



Back-to-School Planning: Enrollment, Retention, Vaccines, and Mental Health

Webinar:
June 21, 2023
2:00 p.m. EST

Agenda

- **The End of the Continuous Enrollment Condition: What Partners Need to Know about Medicaid and CHIP Coverage**
 - Stefanie Costello, Director, Partner Relations Group, Office of Communications, Centers for Medicare & Medicaid Services
- **Integrating Behavioral Health Services in School Based Settings**
 - Kate Ginnis, MSW, MPH, Senior Policy Advisor, Center for Medicaid and CHIP Services, Centers for Medicare & Medicaid Services
- **Vaccine Outreach During the Back-to-School Season**
 - Aditi Mallick, MD, Chief Medical Officer, Center for Medicaid and CHIP Services, Centers for Medicare & Medicaid Services
- **Back-to-School: How to Leverage Local Partnerships for Success**
 - Ashley Smith, MPH, Project Manager, Greater Flint Health Coalition
- **Connecting Kids to Coverage National Campaign Resources**
 - Helen Gaynor, MPH, Outreach Contractor, Connecting Kids to Coverage National Campaign, Porter Novelli Public Services, Inc.
- **Questions and Answers**

The End of the Continuous Enrollment Condition: What Partners Need to Know About Medicaid and CHIP Coverage

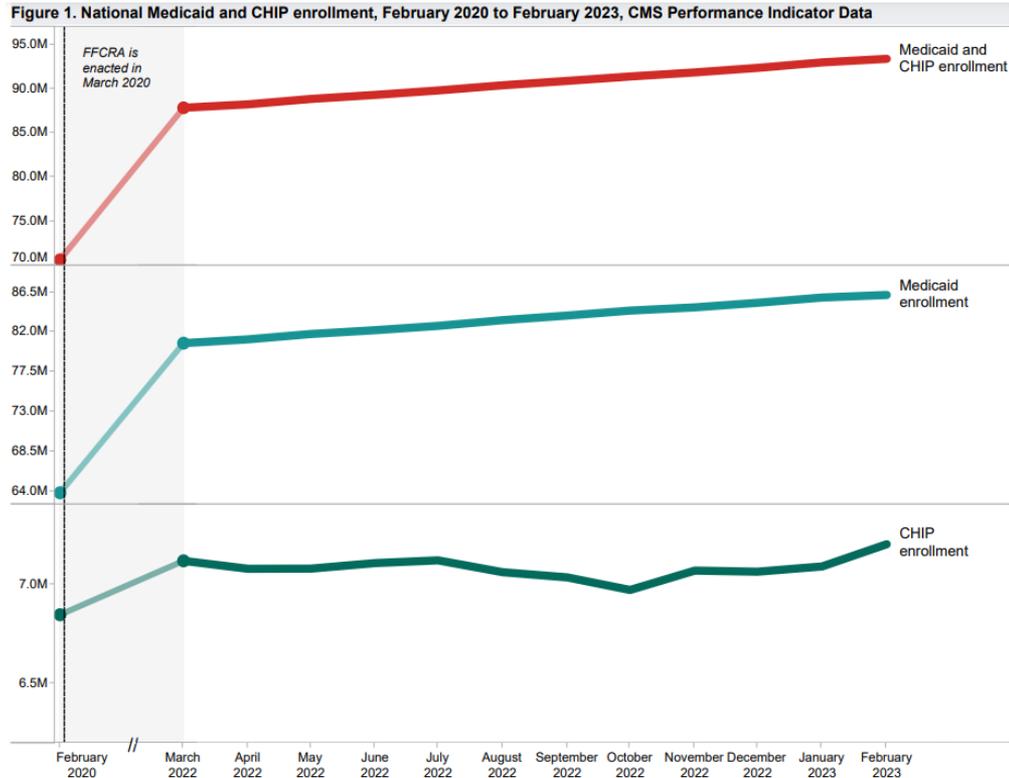


Stefanie Costello

Director, Partner Relations
Group, Office of
Communications, Centers for
Medicare & Medicaid Services

Medicaid & CHIP Today: Enrollment Is at an All-Time High

- In March 2020, the Families First Coronavirus Response Act (FFCRA) established the continuous enrollment condition, which gave states **extra federal Medicaid funding in exchange for maintaining enrollment for most individuals**.
- As a result of this legislation and flexibilities adopted by states, Medicaid and Children's Health Insurance Program (CHIP) **enrollment has grown to a record high**.
- Over **93 million individuals** were enrolled in health coverage through Medicaid and CHIP as of February 2023.
- This represents an **increase of over 22 million individuals**, or 32 percent, since February 2020.



Ending the COVID-19 Continuous Enrollment Condition

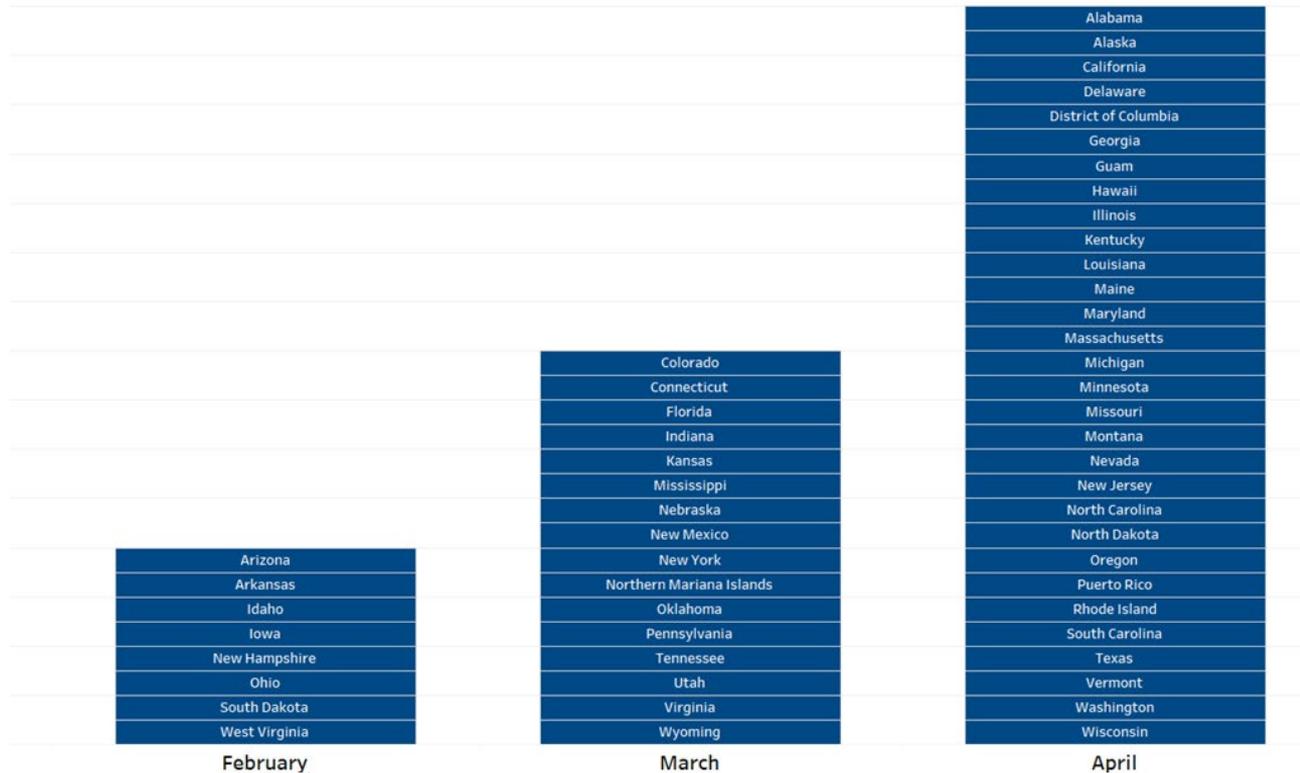
- Under the Consolidated Appropriations Act 2023 (CAA, 2023), enacted in December 2022, the FFCRA **Medicaid continuous enrollment condition ended on March 31, 2023.**
- States will resume normal operations, including **restarting** full Medicaid and CHIP eligibility renewals and **terminations of coverage for individuals who are no longer eligible.**
- States are able to terminate Medicaid enrollment for individuals no longer eligible **as of April 1, 2023.**
- 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.
- As states resume full 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.
- On January 30, 2023, the Biden-Harris Administration announced its intent to end the national emergency and PHE declarations related to the COVID-19 pandemic on **May 11, 2023.**

¹Available at: <https://aspe.hhs.gov/reports/unwinding-medicare-continuous-enrollment-provision>

Resuming Normal Eligibility and Enrollment Operations: Expectations of States

- Now that the continuous enrollment condition has ended, states must **initiate** eligibility renewals for the state's entire Medicaid and CHIP population within **12 months** and **complete** renewals within **14 months**.
 - States could **begin this process in February, March, or April 2023** but could not terminate eligibility for most individuals in Medicaid prior to April 1, 2023.
- States have **4 months** to resume timely processing of all applications, including those received after April 1, 2023.
- The Centers for Medicare & Medicaid Services (CMS) has **been working closely with states for over a year** to ensure that they are ready; that **eligible enrollees retain coverage** by renewing their Medicaid or CHIP; and that **enrollees eligible for other sources of coverage**, including through the Marketplace, smoothly transition.
- CMS has also issued an array of guidance and tools to support state processing of eligibility and enrollment actions, including new flexibilities and requirements for states.

First Unwinding-Related Renewals Initiated, by Month



Based on state assessment calls conducted or deliverables submitted (55) as of 2/24/23; data and visuals in these slides are preliminary. Data regarding USVI not included.

Effective Date of First Anticipated Terminations, by Month



Based on state assessment calls conducted or deliverables submitted (55) as of 2/24/23; data and visuals in these slides are preliminary. Data regarding USVI not included.

The Renewal Process

- States must renew eligibility only once every 12 months for MAGI beneficiaries (most kids, adults, pregnant individuals, etc.) and at least once every 12 months for non-MAGI beneficiaries (e.g. aged, blind, disabled individuals).
- States must **begin the renewal process** by first attempting to redetermine eligibility based on reliable information available to the agency without requiring information from the individual (**ex parte renewal**, also known as auto renewal, passive renewal, or administrative renewal).
 - If available information is sufficient to determine continued eligibility, the state renews eligibility and sends a notice.
 - If available information is insufficient to determine continued eligibility, state sends a **renewal form** and requests additional information from the beneficiary.
 - For MAGI Medicaid, CHIP, and BHP, states must provide the individual at least 30 days to return the form. For Non-MAGI coverage, states must provide a reasonable time frame
- If the Medicaid agency determines that an individual is ineligible for Medicaid, the state determines potential eligibility for other coverage like the Marketplace, and transfers the individual's account information to the Marketplace for a determination.

Preparing for the Work Ahead

Most states have been actively preparing for the end of the continuous enrollment condition for over a year. CMS has encouraged all states to:

- Develop an unwinding plan to prioritize and distribute renewals
- Obtain updated contact information to ensure that individuals receive information on redeterminations.
- Launch a robust outreach and communication plan for beneficiaries and stakeholders
- Engage community partners, health plans, and the provider community to amplify key messages and to provide assistance with renewals

However, there are anticipated challenges to overcome:

- Large volume of renewals for states to complete
- Workforce challenges and staffing shortages experienced by state Medicaid and CHIP agencies
- The long length of time since many enrollees have had to complete a renewal
- The likelihood of outdated mailing addresses and other contact information for enrollees

Multiple resources are available to support both states and partners in this effort.

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 on states' efforts and engages deeply with partners and stakeholders

▪ Timeline

Phase I: Get Ready and Awareness

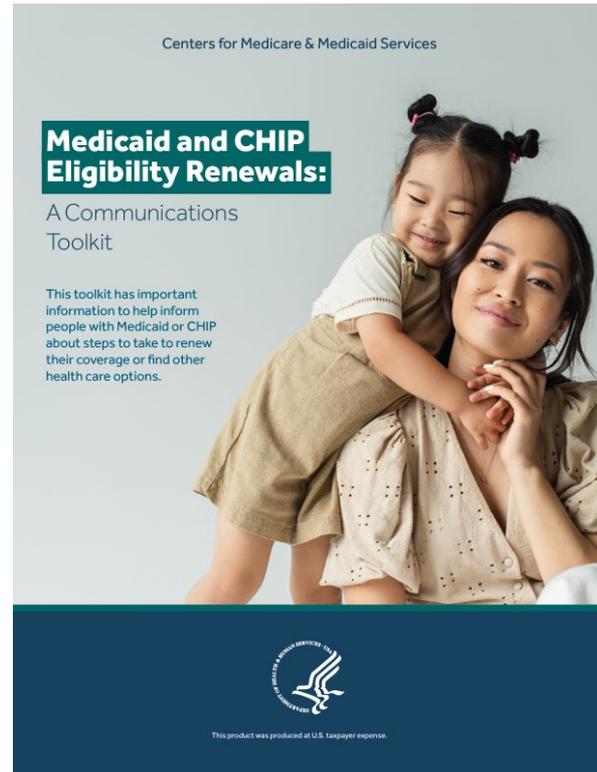
- **Timeline:** Underway and refreshed on February 1, 2023

Phase II: Medicaid Re-determination and Retaining Coverage

- **Timeline:** April 1, 2023 until the end of the Unwinding period

Medicaid and CHIP Continuous Eligibility Renewals: A Communications Toolkit

- 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** or **transition to another health coverage option if no longer eligible for Medicaid or CHIP**
- **Contents include:**
 - Overview
 - Summary of research with key insights
 - Key messages
 - Fillable digital flyers:
 - Drop in articles
 - Social media and outreach products
 - Emails
 - SMS/text messages
 - Call Center scripts
 - CMS Partner Tip Sheet
 - Factsheets
- **Available in English and Spanish.** Select resources available in Chinese, Hindi, Korean, Tagalog, and Vietnamese.



Sample Communications Toolkit Materials

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

Now that things are getting back to normal, your #Medicaid renewal will be too. Ensure your state knows where to send your letter. Update your address today: URL



Drop-in Article

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.

Partner Tip Sheet

3 Tips to help someone who lost Medicaid or CHIP coverage



Starting February 1, 2025, states can resume Medicaid and CHIP eligibility reviews that they temporarily stopped during the pandemic. When states resume these reviews, millions of people could lose their current Medicaid or CHIP coverage.

If someone loses their Medicaid or CHIP coverage, here are 3 things you can do to help:

- 1. Encourage them to update their contact information so they don't miss important information or deadlines.**
They should contact their state or health plan to update their contact information like address, phone number, and email address.
Make sure they have the phone number and website for their state's Medicaid agency.
- 2. Ask if they get a letter about their coverage status from their state or health plan.**
If they do get a letter, tell them to check it carefully for:
 - Information about their Medicaid or CHIP coverage status.
 - A renewal form they might need to fill out and send back to renew their coverage. If they get a renewal form, it's important they send it back by the deadline in the letter to avoid gaps in their coverage.**Note:** If the renewed coverage because they didn't return their renewal form, they may still be within the 60-day grace period and need to contact their coverage. Tell them to send back the renewal form or other information the state needs right away.
- 3. Tell them about their other health coverage options if they no longer qualify for Medicaid or CHIP.**
People who lose Medicaid or CHIP coverage may be able to get health coverage through the Health Insurance Marketplace[®].
 - Most people qualify for savings on a health plan to lower their monthly premium and what they pay when they get care. Savings are based on their household income and size.
 - All Marketplace plans cover things like prescription drugs, doctor visits, urgent care, hospital visits, and more.

If someone loses Medicaid or CHIP coverage, they have a limited time to apply and enroll in a Marketplace health plan. Tell them to:

- Visit [HealthCare.gov/medicaid-CHIP/renew-to-marketplace](https://www.healthcare.gov/medicaid-CHIP/renew-to-marketplace), or call the Marketplace Call Center at 1-800-318-2566 (TTY: 1-800-486-4333) to get more details about Marketplace coverage.
- Visit [LocalHelp.HealthCare.gov](https://www.LocalHelp.HealthCare.gov) to get help from someone in their area. This service is free and can help the person better understand their health care options.

CHIP stands for: 11170
February 2025
This product was produced at U.S. taxpayer expense.
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Medicaid.gov/Unwinding: Messaging for Children and Families

Does your child have Medicaid or CHIP?

Their health matters!

Help them stay covered
and healthy



- **Check your mail for a letter from your state.** If you get a Medicaid or CHIP renewal form, complete and submit it right away.
- **Apply for coverage even if you don't think you're eligible.** Your kids might qualify, even if you don't. To re-apply, visit [Medicaid.gov/about-us/beneficiary-resources/index.html#statemenu](https://www.Medicaid.gov/about-us/beneficiary-resources/index.html#statemenu) and find your state for next steps.
- **Explore low-cost, quality health coverage options** for young adults in your family through the Health Insurance Marketplace®.

Need more help? Visit [LocalHelp.HealthCare.gov](https://www.LocalHelp.HealthCare.gov) to get help from someone in your area. This service is free and can help you better understand your family's health care options.

CMS Product No. 12183
May 2023

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About half the kids in the U.S. get their health care through Medicaid or CHIP. In [State name], it's called [State Program Name].

Do you? Renew!



¿Su salud importa! Asegúrese de mantenerse cubierto y saludable al:

- **Buscar en su correo una carta de** [State program name]
- **Obtener ayuda de su padre o tutor para completar y enviar su** [State program name] **formulario de renovación (si recibe uno).**
- **Pedirle a su padre o tutor que vuelva a solicitar** [State program name] **para averiguar si todavía califica. Para volver a presentar una solicitud, visite** [State program website].

¿Necesita más ayuda? Visite [ayudalocal.cuidadodesalud.gov/](https://www.ayudalocal.cuidadodesalud.gov/) para obtener ayuda de alguien en su área. Este servicio es gratuito y puede ayudarlo a usted y a su familia a comprender mejor sus opciones de cuidado médico.

CMS Producto No. 12186-5
Mayo 2023

Este producto fue financiado con dinero de los contribuyentes de los Estados Unidos.



click to add logo

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 recent 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.
 - As a grantee you can help families fill out paperwork related to their Medicaid/CHIP renewals.
- **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 with your state Medicaid or CHIP agency.
 - **RESPOND** to the Medicaid/CHIP renewal form when it arrives to keep your coverage.
 - **PARENTS** should respond even if you don't think you're eligible – your kids could still be eligible!
 - **CONSIDER OTHER COVERAGE OPTIONS:** If you are no longer eligible for Medicaid or CHIP, check if you can get coverage through your employer, through the Affordable Care Act Marketplace at [Healthcare.gov](https://www.healthcare.gov), or through Medicare.
- 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.

Integrating Behavioral Health Services in School Based Settings



Kate Ginnis, MSW, MPH
Senior Policy Advisor
Centers for Medicaid and
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CMS Behavioral Health Strategy

- Multi-faceted approach to increase access to equitable and high-quality behavioral health services and improve outcomes for people covered by Medicare, Medicaid, CHIP, and private health insurance
- The strategy transforms and addresses the mental health challenges that have been exacerbated by the COVID-19 public health emergency with a focus on youth mental health and crisis intervention and suicide prevention



Mental Health in Children and Teens

- In 2019, as many as [1 in 5 U.S. children between the ages of 12 and 17](#) had experienced depression
- The majority of mental health disorders [arise in childhood](#), adolescence, or early adulthood and may disrupt how children learn, behave, and handle their emotions
- Early detection of mental health and substance use issues may reduce or eliminate the effects of a condition if detected and treated early
- Data from the CDC shows that youth mental health problems have [increased significantly](#) over the past decade, yet access to mental health services have declined sharply among children and teens age 18 and under.

Mental Health in Children and Teens

- There is evidence that the COVID-19 pandemic exacerbated underlying mental health and substance use disorder symptoms for children and teens, with higher prevalence for some youth
 - More than 1 in 4 girls reported they seriously considered attempting suicide in 2021 and more than 1 in 10 girls reported they attempted suicide
 - Almost half of LGBTQ+ students seriously considered attempting suicide, nearly 1 in 4 attempted suicide, and nearly 3 in 4 reported persistent feelings of sadness or hopelessness.
 - Native youth suicide rate is 2.5 times higher than the overall national average, making these rates the highest across all ethnic and racial group
 - Black youth experienced more than a 30% increase in suicidality between 2018-2021

Accessing Mental Health Services in Medicaid and CHIP



- In addition to routine health care visits and emergency services, Medicaid and CHIP also include coverage for mental and behavioral health services to prevent, diagnose, and treat a broad range of mental health symptoms and disorders
- Services includes in-person counseling, teletherapy, case management services, and both inpatient and outpatient substance use treatment
- Families can access mental and behavioral health services for their children through many different settings

Accessing Mental Health Services through Medicaid and CHIP in Schools

- **School-based providers are an essential provider** of services for children, including mental health screening, diagnosis, and treatment, physical and occupational therapy, and services for children with speech, hearing and language disorders.
- Medicaid and CHIP reimbursement helps pay for services provided in schools to children on IEPs through IDEA and can also pay for services provided in a general education setting if it is included in the Medicaid and CHIP state plans
- CMS issued the [Comprehensive Guide to Medicaid Services and Administrative Claiming](#) on May 18, 2023
 - The guide outlines flexibilities states can adopt to make it easier for schools to get paid for critical health services delivered to children enrolled in Medicaid and CHIP
 - States can allow school-based providers who are not otherwise Medicaid billable providers to claim for SBS
- It is CMS's goal to **help states ease the administrative burden on schools and** to promote the delivery of SBS, including in rural, small, or under-resourced communities, where access to mental health care may be particularly problematic

Accessing Mental Health Services through Medicaid and CHIP in Schools

- The school setting provides a unique opportunity to ensure children and teens have access to mental health and substance use disorder (SUD) treatments and can [bridge the equity gaps](#) among students in low-income and rural communities
- A majority of children and teens who receive mental health services access those services at school, often through school-based centers
- Early access to appropriate mental health and SUD services conducted by comprehensive school-based mental health and substance use treatment systems has been [associated](#) with:
 - Enhanced academic performance,
 - Fewer disciplinary encounters, and
 - Elevated rates of graduation
- With health coverage through Medicaid and CHIP, children and teens are better prepared to engage in and out of the classroom. [Find coverage today!](#)

Vaccine Outreach During Back to School Season



Aditi Mallick, MD

Chief Medical Officer

***Center for Medicaid and CHIP
Services (CMCS)***

Vaccines are Effective



- Vaccines help the body's immune system learn how to fight germs, and prevent serious illness or death
- Currently, vaccines can prevent 14 different infectious diseases, including measles, influenza (flu), hepatitis A, tetanus, pertussis (whooping cough), and varicella (measles)
- Through vaccination, kids can stay healthy, go to school, and stay in school

Vaccines are Covered in Medicaid and CHIP

- With Medicaid and the Children's Health Insurance Program (CHIP), parents can rest easier knowing their kids' **vaccinations and booster shots are covered at no cost to families**
- When scheduling medical appointments for their children, parents and caregivers should also make sure routine vaccinations are up-to-date.
- Medicaid and CHIP cover routine and emergency care, dental and vision, and mental and behavioral services among others, for children up to age 19. Find out more on [how to enroll](#) today!



Take Action to Get Routine Vaccinations Back on Schedule

- During the COVID-19 public health emergency, there was a concerning drop in routine immunizations for children and adolescents
- While routine vaccination is rebounding it is uneven and has not recovered among all groups
- The full impact of the PHE on routine vaccination is being investigated by the CDC
- Keeping up with vaccine schedules helps kids stay healthy and return to the classroom safely for back-to-school season

The Role of Community Leaders, Partners, and Health Care Professionals



- Prioritize ensuring everyone catches up on routine vaccination
- Identify individuals behind on their vaccinations
- Encourage vaccination catch-up through reminders, recall, and outreach
- Make strong, evidence-based recommendations about vaccines
- Make vaccines easy for everyone to find and afford



BACK-TO-SCHOOL:

How To Leverage Local Partnerships For Success



Ashley Smith, MPH

Greater Flint Health Coalition





GREATER FLINT HEALTH COALITION



**Neutral Convener/
Backbone Organization**



**Community-Based
Programs**



PARTNERSHIPS – WHY ARE THEY IMPORTANT?



Provides an opportunity to diversify leadership across sectors and/or organizations which allows for collaboration



Allows people and organizations to combine their resources and knowledge to provide a shared space and work towards a common goal

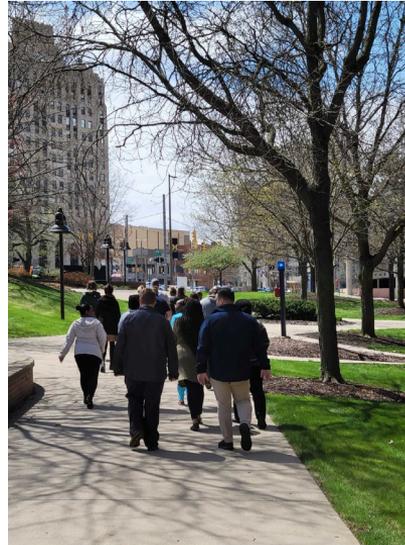


Partnerships have the ability to collectively address barriers/challenges and ultimately deliver better health outcomes (or other outcomes) for the communities you serve



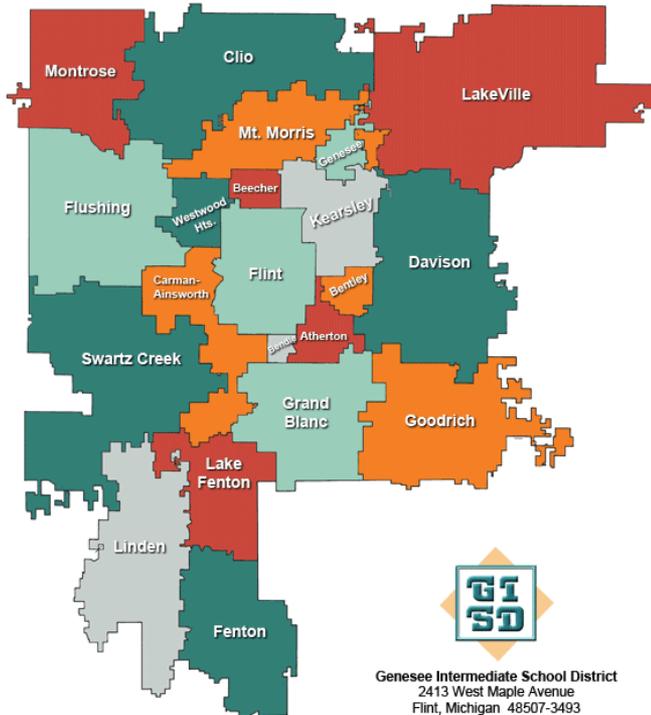
BEST PRACTICES FOR BUILDING PARTNERSHIPS & COMMUNITY ENGAGEMENT

- Identifying a need or gap to fill
- Establishing roles and responsibilities
- Building and maintaining trust
- Having adaptability
- Consistently communicating
- Capacity building and sustainability
 - Parent Mentors





GENESEE INTERMEDIATE SCHOOL DISTRICT (GISD)



- GISD serves nearly 61,000 students and 8,500 educators
- 21 public school districts
- 14 public school academies (charter schools)



BEST PRACTICES FOR OUTREACH

- Identify local opportunities (target population)
- Meet people where they are
- Get the word out in a non-stigmatizing manner
- Be respectful
- Build trust with and listen to the community
- Eye-catching and easy-to-read flyers
- Provide information in the primary language of those you are serving
- Offer services and information in a variety of locations and at non-traditional times, especially after work hours



BEST PLACES FOR BACK-TO-SCHOOL OUTREACH

- Identifying Opportunities
 - Backpack Giveaways
 - PTA Meetings
 - Head Start Programs
 - Summer Back-To-School Activities
 - Athletics/ Training Camps
 - Parent-Teacher Conferences
 - Newsletters (In-Progress)
 - School Registration Packets (In-Progress)
 - School Lunch Menu (In Progress)





EVALUATION

Evaluating your partnership

- Check-in with partners/staff

What is/not working

- Enrollment focus → outreach focus



- Excellent
- Very Good
- Satisfactory
- Poor



WHAT DID WE LEARN?

- Relationship building with community partners is imperative
- Needs within Genesee County are different based on location
- Being flexible and hearing what your partners/ community are saying is crucial



Contact Information

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Connecting Kids to Coverage National Campaign



Helen Gaynor, MPH

Outreach Contractor, Connecting Kids to
Coverage National Campaign

Porter Novelli Public Services, Inc.

**PORTER
NOVELLI** 
PUBLIC SERVICES

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 enrollment and to raise awareness about the health coverage and specific benefits 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

Current Campaign Priorities

- Encouraging beneficiaries to update their contact info, look out for their renewal letter, fill it out, and return it immediately to avoid potential coverage loss now that the continuous coverage requirement has been lifted
- Continuing to target Back-to-School as a key moment in time to enroll kids while emphasizing year-round enrollment, as well as dental and mental health benefits
- Underscoring that more parents—and other family members—may qualify for Medicaid too
- Focusing on hard-to-reach populations and continuing to develop resources in a wide variety of languages
- Providing resources to reach out to pregnant individuals who may be eligible for Medicaid or CHIP



Medicaid and CHIP Continuous Enrollment Unwinding

In March 2020, CMS waived certain Medicaid and CHIP requirements and conditions. The easing of these rules helped prevent people with Medicaid and CHIP from losing their health coverage during the pandemic.

- States restarted eligibility reviews on April 1, 2023.
- **The Connecting Kids to Coverage National Campaign encourages beneficiaries to:**
 - **Update their address, email, and phone number with their state Medicaid offices**
 - **Check their mail for a letter regarding their Medicaid or CHIP renewal**
 - **Complete their renewal form and return it right away**
- Resources and additional information are available at [Medicaid.gov/Unwinding](https://www.Medicaid.gov/Unwinding), including a [Communications Toolkit](#) and [graphics](#) in 7 languages, including [English](#) and [Spanish](#). Partners can find:
 - Social media copy and graphics
 - Drop-in articles and key messaging
 - The [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) page to help families connect with their state Medicaid office.

Initiatives: Back-to-School

With health insurance through Medicaid and CHIP, children can get the care they need to start the school year off right, including check-ups, vaccinations, eye exams, and more.

Resources

- Digital videos
- Posters and palmcards
- Infographics
- Social media graphics and copy
- Live reads
- Newsletter templates
- **Updated: 2023 Back-to-School Toolkit**

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](https://www.insurekidsnow.gov) or call **1-8770-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.

 InsureKidsNow.gov

The infographic features a background image of two children, a girl and a boy, standing in front of a yellow school bus. The text is overlaid on the top half of the image.

Get ready to go back to school with Medicaid and CHIP!

#Enroll365

 InsureKidsNow.gov

The graphic shows a young girl with curly hair, wearing a yellow backpack, smiling. The text is overlaid on the bottom left of the image.

#Enroll365

Healthy kids are happy students.

 InsureKidsNow.gov

The graphic shows a young boy with glasses and a backpack, jumping joyfully. The text is overlaid on the top left of the image.

Initiatives: Mental Health

Mental health issues among children are at an all time high – with coverage through Medicaid and CHIP, kids up to age 19 can access mental and behavioral health services to help prevent, diagnose, and treat a broad range of mental health issues.

Resources

- Digital videos
- Social media graphics and copy
- eSignatures
- Live reads
- Text messages
- Newsletter templates
- **Poster in 24 languages**



InsureKidsNow.gov

The website for Campaign information and resources

Resources

InsureKidsNow.gov | | Get Email Updates | En Español | 1-877-KIDS-NOW (1-877-543-7669)

Find Coverage for Your Family ▾ **Campaign Information** ▾ **Outreach Tool Library** **Webinars & Videos** ▾ **Campaign Notes eNewsletter** ▾ **Initiatives** ▾

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!

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 # 11666
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Your program name(s)

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Up to two logos

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Interested in learning more about the Campaign and its resources?

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Questions?