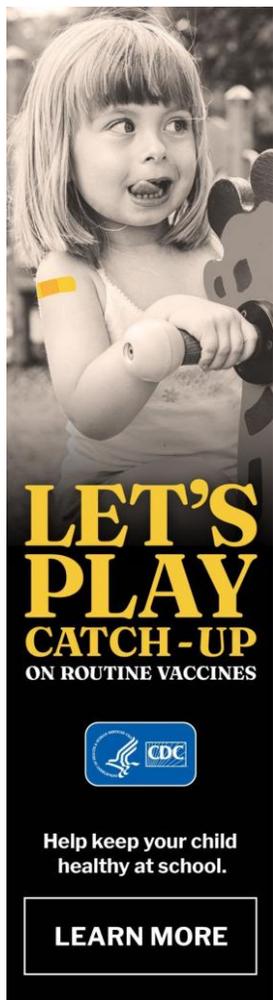
- Formative research to inform message and creative development
- Multi-media and multi-channel approach, both paid and earned
 - Channels include news media, digital and social media, partner engagement

Resources Available:

- Website feature for parents: www.cdc.gov/vaccines/routine
- Partner resource center: <https://www.cdc.gov/vaccines/partners/childhood/stayingontrack.html>
- Toolkit for clinicians: <https://www.cdc.gov/vaccines/hcp/childhood-vaccination-toolkit.html>



Creative Assets



LET'S PLAY CATCH-UP
ON ROUTINE VACCINES



Help keep your child healthy at school.

LEARN MORE



CDC March 1 at 1:48 PM · 🌐

As your children catch up on dodgeball, kickball, and tag, make sure they're caught up on routine vaccinations.
cdc.gov/routine/vaccines

LET'S PLAY CATCH-UP
ON ROUTINE VACCINES



👍 658 72 Comments 58 Shares

👍 Like 💬 Comment ➦ Share

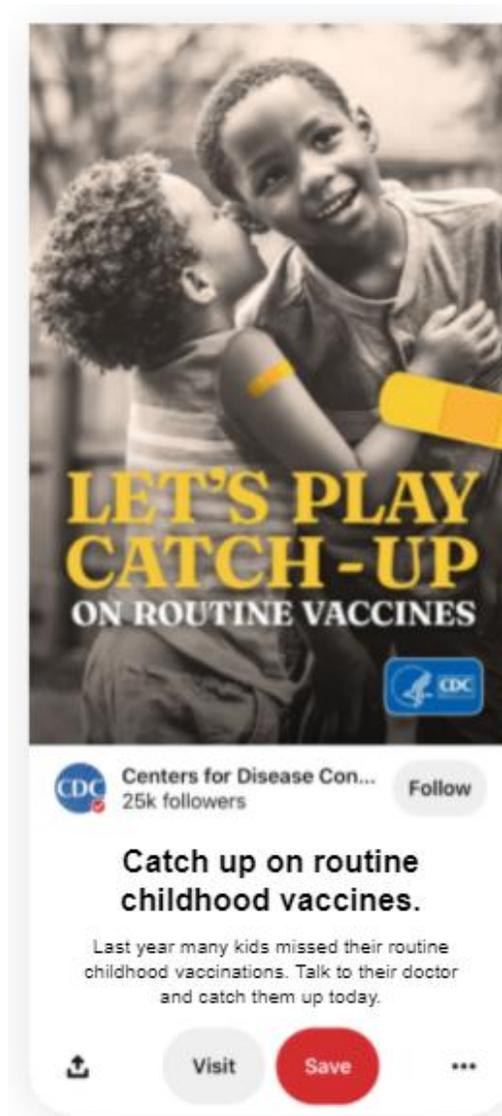


CDC February 23 at 12:30 PM · 🌐

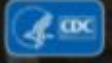
LET'S PLAY CATCH-UP
ON ROUTINE VACCINES

👍 1.984 likes

Are your children caught up on their routine vaccinations? Talk to their doctor today and make sure they're on schedule.
[#VaccinesWork](#) [#CDC](#) [#ParentingTips](#) [#Parents](#) [#School](#)



LET'S PLAY CATCH-UP
ON ROUTINE VACCINES



CDC Centers for Disease Con...
25k followers Follow

Catch up on routine childhood vaccines.

Last year many kids missed their routine childhood vaccinations. Talk to their doctor and catch them up today.

📄 Visit 🔖 Save ⋮

Call to Action: Kids Need to Get Caught Up on Recommended Vaccines

- Healthcare systems and healthcare providers should:
 - Identify families whose children have missed doses and contact them to schedule appointments
 - Prompt clinicians when these children are seen to deliver vaccines that are due or overdue
 - Let families know what precautions are in place for safe delivery of in-person services
- We all should:
 - Communicate directly to families the importance of well-child visits and getting caught up on any recommended vaccines that were missed

Pediatric COVID-19 Vaccination

Pediatric Vaccination Update

- On June 16, 2022, FDA granted emergency use and ACIP approved authorization for:
 - A two dose Moderna COVID-19 vaccine primary series for administration to individuals ages 6 months through 17 years
 - A three dose Pfizer-BioNTech COVID-19 vaccine primary series for administration to individuals ages 6 months through 4 years
- Vaccines are currently out for delivery

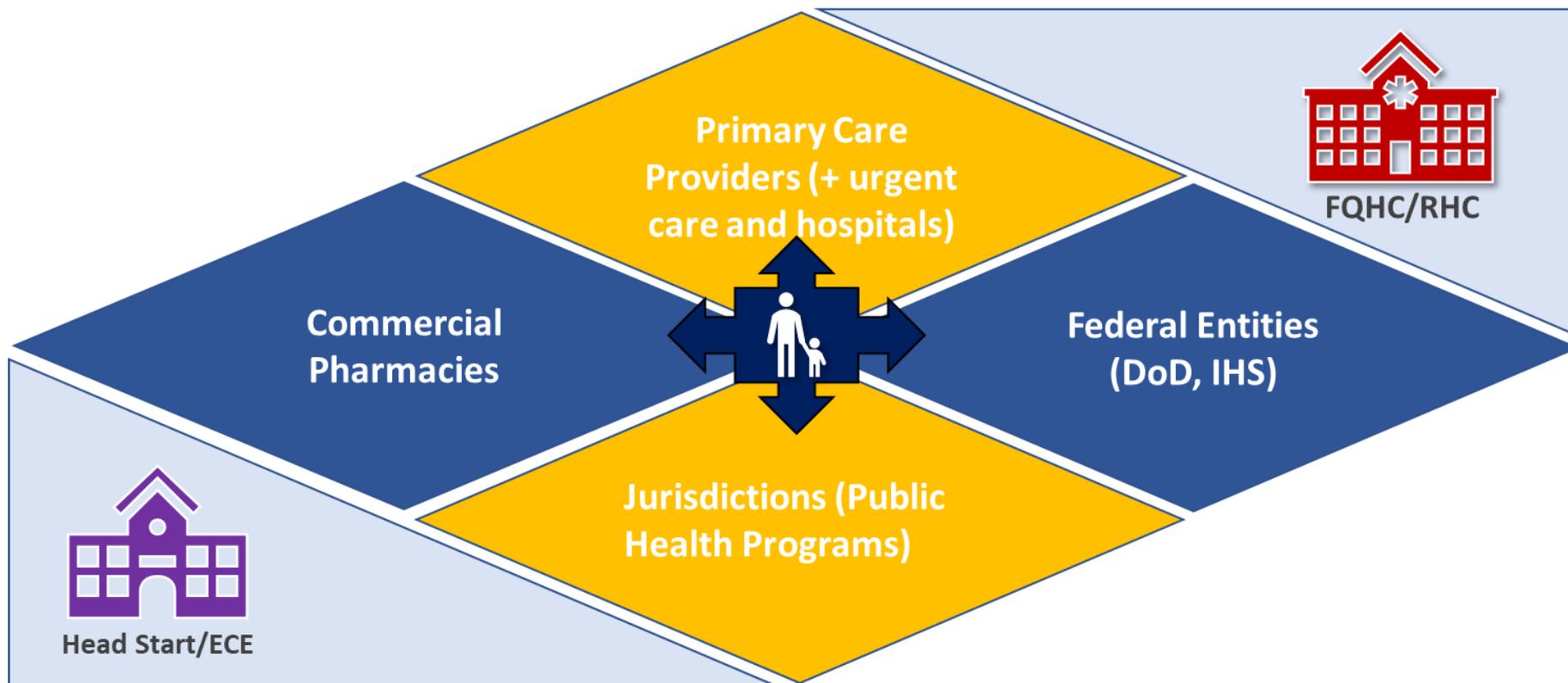
Communicating Pediatric Vaccination

Pediatric Communication Goals and Strategies

- **Vaccine providers and other healthcare professionals**
 - Provide accurate information to providers to help them have informed conversations with parents and caregivers.
- **Partners**
 - Engage and leverage partners in the development and dissemination of accurate communication messages and materials for vaccine providers and parents.
- **Parents and caregivers**
 - Provide credible and accurate information to parents and caregivers to build vaccine confidence and make an informed vaccination decision.

Approach to Reaching All Children Aged 6 Months–4 Years

Goal: Ensure all eligible children <5 years old (~20 million) have access and ability to get vaccinated*



*ECE: Early care and education, DoD: Department of Defense, IHS: Indian Health Service, FQHC: Federally Qualified Health Center, RHC: Rural Health Clinic

Early Care and Education (ECE) Programs

- ECE programs and partners are being engaged to help communicate vaccination of younger children (*once eligible*)
 - Child Care Aware
 - Head Start
 - WIC, SNAP, and other family support programs
- Critical partners in helping:
 - Provide insight into communicating with their parent/caregiver populations
 - Disseminate messaging on vaccination
 - Link children to vaccine providers

Data on Routine Childhood Vaccination Coverage



ChildVaxView

Vaccination is an important part of keeping children healthy and protected from potentially serious diseases like measles and whooping cough. CDC's recommended immunization schedule helps protect children from 14 serious diseases by the time they reach 2 years old.

Local, state, and federal health departments use surveys and other data sources such as [immunization information systems \(IISs\)](#) to estimate vaccination coverage (the proportion of children receiving vaccinations) and identify where additional efforts are needed to increase vaccination coverage. ChildVaxView is designed to help you access survey data collected by CDC and translate data into action.

ChildVaxView Interactive!

Find national, regional, state, and selected local area data using interactive maps, trend lines, bar charts, tables, and more.

Publications and Resources

Read *MMWR* articles, reports, and presentations related to childhood vaccination coverage.

Data Source

Learn how CDC estimates childhood vaccination coverage, including where we get our data.

Objectives, Targets, and Indicators

Learn about the childhood *Healthy People 2020* vaccination objectives and Healthcare Effectiveness Data and Information Set (HEDIS) measures.

For Specific Groups

- [Health Care Professionals](#)
- [Parents](#)
- [NIS-Child Survey Participants](#)
- [Media](#)

<https://www.cdc.gov/vaccines/imz-managers/coverage/childvaxview/index.html>

Resources for Providers & Caregivers

For Healthcare Providers

Child and Adolescent Schedule

Recommended vaccination schedule for ages 18 years or younger



Birth to 18 Years

Clinical Vaccination Resources

Download Schedule App for Healthcare Providers

Vaccination Resources for Healthcare Providers

Adult Schedule

Recommended vaccination schedule for ages 19 years or older



19 Years or Older

Interim COVID-19 Immunization Schedule for Ages 5+

Guidance for COVID-19 vaccination schedules based on age and medical condition

COVID-19 Vaccination Schedule

For You and Your Family

Parent-Friendly Schedules



Infants and Children

Recommended vaccinations from birth to 6 years

Birth to 6 Years



Preteens and Teens

Recommended vaccinations from 7 to 18 years

7 to 18 years

More Vaccination Resources

Adult Vaccination

Pregnancy and Vaccination

Vaccines for Your Children

Travel Vaccines

Recommended Child and Adolescent Immunization Schedule for ages 18 years or younger

UNITED STATES
2022

Vaccines in the Child and Adolescent Immunization Schedule*

Vaccine	Abbreviation(s)	Trade name(s)
Dengue vaccine	DENACYD	Dengvaxia [®]
Diphtheria, tetanus, and acellular pertussis vaccine	DTaP	Daptacel [®] Infanrix [®]
Diphtheria, tetanus vaccine	DT	No trade name
<i>Haemophilus influenzae</i> type b vaccine	Hib (PRP-T) Hib (PRP-OMP)	ActHIB [®] Hiberix [®] PedvaxHIB [®]
Hepatitis A vaccine	HepA	Havrix [®] Vaqta [®]
Hepatitis B vaccine	HepB	Engerix-B [®] Recombivax HB [®]
Human papillomavirus vaccine	HPV	Gardasil 9 [®]
Influenza vaccine (inactivated)	IIV4	Multiple
Influenza vaccine (live, attenuated)	LAIV4	FluMist [®] Quadrivalent
Measles, mumps, and rubella vaccine	MMR	M-M-R II [®]
Meningococcal serogroups A, C, W, Y vaccine	MenACWY-D MenACWY-CRM	Menactra [®] Menveo [®]
Meningococcal serogroup B vaccine	MenACWY-TT MenB-4C MenB-FHbp	MenQuadfi [®] Bexsero [®] Trumenba [®]
Pneumococcal 13-valent conjugate vaccine	PCV13	Prenvax 13 [®]
Pneumococcal 23-valent polysaccharide vaccine	PPSV23	Pneumovax 23 [®]
Poliovirus vaccine (inactivated)	IPV	IPOL [®]
Rotavirus vaccine	RV1 RV5	Rotarix [®] RotaTeq [®]
Tetanus, diphtheria, and acellular pertussis vaccine	Tdap	Adacel [®] Boostrix [®]
Tetanus and diphtheria vaccine	Td	Tenivac [®] Tdvax [™]
Varicella vaccine	VAR	Varivax [®]
Combination vaccines (use combination vaccines instead of separate injections when appropriate)		
DTaP, hepatitis B, and inactivated poliovirus vaccine	DTaP-HepB-IPV	Pediarix [®]
DTaP, inactivated poliovirus, and <i>Haemophilus influenzae</i> type b vaccine	DTaP-IPV/Hib	Pentacel [®]
DTaP and inactivated poliovirus vaccine	DTaP-IPV	Kinrix [®] Quadracel [®]
DTaP, inactivated poliovirus, <i>Haemophilus influenzae</i> type b, and hepatitis B vaccine	DTaP-IPV-Hib-HepB	Vaxelis [®]
Measles, mumps, rubella, and varicella vaccine	MMRV	ProQuad [®]

*Administer recommended vaccines if immunization history is incomplete or unknown. Do not restart or add doses to vaccine series for extended intervals between doses. When a vaccine is not administered at the recommended age, administer at a subsequent visit. The use of trade names is for identification purposes only and does not imply endorsement by the ACIP or CDC.

How to use the child and adolescent immunization schedule

- 1 Determine recommended vaccine by age (Table 1)
- 2 Determine recommended interval for catch-up vaccination (Table 2)
- 3 Assess need for additional recommended vaccines by medical condition or other indication (Table 3)
- 4 Review vaccine types, frequencies, intervals, and considerations for special situations (Notes)
- 5 Review contraindications and precautions for vaccine types (Appendix)

Recommended by the Advisory Committee on Immunization Practices (www.cdc.gov/vaccines/acip/) and approved by the Centers for Disease Control and Prevention (www.cdc.gov/), American Academy of Pediatrics (www.aap.org/), American Academy of Family Physicians (www.aafp.org/), American College of Obstetricians and Gynecologists (www.acog.org/), American College of Nurse-Midwives (www.midwife.org/), American Academy of Physician Associates (www.aapa.org/), and National Association of Pediatric Nurse Practitioners (www.napnap.org/).

Report

- Suspected cases of reportable vaccine-preventable diseases or outbreaks to your state or local health department
- Clinically significant adverse events to the Vaccine Adverse Event Reporting System (VAERS) at www.vaers.hhs.gov or 800-822-7967

Questions or comments

Contact www.cdc.gov/cdc-info or 800-CDC-INFO (800-232-4636), in English or Spanish, 8 a.m.–8 p.m. ET, Monday through Friday, excluding holidays



Download the CDC Vaccine Schedules app for providers at www.cdc.gov/vaccines/schedules/hcp/schedule-app.html

Helpful information

- Complete Advisory Committee on Immunization Practices (ACIP) recommendations: www.cdc.gov/vaccines/hcp/acip-recs/index.html
- General Best Practice Guidelines for Immunization (including contraindications and precautions): www.cdc.gov/vaccines/hcp/acip-recs/general-recs/index.html
- Vaccine information statements: www.cdc.gov/vaccines/hcp/vis/index.html
- Manual for the Surveillance of Vaccine-Preventable Diseases (including case identification and outbreak response): www.cdc.gov/vaccines/pubs/surv-manual
- ACIP Shared Clinical Decision-Making Recommendations www.cdc.gov/vaccines/acip/acip-scdm-faqs.html



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Scan QR code for access to online schedule



CS310020-A

Toolkit For Clinicians To Encourage Catch-up

Childhood Vaccination Toolkit for Clinicians

Get Kids Caught Up on Recommended Vaccines for a Safer Return to School

COVID-19 disrupted both in-person learning and routine well-child visits for many children over the last year. As a result, too many children have fallen behind on receiving recommended vaccines.



CDC's public sector vaccine ordering data show a 14% drop in 2020-2021 compared to 2019, and measles vaccine is down by more than 20%.

Children need to get caught up now so that they are protected as they go back to in-person learning and summer camps. Healthcare providers can identify families whose children have missed doses and contact them to schedule appointments. Providers can also let families know what precautions are in place for safe delivery of in-person services.

Call to Action

Help Kids' Safe Return to School – Get Caught Up on Recommended Vaccines

Please see CDC's Call to Action which highlights ways healthcare systems, health care providers, schools, state and local governments, and families can help get children caught up on vaccinations.

[View the PDF](#)

COVID-19 Vaccination Resources

- [COVID-19 Vaccines for Children and Teens](#)
- [Pediatric Healthcare Professionals COVID-19 Vaccination Toolkit](#)
- [Considerations for Planning School-Located Vaccination Clinics](#)
- [How Schools Can Support COVID-19 Vaccination](#)

Resources

- [Resources for Encouraging Routine Childhood Vaccinations](#)
- [Catch-up Immunization Schedule](#) for persons aged 4 months–18 years who start late or who are more than 1 month behind.
- [The Vaccines for Children Program](#) offers vaccines at no cost to eligible children through health care providers enrolled in the program. Children who are [eligible](#) for the Vaccines for Children (VFC) program can receive vaccines at no cost through a national network of participating health care providers. The [VFC Flyer for Parents](#) provides answers to common questions.
- [Reminder & Recall Systems](#) may be one of the most powerful ways to catch up those who are behind and ensure optimal vaccination rates.

Resources for Partners and Vaccine Providers

CDC resources

- [Resources to Promote the COVID-19 Vaccine for Children & Teens](#)
- [Planning COVID-19 Vaccination for Children](#)
- [Equity in Childhood COVID-19 Vaccination](#)
- [COVID-19 Vaccination Clinical Resources](#)

External resources

- [Resources About COVID-19 Vaccinations for Children Ages 5+ | WECANDOTHIS.HHS.GOV](#)
- [COVID-19 Vaccine Campaign Toolkit \(aap.org\)](#)
- [Vaccines for Children | National Resource Center for Refugees, Immigrants, and Migrants \(NRC-RIM\)](#)

[What to Consider When Planning to Operate a COVID-19 Vaccine Clinic](#)



[How Schools Can Support COVID-19 Vaccination](#)



[12 COVID-19 Vaccination Strategies for Your Community](#)



[Resources to Promote the COVID-19 Vaccine for Children & Teens](#)



Supporting Conversations with Parents and Caregivers

- [COVID-19 Vaccine Confidence](#)
 - Sign up for [CDC's State of Vaccine Confidence Insight Reports](#), which include analyses of misinformation and disinformation circulating via social media – as well as messaging to address it
 - Download the special [Pediatric Edition of CDC's Vaccinate with Confidence Strategy](#)
- [Quick Conversation Guide on COVID-19 Vaccines for Children](#)
 - Provides examples of how to address common questions and misinformation parents and caregivers may have about the COVID-19 vaccine for children (*revisions in process*)
- [Talking with Patients about COVID-19 Vaccination](#)
 - Information on how providers can use motivational interviewing techniques to have conversations about vaccination, including [Interactive COVID-19 Vaccine Conversations Module for Healthcare Professionals](#)
- [Conversation Guide: Pediatric Vaccinations](#) (National Resource Center for Refugees, Immigrants, and Migrants)
- [Online Course: Effective COVID-19 Vaccine Conversations](#) (American Academy of Pediatrics)
- [About mRNA COVID-19 Vaccines](#)
 - To address additional questions, share this video from the American Academy of Pediatrics with parents and children on COVID-19 and kids: [How mRNA vaccines work.](#)

Resources Supporting School-Led Vaccination Clinics

- Considerations for Planning School-Located Vaccination Clinics
 - 6 Ways Schools Can Promote COVID-19 Vaccines
 - School-Located Vaccination Clinics: Best Practices for School Districts
 - Customizable Content for School-Located Vaccination Clinics
 - How to Request a COVID-19 Vaccination Clinic On-Site or in a Retail Pharmacy Location
- *Currently revising to incorporate information relevant for early care and education (ECE) programs*



Resources for Parents and Caregivers

- **Resources available**
 - [COVID-19 Vaccines for Children and Teens](#)
 - [COVID-19 Vaccination for Children with Disabilities](#)
 - [6 Things to Know About COVID-19 Vaccination for Children and Teens](#)
 - [Frequently Asked Questions about COVID-19 Vaccination in Children](#)
- **Resources in development**
 - Printable fact sheet available in nine languages
 - Arabic, Amharic, Chinese, English, French, Korean, Portuguese, Spanish, Vietnamese
 - Short videos on key facts about COVID-19 vaccination for children



Children with service animals are allowed by law to have them accompany them at COVID-19 vaccination sites.

Additional Resources

- Educational and Promotional Resources for Immunization Partners
- Foster Support for Vaccination in Your Practice
- Immunization Course: How Nurses, Medical Assistants Can Foster Immunization Culture
- Provider Resources for Vaccine Conversations with Parents
 - Talking to Parents about Vaccines

HOW TO SUPPORT VACCINATION IN YOUR PRACTICE

✓ SAVE TIME ✓ SAVE MONEY ✓ EMPOWER FAMILIES

FRONT DESK & WAITING ROOM

- State that vaccines are due and provide vaccine information statements.
- Display educational materials.

VACCINE PREPARATION AREA

- Check vaccination history.
- Maintain adequate vaccine inventory and supplies.
- Follow storage, handling, and administration best practices.

EXAM ROOMS

- Start vaccine conversations earlier, with pregnant women and parents of very young infants.
- Assume parents and patients will accept vaccines.
- Recommend vaccines from your position as a trusted expert.
- Listen to and answer questions.

Important role. VACCINES/FOSTER-SUPPORT

SEPTEMBER 2020

Talking to Parents About Infant Vaccines

Parents consider you their most trusted source of information when it comes to vaccines. When talking to parents about vaccines, make a strong, effective recommendation and allow time for parents to ask questions. Hearing your answers to their questions can help parents feel more confident vaccinating their child according to CDC's recommended immunization schedule.

Are vaccines safe for my child?

Yes. Millions of children safely receive vaccines each year. The U.S. has a long-standing vaccine safety system that ensures vaccines are as safe as possible.

Can vaccines overload my baby's immune system?

No. Vaccines help babies fight infections by introducing a small number of antigens into their bodies. Antigens are parts of germs that cause babies' immune systems to go to work. Vaccines contain only a tiny fraction of the antigens that babies encounter in their environment every day.

Don't infants have natural immunity? Isn't natural immunity better than the kind from vaccines?

Babies may get some temporary immunity from mom during pregnancy, but these antibodies do not last long, leaving your baby vulnerable to disease if you don't vaccinate him/her.

Do I have to vaccinate my baby on schedule if I'm breastfeeding him?

Yes. Breast milk provides important protection from some infections as your baby's immune system is developing, but breast milk does not protect children against all diseases.

My child is sick right now. Is it okay for her to still get shots?

Tell me what's going on. Usually, children can get vaccinated even if they have a mild illness like a cold, earache, mild fever, or diarrhea.

Is there a link between vaccines and autism?

No. Many people want answers about the causes of autism — including me. But well designed and conducted studies that I can share with you show that MMR vaccine is not a cause of autism.

Why do vaccines start so early?

We vaccinate children early because they are susceptible to diseases at a young age. Young children also have the highest risks of complications that could lead to hospitalization or death.

What do you think of delaying some vaccines or following a non-standard schedule?

There is no data to support that spacing out vaccines offers safe or effective protection from these diseases. Any time you delay a vaccine, you leave your baby vulnerable to disease. It's really best to stay on schedule.

Why are so many doses needed for each vaccine?

Getting every dose of each vaccine provides your child with the best protection. Depending on the vaccine, he/she may need more than one dose to build high enough immunity to prevent disease or to boost immunity that fades over time.

What are the side effects of the vaccines?

Most vaccine side effects are very minor, like soreness where the shot was given, fussiness, or a low-grade fever. These typically only last a couple of days and are treatable. Serious reactions are very rare. If your child experiences any reactions that concern you, call us.

For more information, visit [cdc.gov/vaccines/conversations](https://www.cdc.gov/vaccines/conversations)

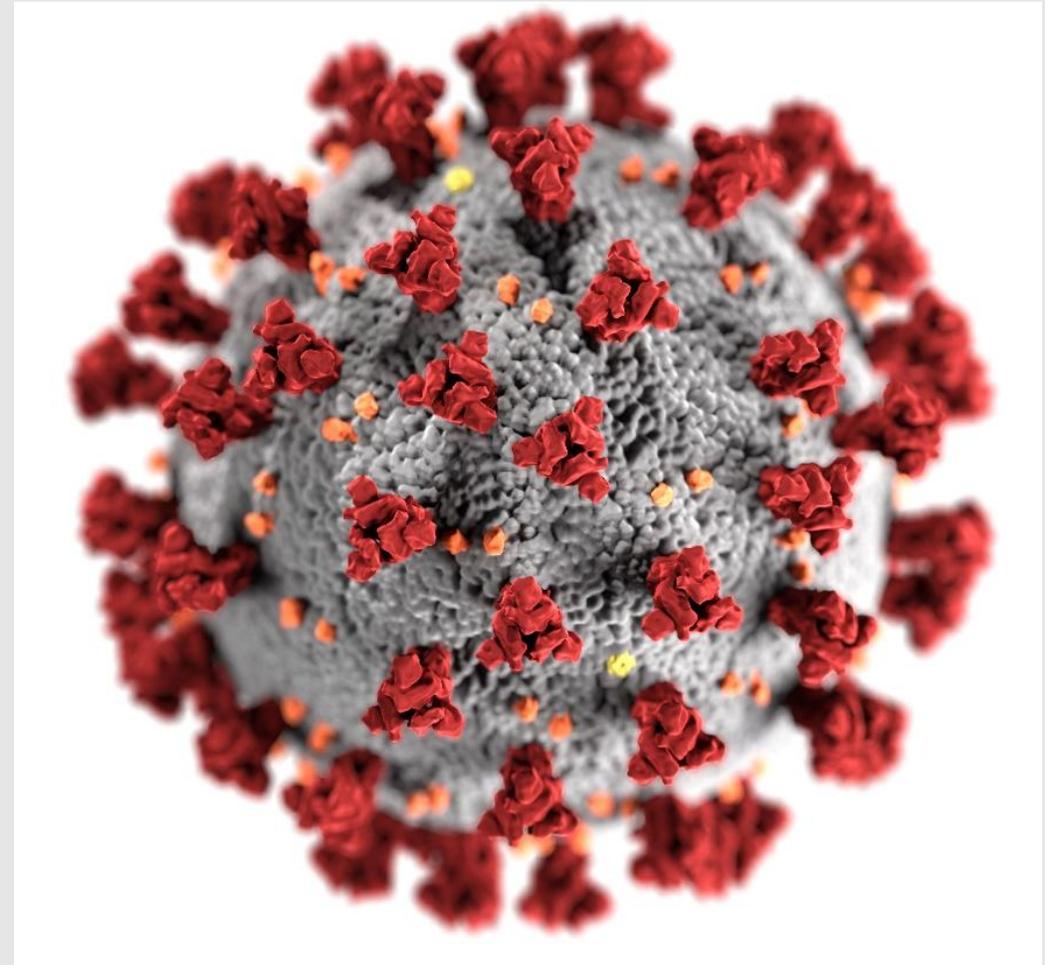
Last updated JULY 2019

Thank you!

Questions: isdod@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Connecting Kids to Coverage National Campaign



Helen Gaynor, MPH

Outreach Contractor, Connecting Kids to
Coverage National Campaign

Porter Novelli Public Services, Inc.

Connecting Kids to Coverage National Campaign: Initiatives

The Connecting Kids to Coverage National Campaign reaches out to families with children and teens eligible for Medicaid and the Children's Health Insurance Program (CHIP) to encourage eligible families to enroll their kids and to raise awareness about the health coverage available under these programs.

The Campaign conducts annual initiatives tied to priority topics and key times of year:

- Oral Health
- Mental Health
- Vaccinations
- Missed Care
- Peace of Mind
- Youth Sports
- Year Round Enrollment
- Back-to-School
- Rural Communities
- Multicultural Outreach

Initiatives: Oral Health

Tooth decay can negatively affect a child's physical and social development. Campaign materials remind families that children enrolled in Medicaid and CHIP have coverage for comprehensive dental services.

Resources

- Digital videos
- Posters and palmcards
- Infographics
- eSignatures
- Live reads
- Newsletter templates



Mantén sus sonrisas brillantes con Medicaid y CHIP.
#Enroll365

Think Teeth

Every Step of The Way

Give your baby healthy teeth from the start. It's easy!

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
 - Keep your mouth healthy.
 - Don't share cups or spoons.
- Put only water, milk, or formula in bottles or sippy cups.
- Don't put your baby to bed with a bottle or sippy cup.
- Limit sweet snacks and sugary drinks, including juice.

Medicaid and the Children's Health Insurance Program (CHIP) cover children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants, and fillings. Your child could be eligible!

To enroll your child, call 1-877-KIDS-NOW (543-7669) or visit [InsureKidsNow.gov](https://www.insurekidsnow.gov). Already covered? Use the Dentist Locator on [InsureKidsNow.gov](https://www.insurekidsnow.gov) to find a dentist near you and call to schedule a dentist appointment today.

InsureKidsNow.gov

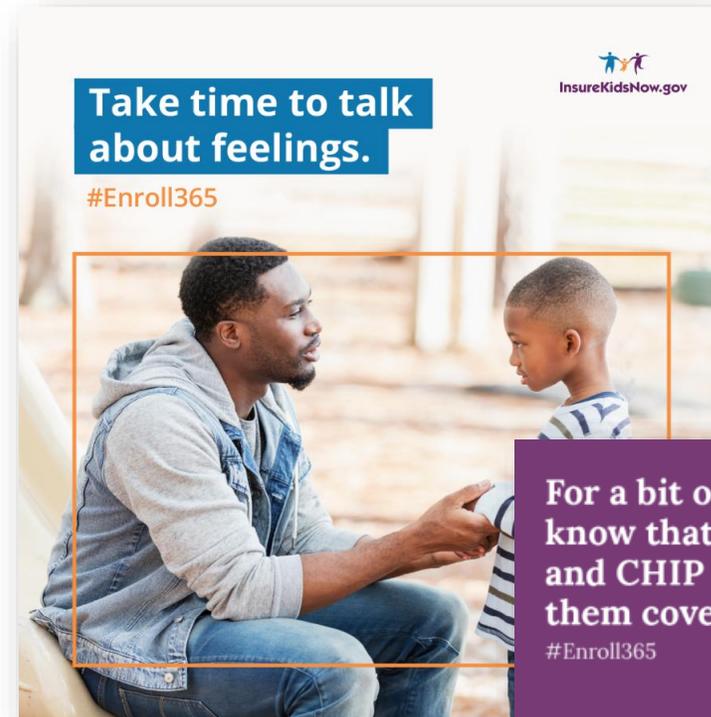
Published by the U.S. Department of Health & Human Services
CMS Product No. 11465
March 2021

Initiatives: Mental Health

Mental health issues among children have increased by nearly 30% between 2016 and 2020. Campaign materials focus on reminding families that Medicaid and CHIP cover mental and behavioral health services and encouraging and encouraging beneficiaries to utilize these services.

Resources

- Digital videos
- Social media posts and graphics
- eSignatures
- Live reads
- Newsletter templates
- Text messages



Initiatives: Vaccines

Vaccinations give kids the extra protection they need to stay healthy. Campaign resources remind parents and caregivers that vaccines and other preventive services are covered by Medicaid and CHIP.

Resources

- Digital videos
- Posters and palmcards
- Infographics
- eSignatures
- Live reads
- Newsletter templates

Give your children a shot to stay healthy this flu season.

THE SEASONAL FLU IS A DANGEROUS VIRUS THAT IMPACTS EVEN THE HEALTHIEST OF CHILDREN.

52K+ kids hospitalized during the 2019-2020 flu season, 52,000+ of which were kids.¹

400K+ total hospitalized during the 2019-2020 flu season.

Approximately **80%** of the kids who died from flu weren't vaccinated.²

WE CAN ALL PROTECT THE HEALTH OF OUR CHILDREN.

4 WAYS TO STOP THE SPREAD:

- 1 Avoid anyone who's sick.
- 2 Cover coughs and sneezes.
- 3 Wash and sanitize hands.³
- 4 Get the flu vaccine.⁴

EVERY KID SIX MONTHS OR OLDER SHOULD RECEIVE THE FLU VACCINE.⁵

2 COMMON TYPES OF VACCINES FOR KIDS:⁶

- shot
- &
- nasal spray

It takes about 2 weeks to provide protection.⁷

Covered by Medicaid and CHIP.

REST EASIER THIS FLU SEASON AND ALL YEAR LONG.

Your kids up to age 19 may qualify for free or low-cost health coverage through Medicaid and the Children's Health Insurance Program (CHIP).

Visit [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call 1-877-KIDS-NOW (543-7669) to learn about coverage in your state.

Once covered, visit [VaccineFinder.org](https://www.vaccinefinder.org) to find the nearest location for your shot.

1. https://www.cdc.gov/flu/seasonal/about/2019-2020/2019-2020-children-hospitalized.html
2. https://www.cdc.gov/flu/seasonal/about/2019-2020/2019-2020-children-deaths.html
3. https://www.cdc.gov/flu/seasonal/about/2019-2020/2019-2020-children-hospitalized.html
4. https://www.cdc.gov/flu/seasonal/about/2019-2020/2019-2020-children-hospitalized.html
5. https://www.cdc.gov/flu/seasonal/about/2019-2020/2019-2020-children-hospitalized.html
6. https://www.cdc.gov/flu/seasonal/about/2019-2020/2019-2020-children-hospitalized.html
7. https://www.cdc.gov/flu/seasonal/about/2019-2020/2019-2020-children-hospitalized.html

[InsureKidsNow.gov](https://www.insurekidsnow.gov)

Fight flu and get your kids vaccinated with Medicaid and CHIP.

#Enroll365

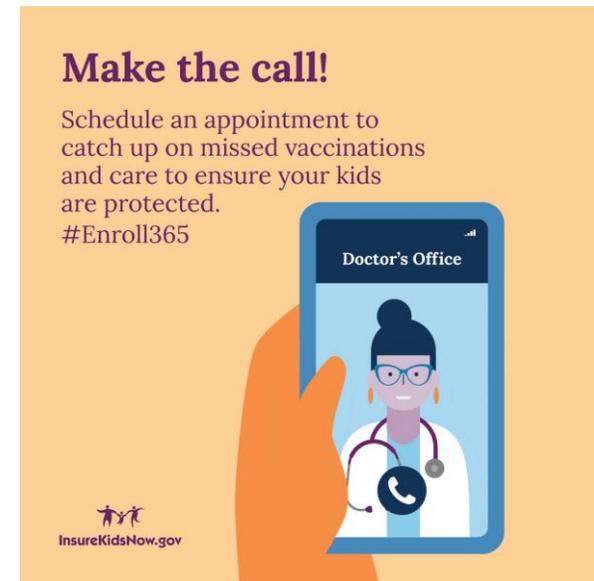
[InsureKidsNow.gov](https://www.insurekidsnow.gov)

Initiatives: Missed Care

Keeping up with kids' routine medical appointments helps protect their health now and in the future, and many services need to be delivered to make up for those missed over the last two years. Campaign materials encourage families to catch up on missed care.

Resources

- Digital videos
- Social media posts and graphics
- Infographic
- Newsletter templates
- Palmcards and posters

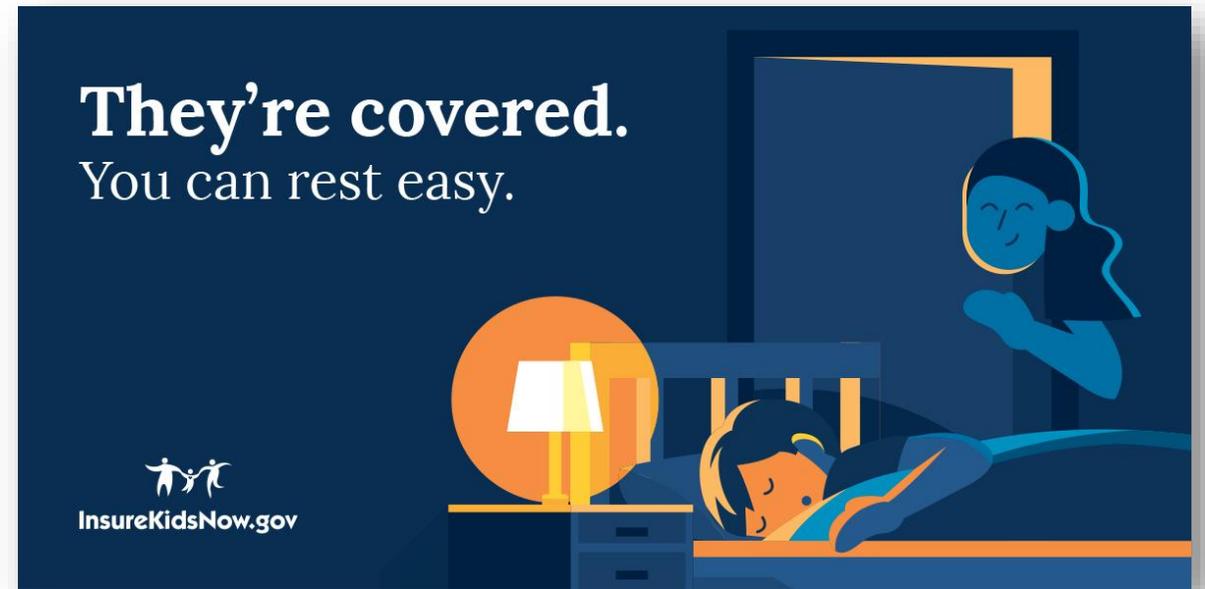


Initiatives: Peace of Mind

Peace of Mind resources remind families that Medicaid and CHIP can give peace of mind to parents and caregivers, by reminding them that their children have access to essential medical care.

Resources

- TV and Radio PSAs
- Social media posts and graphics
- eSignatures
- Live reads
- Newsletter templates
- Palmcards and posters



Initiatives: Back-to-School

Students who have health coverage are better able to learn and participate in school activities. Campaign materials encourage families enroll in Medicaid and CHIP and utilize services as kids head back to school.

Resources

- Digital videos
- Infographics
- Social media posts and graphics
- eSignatures
- Live reads
- Newsletter templates
- Text messages
- Toolkit



Connecting Kids to Coverage
National Campaign

Back-to-School Toolkit

JULY
2022



InsureKidsNow.gov

Pencils. Notebooks. Health Insurance.

Are your kids ready to go back to school? Medicaid and CHIP cover all your healthcare needs, including vaccinations, vision, and mental health services.

[Learn More](#)



InsureKidsNow.gov



InsureKidsNow.gov

Medicaid and CHIP Continuous Enrollment and Unwinding from the PHE

The Public Health Emergency, which enables temporary waivers of certain Medicaid and CHIP requirements and is linked to certain requirements for states, is currently active until October 13, 2022:

- Once the Public Health Emergency ends, states will begin to resume normal eligibility and enrollment actions, including terminations of coverage.
- **The Connecting Kids to Coverage National Campaign will encourage beneficiaries to update their contact information so they don't miss out on important reminders.**
- Resources and additional information are available at [Medicaid.gov/Unwinding](https://www.Medicaid.gov/Unwinding), including a new [Communications Toolkit](#) and [graphics](#) in [English](#) and [Spanish](#)

New Materials for Multicultural Outreach

Immigrant Families Fact Sheet

- Now available in 24 languages at InsureKidsNow.gov

Coming Soon:

- Mental Health Poster

معلومات يجب على الأسر المهاجرة معرفتها فيما يتعلق ببرنامجي CHIP و Medicaid

يمكن أن يبرهن Medicaid وبرامج التأمين الصحي للأطفال (CHIP) أن بورا عدة ثمين مسمى مجانية وبنفسه التكلفة لك ولعائلتك من الآن. إن تقدم بطرق الحصول على تعليمية وبرنامجي CHIP Medicaid.

• إذا كنت تريد أن تكون مهاجر، فإن المعلومات الواردة في هذه الوثيقة لعد ضرورية للغاية:

- يمكن لوكالات برنامجي CHIP Medicaid على مستوى الولاية تجميع المعلومات التي يجب على الأشخاص توفيرها لتقديم طلبات المشاركة في خطة التأمين الصحي واستخدام تلك المعلومات والإصحاح عنها.
- إن تكون في حاجة إلى مشاركة المعلومات المتعلقة بحالة الهجرة أو الوطنية الخاصة بأفراد عائلتك الذين لم يتقدموا بطلب من أجل الالتحاق في هذه التغطية التأمينية في طلب الالتحاق الخاص بك، يمكنك التحديد بعارة "غير متقدم بطلب" وذلك لأفراد العائلة الذين لم يتقدموا بطلب الالتحاق في التغطية التأمينية.
- يمكنك برنامجي Medicaid وكذلك CHIP حماية قوية لحماية خصوصية بيانات المشاركين والبرامج وذلك للحفاظ على أمن تلك البيانات. يعني الشخص الذي يساعد أفراد أسرته في تقديم طلبات المشاركة في التغطية التأمينية أنواع الأوراق الصادرة التي تهدف إلى حماية خصوصية أسرته، ويتضمن هؤلاء الأشخاص العاملين في برنامجي CHIP Medicaid على مستوى الولاية فضلا عن العاملين على المعلومات واستشاري تقديم الخدمات الشخصية والوكلاء والوسطاء وممثلي مركز الأحياء.
- بصورة عامة، فإن التقدم بطلب للاشتراك من مزودي برنامجي Medicaid و CHIP أو الحصول على الخدمات من أجل مثال تكلف التأمين الصحي في الأسواق، لا يُظهر إله انتهاء إجراء "تقديم الطلب" عما إذا كان الشخص يمثل عبئا على المجتمع أو لا. كما أنه من بادر في فرص الشخص في أن يصبح من المعتمدين الدائمين القانونيين في البلاد، لا يوجد اختبار لتكلف عما إذا كان الشخص يمثل عبئا على المجتمع أو لا يحسن الموطنة.
- مدة استثناء واحد فقط لولا أن الأشخاص الذين يتلقون خدمات الرعاية الصحية الطويلة الأمد في إحدى المؤسسات على نفقة الدولة، كمثل: المراكز الإرعائية في إحدى دور التمريض، قد يواجه مثل هؤلاء الأشخاص مجموعة من العراقيل التي تحول دون حصولهم على التغطية الصحية.
- ولا يُعد إعفاء الطابع المؤسسي على الفترات القصيرة لإعادة التأهيل من الأمور التي يجري النظر فيها ومراعاتها في تحديد ما إذا كان الشخص يمثل عبئا على المجتمع أو لا.
- وفي كل الأحوال، لا يُظهر إلى مزاي برنامجي CHIP في تحديد ما إذا كان الشخص يمثل عبئا على المجتمع أو لا.

المزيد من المعلومات يرجى الاتصال على 1-877-KIDS-NOW (1-877-543-7669) أو زيارة الموقع الإلكتروني على التغطية التأمينية التلقائية لتغطية أفراد أسرته: InsureKidsNow.gov على الموقع الإلكتروني. إن كنت أنت أو أي شخص من أفراد أسرته لا تستطيع التحدث باللغة الإنجليزية أو قرأها أو كتبها، فإله خدمات مساعدة لغوية متوفرة مجاناً.

幫助移民家庭了解醫療補助 (Medicaid) 和兒童健康保險計劃 (CHIP) 的重要資訊

醫療補助 (Medicaid) 和兒童健康保險計劃 (CHIP) 可為您和您的家人提供免費或費用低的健康保險。申請醫療補助 (Medicaid) 和兒童健康保險計劃 (CHIP) 保險安全無虞。

有移民的家庭應了解以下重要資訊：

- 州醫療補助 (Medicaid) 和兒童健康保險計劃 (CHIP) 機構只能收集、使用和揭露健康保險申請人所需的資訊。
- 絕對不必透露非申請人家庭成員的公民或移民身份資訊，可在申請表中將非申請人家庭成員標識為「非申請人」。
- 醫療補助 (Medicaid) 和兒童健康保險計劃 (CHIP) 制定了強大的隱私保護措施，可確保您和您家人的資訊安全性。如將他人幫助申請保險，該人必須遵守嚴格的隱私保護規則。這些人包括州醫療補助 (Medicaid) 和兒童健康保險計劃 (CHIP) 工作人員、導師員、認證申請顧問、代理人、經紀人和呼叫中心代表。
- 通常，申請或領取醫療補助 (Medicaid) 或兒童健康保險計劃 (CHIP) 福利或在健保商場 (Marketplace) 中節省保險費用不計入「公共負擔」測試，即不會影響變為合法永久居民的機會。獲得綠卡時可能會有限制。
- 確定公共負擔時不考慮在這種機構中的短期康復。
- 在任何情況下，確定公共負擔時都不考慮兒童健康保險計劃 (CHIP) 測試。

要獲取更多資訊，請致電 1-877-KIDS-NOW (1-877-543-7669) 或人尋找保險 (Find Coverage for Your Family) 部分。如果您或可使用免費的語言援助服務。



Informazioni importanti su Medicaid e CHIP per le famiglie immigrate

Medicaid e il Children's Health Insurance Program (CHIP) possono offrire un'assicurazione sanitaria gratuita o a basso costo per te e la tua famiglia. Fare domanda per la copertura Medicaid e CHIP è sicuro.

Se la tua famiglia comprende persone che sono immigrate, ecco un'informazione importante che dovresti sapere:

- Le agenzie statali Medicaid e CHIP possono solo raccogliere, usare e divulgare le informazioni necessarie per la persona che richiede la copertura sanitaria.
- Non dovrai mai condividere le informazioni sulla cittadinanza o sullo stato d'immigrazione per i membri della famiglia che non stanno facendo domanda di copertura. Sulla tua domanda, puoi identificare i membri della famiglia che non stanno facendo domanda di copertura come "non richiedenti".
- Medicaid e CHIP seguono una politica di attenta protezione della privacy per mantenere sicure le informazioni tue e della tua famiglia. Una persona che dovesse aiutare la tua famiglia a richiedere la copertura dovrà seguire regole severe per proteggere la privacy della tua famiglia. Tali persone includono il personale statale di Medicaid e CHIP, navigatori, consulenti certificati, agenti, mediatori e rappresentanti di call center.
- Generalmente, richiedere o ricevere le prestazioni di Medicaid o CHIP, o ottenere risparmi per i costi dell'assicurazione sanitaria nel Marketplace, non conta in un test di "pubblico carico". Non influenzerà la possibilità di una persona di diventare un residente permanente legittimo. Per la cittadinanza non è previsto un test di pubblico carico.
- Per le persone che ricevono assistenza a lungo termine in un'istituzione a spese del governo, come in una casa di cura, c'è un'eccezione. Queste persone potrebbero avere delle difficoltà ad ottenere una carta verde.
- L'istituzionalizzazione per brevi periodi di riabilitazione non è considerata nella determinazione del pubblico carico.
- Le prestazioni del CHIP non sono mai considerate nella determinazione del pubblico carico.

Per avere maggiori informazioni, chiama il numero 1-877-KIDS-NOW (1-877-543-7669) o visita la sezione "Find Coverage for Your Family" su InsureKidsNow.gov. Se tu o qualcuno della tua famiglia non parla, legge, scrive o capisce l'inglese, è disponibile un'assistenza linguistica gratuita.



Outreach Tool Library

Find all Campaign Materials in the Outreach Tool Library:

- Ready-to-print posters
- Palmcards
- Social media posts
- Text messages
- Videos
- PSAs
- Template newsletters



Customizable Resources

Many Campaign resources can be customized to include information specific to your community:

- Visit the Outreach Tool Library at www.InsureKidsNow.gov/outreach-tool-library/index.html to review the Customization Guide
- Email CMS Division of Multimedia Services (DMS) with customization requests and your organization's information: MultimediaServices@CMS.hhs.gov
 - Grantees must include their project officers on the email

Think Teeth
Every Step of The Way

Give your baby healthy teeth from the start. It's easy!

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
 - Keep your mouth healthy.
 - Don't share cups or spoons.
- Put only water, milk, or formula in bottles or sippy cups.
- Don't put your baby to bed with a bottle or sippy cup.
- Limit sweet snacks and sugary drinks, including juice.

Medicaid and the Children's Health Insurance Program (CHIP) cover children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants, and fillings. Your child could be eligible!

To enroll your child, call **1-877-KIDS-NOW (543-7669)** or visit InsureKidsNow.gov. Already covered? Use the Dentist Locator on InsureKidsNow.gov to find a dentist near you and call to schedule a dentist appointment today.

LOGO 1 LOGO 2

InsureKidsNow.gov

CMS Product No. 11658
March 2021

Your program name(s)

Your website and/or phone number

Up to two logos

InsureKidsNow.gov

The website for Campaign information and resources



The screenshot shows the InsureKidsNow.gov website. At the top left is the logo with three stylized figures in blue, orange, and purple. To its right is the text "InsureKidsNow.gov". In the top right corner, there are links for "Search", "Get Email Updates", and "En Español", along with the phone number "1-877-KIDS-NOW (1-877-543-7669)". A central "Resources" heading has two arrows pointing to "Outreach Tool Library" and "Initiatives" in the navigation bar. The navigation bar is purple with white text and dropdown arrows. Below the navigation bar is a large banner image of a young girl with curly hair blowing bubbles. A white text box on the left side of the banner contains the following text:

Millions of children and teens qualify for free or low-cost health and dental coverage through Medicaid & the Children's Health Insurance Program (CHIP).
[Learn about coverage options](#) for your family or help us [spread the word](#) about free or low-cost health insurance coverage!

Campaign Communication and Activities

Additional ways to engage with the Campaign and learn about new materials and initiatives:

- Campaign Notes eNewsletter
- Webinar Series

Keep in Touch

Interested in learning more about the Campaign and its resources?

- Email us: ConnectingKids@cms.hhs.gov
- Follow us on Twitter: [@IKNgov](https://twitter.com/IKNgov)
- eNewsletter sign up: [“Campaign Notes”](#)

InsureKidsNow.Gov Demonstration



Diamond Gee

Management Analyst

Division of Communication & Outreach,
Center for Medicaid & CHIP Services, Centers
for Medicare & Medicaid Services

Website Redesign

Goal: Increase overall user experience by updating the user interface to a more human centered design (visual, and accessible design).

Version 1

Initiatives

The [Connective Kids to Coverage National Campaign](#), a national outreach and enrollment initiative reaches out to families with children and teens eligible for Medicaid and the Children's Health Insurance Program (CHIP).

Mental Health

Children and teens who have Medicaid and CHIP can access essential mental and behavioral health services in-person or via telehealth.

[LEARN MORE ABOUT PROMOTING MENTAL HEALTH SERVICES](#)

Peace of Mind

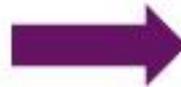
Tools to remind parents that Medicaid and CHIP provide parents with peace of mind knowing their kids are covered if they are sick or get injured.

[LEARN MORE ABOUT THE PEACE OF MIND CAMPAIGN](#)

Vaccinations

Resources to remind parents and caregivers that vaccinations, including flu shots, as well as other preventive and emergency services covered by Medicaid and CHIP.

[LEARN MORE ABOUT THE VACCINATIONS CAMPAIGN](#)



Initiatives

The [Connective Kids to Coverage National Campaign](#), a national outreach and enrollment initiative reaches out to families with children and teens eligible for Medicaid and the Children's Health Insurance Program (CHIP).

Mental Health

Peace of Mind

Vaccinations



InsureKidsNow.gov

Website Redesign

Goal: Reduce the “heaviness” of the solid color and go to a more friendly graphic, which is also incorporated on the internal pages.

Version 1.1



Website Redesign

Redesign Goals Outreach Tool Library:

- Decrease the amount of scrolling and multiple pages that contain outreach tools.
- Create a searchable database
- Create ways to filter based on taxonomy terms to easily find tools based on topics, language, etc

Website Redesign: Outreach Tool Library

An official website of the United States government [here's how you know](#)

InsureKidsNow.gov | Search | Get Email Updates | En Español | 1-877-405-NOW (1-877-543-7868)

Find Coverage for Your Family | Campaign Information | Outreach Tool Library | Webinars & Videos | Campaign News eNewsletter | Initiatives

Home > Outreach Tool Library > Online Materials

Outreach Tool Library

Use these messages in your Facebook posts, Tweets, or other messaging forums to help us spread the word! Be sure to check out our [Step-By-Step Guide to Social Sharing Guide](#) (PDF, 396.46 KB) for tips on how to post our graphics on your social media accounts.

- [Sample Peace of Mind Social Media Posts in English and Spanish](#) (PDF, 303.57 KB)
- [Sample COVID-19 Social Media Posts in English and Spanish](#)
- [Sample Flu Season Social Media Posts in English and Spanish](#) (PDF, 580.33 KB)
- [Sample Missed Care Social Media Posts in English and Spanish](#) (PDF, 396.5 KB)
- [Sample Year-Round Enrollment Social Media Posts in English](#) (PDF, 227.84 KB)
- [Sample Year-Round Enrollment Social Media Posts in Spanish](#) (PDF, 328.72 KB)
- [Sample Back-to-School Social Media Posts in English and Spanish](#) (PDF, 298.04 KB)
- [Sample Think Teeth Social Media Posts in English and Spanish](#) (PDF, 448.29 KB)
- [Sample Mental Health Social Media Posts in English and Spanish](#) (PDF, 640.88 KB)



An official website of the United States government [here's how you know](#)

InsureKidsNow.gov | Search | Get Email Updates | En Español | 1-877-405-NOW (1-877-543-7868)

Find Coverage for Your Family | Campaign Information | Outreach Tool Library | Webinars & Videos | Campaign News eNewsletter | Initiatives

Home > Outreach

Outreach

The [Connecting Kids to Coverage National Campaign](#) works with outreach grantees and a variety of partners—including government agencies, community organizations, health care providers, schools and others—throughout the nation, with a focus on reaching children and teens who are eligible for Medicaid and the Children's Health Insurance Program (CHIP), but are not enrolled.

The Campaign has produced various resources to help our outreach partners connect kids to coverage and spread the word about Medicaid and CHIP resources. From [customizable materials](#) (PDF, 5.1 MB) like select posters and palmcards to social media messages and images to strategies and ideas, InsureKidsNow.gov provides a wide range of free outreach materials to help support your outreach initiatives—explore the resources!

Search Term(s)
Enter a topic of interest

Additional Filters
Audience | Customizability | Delivery Type | File Type | Type

Initiatives
Languages
Resource Types

Search

Results

Displaying 1 - 25 of 27 results

Sort by: Newest

- Facebook Image: "Covered" in Spanish (Illustrated) (PNG, 230.21 KB) | Facebook Image: "COVID-19 - Vaccine" in English (Illustrated)
- Facebook Image: "Covered" in Spanish (Illustrated) (PNG, 230.21 KB) | Facebook Image: "COVID-19 - Vaccine" in English (Illustrated)
- Facebook Image: "Covered" in English (Illustrated) (PNG, 220.73 KB) | Facebook Image: "COVID-19 - Protect" in Spanish (Photo)
- Facebook Image: "Covered" in English (Illustrated) (PNG, 220.73 KB) | Facebook Image: "COVID-19 - Protect" in Spanish (Photo)

Preparing for the End of the COVID-19 Public Health Emergency: What Partners Need to Know About Medicaid and CHIP Coverage



Stefanie Costello

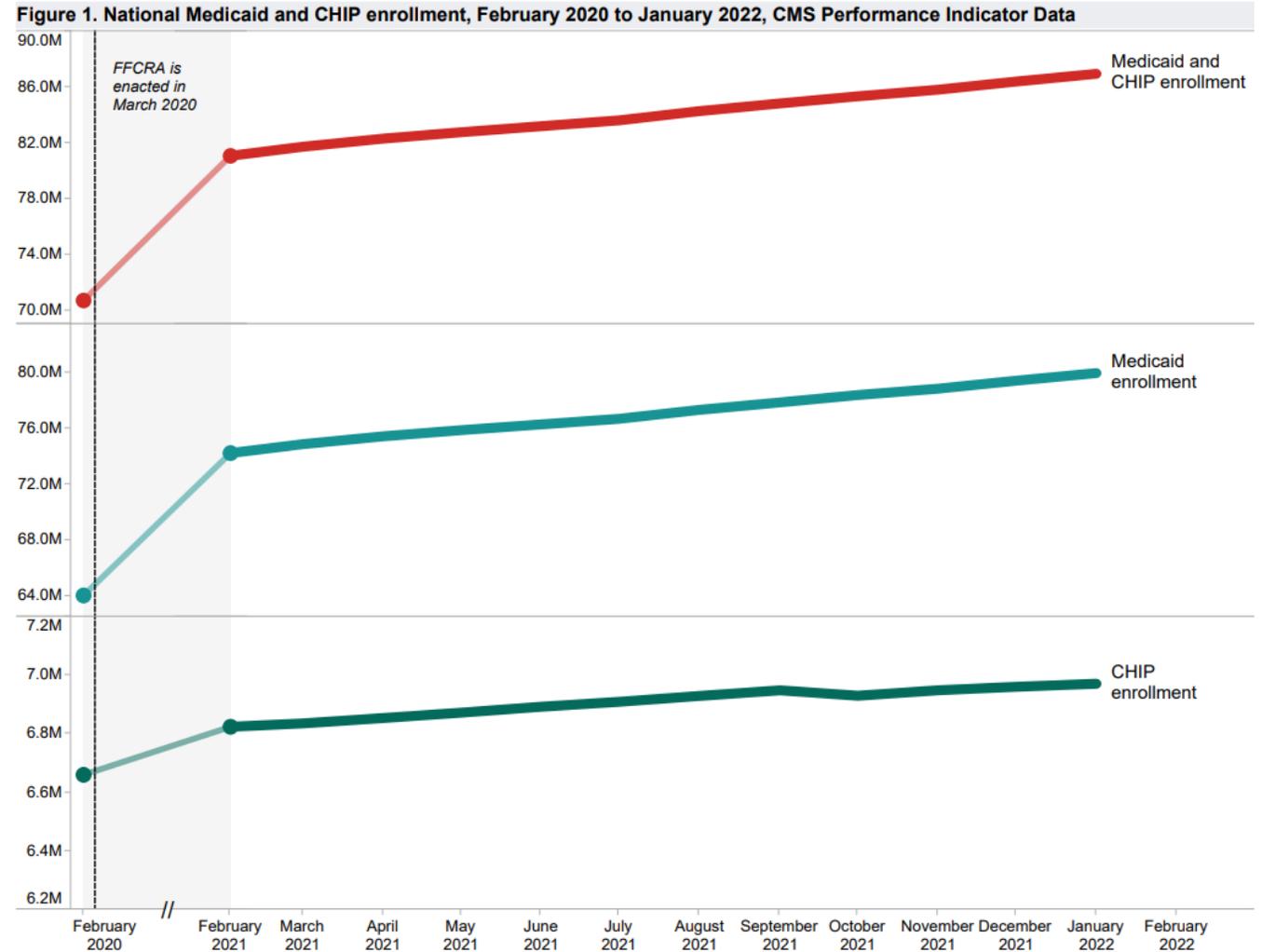
Director, Partner Relations Group

Office of Communications

Centers for Medicare & Medicaid Services

Medicaid & CHIP Enrollment Is at an All-Time High

- As a result of COVID-19-related legislation related to Medicaid and flexibilities adopted by states, Medicaid and Children's Health Insurance Program (CHIP) enrollment has grown to a record high.
- Nearly **88 million individuals** were enrolled in health coverage through Medicaid and CHIP as of March 2022.
- This represents an **increase of over 17 million individuals**, or 24.0%, between February 2020, the month before the federal public health emergency (PHE) was declared, and March 2022.



Impact of the COVID-19 Public Health Emergency on State Medicaid and CHIP Program Eligibility

- In March 2020, federal COVID-19 legislation established the “continuous enrollment condition,” which gave states **extra federal Medicaid funding in exchange for maintaining Medicaid enrollment for most individuals**, even if they are no longer eligible, through the end of the month that the federal COVID-19 PHE ends.
- While the continuous enrollment condition does not apply to **CHIP**, many states implemented **temporary policy changes that had a similar impact** on CHIP enrollment.
- The continuous enrollment condition and temporary state changes to CHIP policies have prevented beneficiaries— in all 50 states, the District of Columbia, and the five U.S. territories — from **losing health coverage** during the PHE.

Impact of the COVID-19 Public Health Emergency on State Medicaid and CHIP Program Eligibility

- **After the PHE, states will resume normal operations, including restarting full Medicaid and CHIP eligibility renewals and ending coverage for individuals no longer eligible for Medicaid/CHIP – a month process known as “unwinding.”**
- States will need to **address a significant volume of pending renewals** and other actions. This is likely to **place a heavy burden** on the state workforce and existing processes and **increase the risk** that individuals lose health coverage.
- According to some estimates, when states resume renewals, **over 15 million people could lose their current Medicaid or CHIP coverage.**¹ Many people will then be **eligible for coverage through the Marketplace® or other health coverage** and need to transition.
- The Department of Health and Human Services (HHS) and Centers for Medicare & Medicaid Services (CMS) are **working closely with states now** to ensure that they are ready when the PHE ends; **eligible enrollees retain coverage** by renewing their Medicaid or CHIP; and **enrollees eligible for other sources of coverage**, including through the Marketplace, smoothly transition.

¹Available at: <https://www.urban.org/research/publication/what-will-happen-medicare-enrollees-health-coverage-after-public-health-emergency>

Resuming Normal Eligibility and Enrollment Operations After the Public Health Emergency Ends

- Unwinding processes will vary by state, but states will have **up to 12 months to start** an eligibility renewal for every individual enrolled their entire Medicaid, CHIP, and Basic Health Program (only in NY and MN) population.
- Medicaid and CHIP enrollees normally have their eligibility renewed at least once each year. During the 12-month unwinding period, state agencies will need to **renew the eligibility of every individual** enrolled in their program.
- This will present a challenge for many reasons, including:
 - The **large volume of renewals** that need to be completed.
 - **Workforce challenges and staffing shortages** experienced by state Medicaid and CHIP agencies.
 - The long **length of time** since many enrollees' last renewal.
 - The **likelihood of outdated mailing addresses and other contact information** for enrollees who moved or updated their information since the beginning of the COVID-19 PHE States may begin their 12-month unwinding period **at different times** (the month before, during, or after the PHE ends). Coverage terminations may begin the month after the PHE ends.

State Actions to Prepare for the End of the PHE

- CMS has encouraged states to take several key steps to prepare for the end of the PHE, including to:
 - **Develop an unwinding plan** to prioritize and distribute renewals when the PHE ends.
 - **Obtain updated contact information**, including addresses, emails, and phone numbers, to ensure that individuals receive information on renewals.
 - **Launch a robust outreach and communication plan** to reach beneficiaries and stakeholders.
 - **Engage community partners, health plans, and the provider community** to encourage individuals to update their contact information and to provide assistance with renewals.
- Most states plan to spread renewals over 12 months after the PHE concludes, but some plan to take less time, e.g. 3-6 months.
- Almost all states have continued to renew coverage for some eligible enrollees during the PHE. States are actively planning to restart full renewals and, subsequently, end coverage for those no longer eligible.
- Most states are implementing strategies to collect and verify updated enrollee contact information, and at least half are working with health plans.
- States have begun to launch outreach and social media campaigns to raise awareness about unwinding.

Resource Page for States and Partners

- In March, CMS launched a new webpage that serves as a **one-stop-shop for resources and tools as states and partners** prepare for unwinding.
- All resources and tools can be found at: [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding).
- The page will be updated with new tools as they are released.

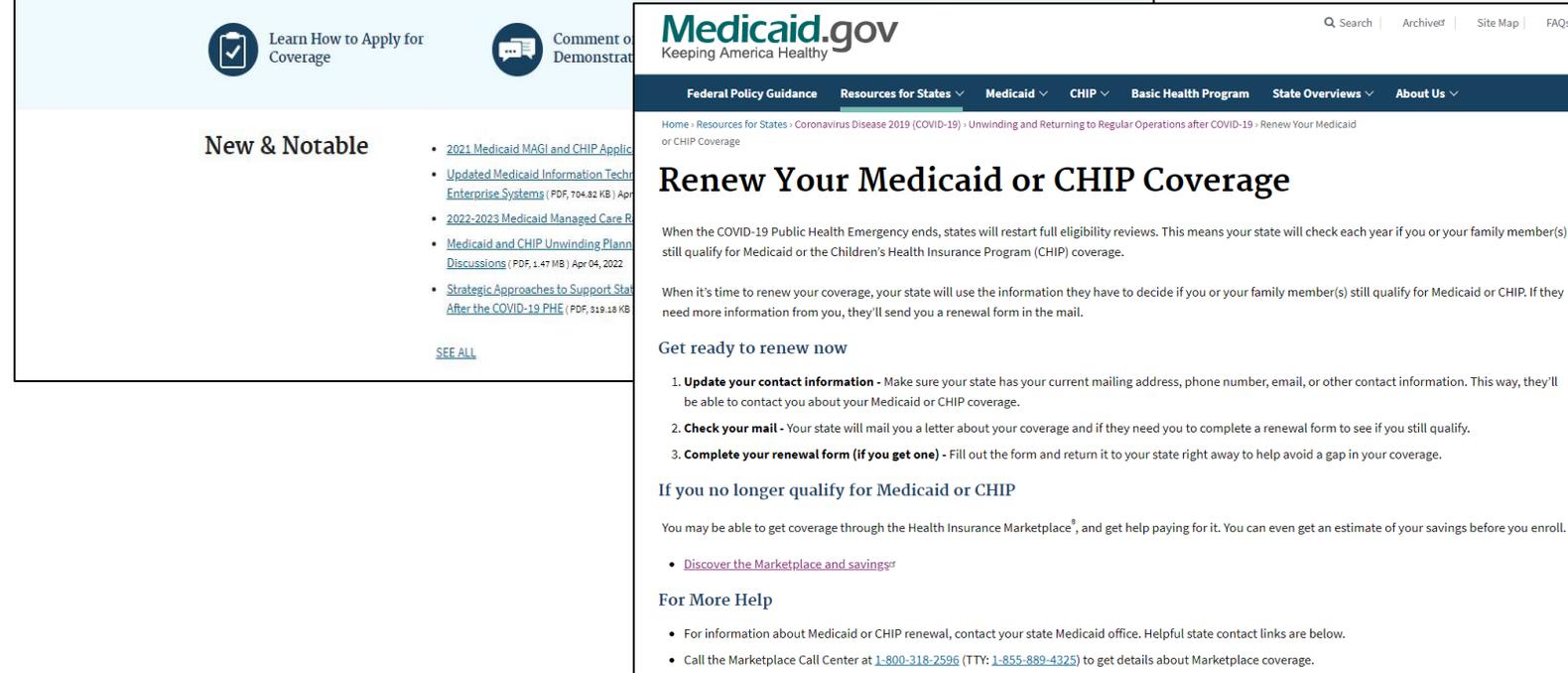


The screenshot shows the Medicaid.gov website. The header includes the logo "Medicaid.gov Keeping America Healthy" and navigation links for Search, Archive, Site Map, and FAQs. A dark blue navigation bar contains links for Federal Policy Guidance, Resources for States (highlighted), Medicaid, CHIP, Basic Health Program, State Overviews, and About Us. The breadcrumb trail reads: Home > Resources for States > Coronavirus Disease 2019 (COVID-19) > Unwinding and Returning to Regular Operations after COVID-19. The main heading is "Unwinding and Returning to Regular Operations after COVID-19". The text explains that the expiration of the continuous coverage requirement authorized by the Families First Coronavirus Response Act (FFCRA) presents the single largest health coverage transition event since the first open enrollment period of the Affordable Care Act. It notes that as a condition of receiving a temporary 6.2 percentage point Federal Medical Assistance Percentage (FMAP) increase under the FFCRA, states have been required to maintain enrollment of nearly all Medicaid enrollees. When the continuous coverage requirement expires, states will have up to 12 months to return to normal eligibility and enrollment operations. Additionally, many other temporary authorities adopted by states during the COVID-19 public health emergency (PHE), including Section 1135 waivers and disaster relief state plan amendments (SPAs), will expire at the end of the PHE, and states will need to plan for a return to regular operations across their programs. CMS will continue to update this page as additional tools and resources are released. A section titled "Unwinding Guidance" includes a link to a PDF document: "Promoting Continuity of Coverage and Distributing Eligibility and Enrollment Workload in Medicaid, the Children's Health Insurance Program (CHIP), and Basic Health Program (BHP) Upon Conclusion of the COVID-19 Public Health Emergency" (PDF, 815.14 KB) (Posted 3/3/2022).

Resource Page for Medicaid and CHIP Enrollees

- In May, CMS made unwinding-related updates to the Medicaid.gov homepage and launched a new consumer page that serves as a **one-stop-shop for Medicaid and CHIP enrollees to learn about unwinding, get connected to their state agency, and find help.**

- The enrollee resource page is available at: [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals).



Communications Strategy

- **Campaign Goal**

- Ensure individuals maintain coverage through renewal, or become enrolled, in the source of coverage for which they are eligible, whether through Medicaid, CHIP, Basic Health Program or the Marketplace

- **Strategic Approach**

- Multi-pronged whole of government communications approach, in partnership with the states and stakeholders, to ensure people with Medicaid are aware of the steps they need to take to maintain coverage
- Create a national outreach campaign that builds upon states' efforts and engages deeply with partners and stakeholders

- **Timeline**

- Phase I:** Get Ready and Awareness

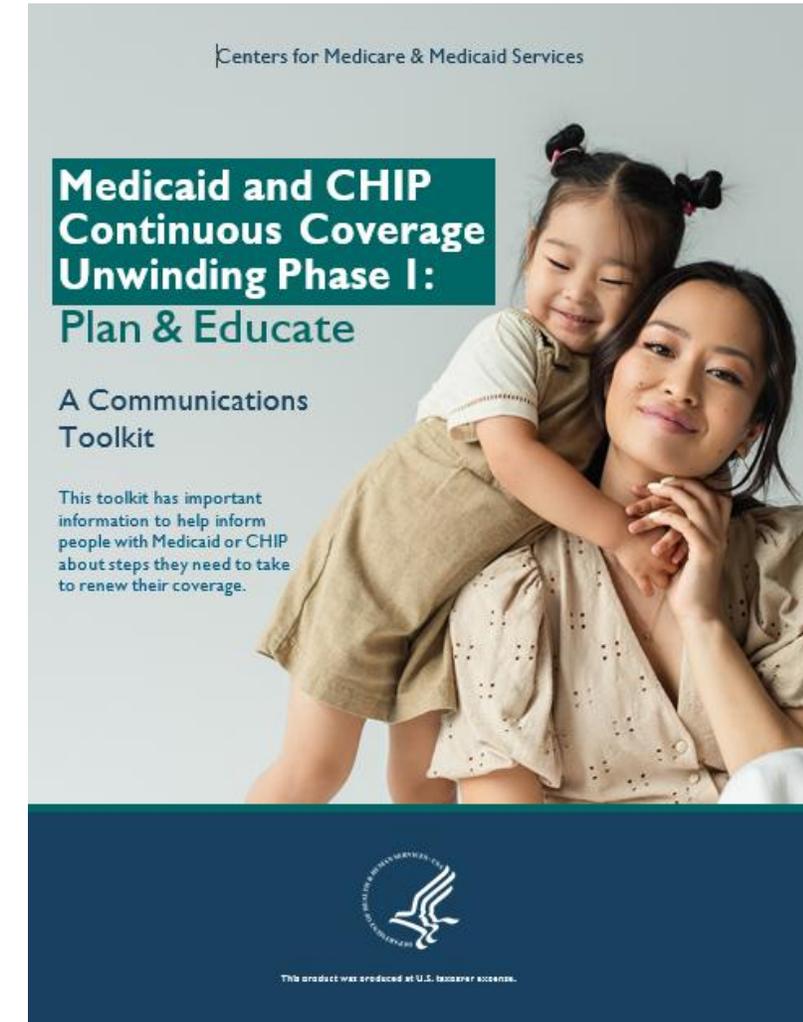
- **Timeline:** Underway and refreshed at 60-day notice

- Phase II:** Medicaid Re-determination and Retaining Coverage

- **Timeline:** When PHE ends

The Unwinding Phase I: Plan & Educate Toolkit – Posted & Distributed Early March

- A **living resource** where products will be added/updated as we learn more about what states, partners and consumers need to respond to
- Contains **important information** to help inform people with Medicaid or CHIP about **steps they need to take to renew their coverage**
- **Contents include:**
 - Overview
 - Summary of research with key insights
 - Key messages
 - Fillable digital flyers: “Have you heard the news? Your state Medicaid office is restarting eligibility reviews”
 - Drop in articles
 - Social media and outreach products
 - Emails
 - SMS/text messages
 - Call Center scripts
- **Available in English and Spanish**



Sample Communications Tools

Text Messages

- Make sure you get your Medicaid renewal letter – update your contact information if it changed recently: [\[Link\]](#)
- Don't miss your Medicaid renewal letter! Update your contact information if it changed recently: [\[Link\]](#)
- Have coverage through [State Medicaid or CHIP program name]? Make sure your address is up to date so you get your renewal letter: [\[Link\]](#)
- Medicaid/CHIP renewals are coming! Make sure your address is up to date: [\[Link\]](#)
- Changed your address in last 3 years? Update your address with us [or "your state"] so you get your Medicaid renewal letter: [\[Link\]](#)

Social Media Graphics

#Medicaid renewals are coming! Be sure you get your renewal letter by making sure your state Medicaid office has your current mailing address NOW: URL



Drop-in Article

Important Changes Coming to [Name of State Medicaid or CHIP program] Eligibility

By the Centers for Medicare & Medicaid Services

Do you or a family member currently have health coverage through Medicaid or the Children's Health Insurance Program (CHIP)? If so, you may soon need to take steps to find out if you can continue your coverage. Soon, states will resume Medicaid and CHIP eligibility reviews. This means some people with Medicaid or CHIP could be disenrolled from those programs. However, they may be eligible to buy a health plan through the Health Insurance Marketplace®, and get help paying for it.

Here are some things you can do to prepare.

Make sure your address is up to date

Make sure your state has your current mailing address, phone number, email, or other contact information. This way, they'll be able to contact you about your Medicaid or CHIP coverage.

Check your mail

Your state will mail you a letter about your Medicaid or CHIP coverage. This letter will also let you know if you need to complete a renewal form to see if you still qualify for Medicaid or CHIP. If you get a renewal form, fill it out and return it to your state right away. This may help you avoid a gap in your coverage.

Digital Flyers

A digital flyer featuring a woman with a child on her shoulders. The text reads "Have you heard the news?" followed by a blank space and "will restart eligibility reviews." Below this, it says "DON'T RISK A GAP IN YOUR MEDICAID OR CHIP COVERAGE. GET READY TO RENEW NOW." and "Following these steps will help determine if you still qualify:". Three icons with text below them are: an @ symbol for "Make sure your contact information is up to date.", an envelope for "Check your mail for a letter.", and a checkmark for "Complete your renewal form (if you get one)." At the bottom, it says "Have Questions?" with "Visit" and "or call" and two blank spaces for links and phone numbers, followed by "for help or to update your contact information today."

Call to Action and Key Messages for Partners

- **CMS Needs Your Help!**
- **What Partners Can Do NOW**
 - Right now, partners can help **prepare for the renewal process and educate Medicaid and CHIP enrollees about the upcoming changes**. This includes making sure that enrollees have updated their contact information with their State Medicaid or CHIP program and are aware that they need to act when they receive a letter from their state about completing a renewal form.
- **Key Messages for Partners to Share**
 - There are three main messages that partners should focus on now when communicating with people that are enrolled in Medicaid and CHIP.
 - **Update your contact information** – Make sure [Name of State Medicaid or CHIP program] has your current mailing address, phone number, email, or other contact information. This way, they'll be able to contact you about your Medicaid or CHIP coverage.
 - **Check your mail** – [Name of State Medicaid or CHIP program] will mail you a letter about your Medicaid or CHIP coverage. This letter will also let you know if you need to complete a renewal form to see if you still qualify for Medicaid or CHIP.
 - **Complete your renewal form (if you get one)** – Fill out the form and return it to [Name of State Medicaid or CHIP program] right away to help avoid a gap in your Medicaid or CHIP coverage.
- Sample social media posts, graphics, and drop-in articles that focus on these key messages can be found in the [Communications Toolkit](#). The [Unwinding resource page](#) will continue to be updated as new resources and tools are released.
- Additional messaging will be shared in the future for Phase II, which focuses on ensuring Medicaid and CHIP enrollees take the necessary steps to renew coverage, or transition to other coverage if they're no longer eligible for Medicaid or CHIP once Unwinding begins.

Using Connecting Kids to Coverage Materials in Back-to-School Outreach



Emily Roller

Health Insurance Program Director

Virginia Health Care Foundation

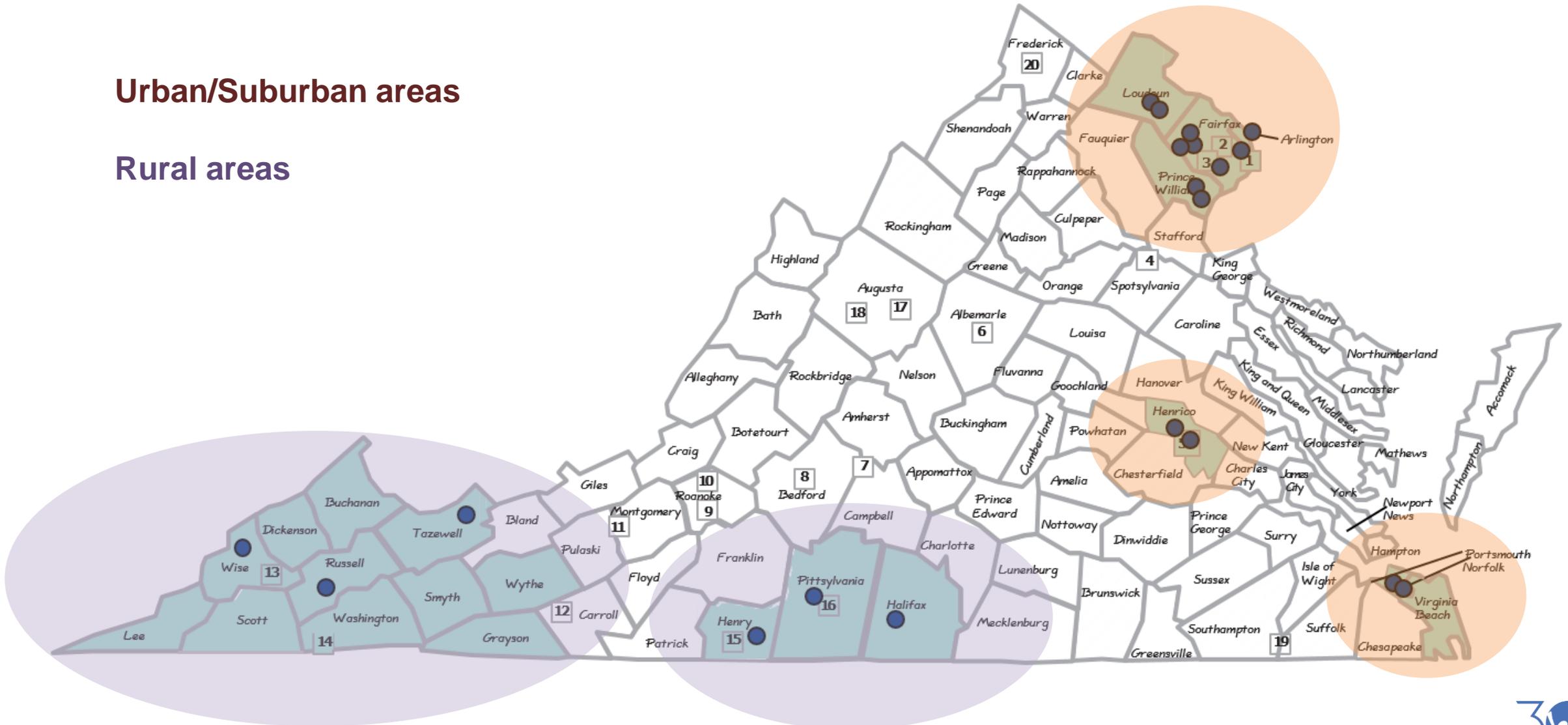
About the Virginia Health Care Foundation (VHCF)

- **Public-private partnership** established by Virginia's General Assembly in 1992.
- **Mission:** To increase access to primary health care services for uninsured and underserved Virginians.
- Aim to increase **access to health insurance** through Medicaid/CHIP:
 - Grants for **outreach and enrollment** (*Project Connect*) have helped over 130,000 Virginians enroll or renew.
 - **Training program**, *SignUpNow*, has equipped more than 17,000 community “helpers” to assist their clientele with applying for Medicaid/CHIP.
 - Policy/procedure **feedback** to key state agencies.

VHCF Project Connect Application Assisters

Urban/Suburban areas

Rural areas



CKC Print Materials: Back-to-School Nights



With health insurance, they'll be ready for whatever the school year brings.

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Families of four earning up to nearly \$50,000 may qualify (or even higher in some states).

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.

 InsureKidsNow.gov



Paid for by the U.S. Department of Health and Human Services
CMS Product No. 11667
December 2017

 **Neighborhood Health**
June 21 at 5:13 PM · 📍

Neighborhood Health Medicaid Application Assistance Outreach Team members attended the Inova Saville Cancer Screening & Prevention Center Health Fair and the Kids First Years' Family Fun Day.

All attendees received information about Neighborhood Health's services including our FREE Medicaid Application Assistance for adults, children, and pregnant women.

The Medicaid Application Assistance program is supported by [Virginia Health Care Foundation](#), [Cover Virginia](#), and the Center for Medicare and Medicaid Services.

Neighborhood Health provides high quality primary care regardless of ability to pay. Call (703) 535-5568 to become a patient or if you need help applying for Medicaid in Virginia.

[#ValueCHCs](#) [#Enroll365](#)



CKC Digital Materials: Facebook

Neighborhood Health
October 13, 2021 · 🌐

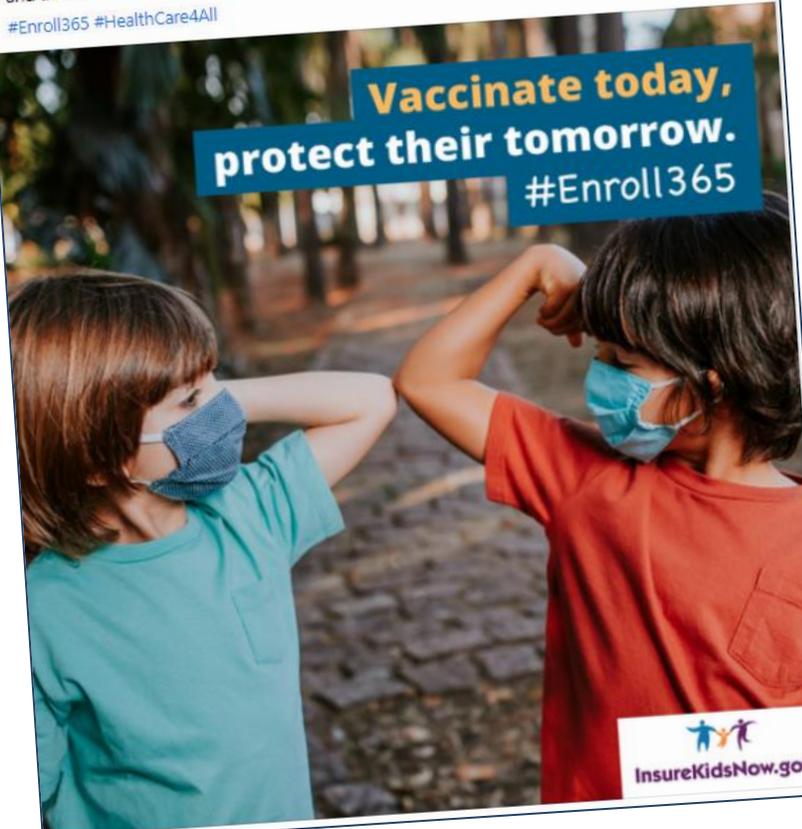
Are your kids fully up-to-date on immunizations? Be sure they're covered for vaccines and other preventive care with Medicaid/FAMIS!

Call or text (571) 373-7580 or (703) 814-3398 to get help applying for Medicaid/FAMIS, so your kids can get all the care they need to stay healthy!

Our Medicaid Outreach Team is supported by the [Virginia Health Care Foundation](#), [Cover Virginia](#), and the Center for Medicare and Medicaid Services.

#Enroll365 #HealthCare4All

**Vaccinate today,
protect their tomorrow.**
#Enroll365



 InsureKidsNow.gov

FAMIS/Far Southwest Virginia
8m · 🌐

Backpack? Check Pencils? Check. Health Insurance? Hmm.....Need help applying for low or no-cost through Virginia's Medicaid/ FAMIS programs? Call or text Pat McGlothlin@ 276-254-2919

#Enroll365
**Healthy kids are
happy students.**



 InsureKidsNow.gov

Like Comment Share

CKC Digital Materials: Rotating Slide Display

Healthy Kids
Make
Great Students!!!!!!!



Need help
applying for
Medicaid/
FAMIS?

Call or text
me!

Ann Walker
276-***-****



Thank you!



Emily Roller
Health Insurance Program Director



Questions?