

# AGENDA

## WELCOME

### Beth Lynk

Office of the Administrator, Centers for Medicare & Medicaid Services

## CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN: BACK-TO- SCHOOL INITIATIVE

### Jessica Beauchemin

Office of Communications, Centers for Medicare & Medicaid Services

## CONNECTING KIDS TO COVERAGE Q&A

### Stefanie Costello

Office of Communications, Centers for Medicare & Medicaid Services

## CONNECTING KIDS TO COVERAGE GRANTEE

### Emily Roller

Director of Health Insurance Initiatives, Virginia Health Care Foundation

## STATE OUTREACH DURING BACK-TO-SCHOOL

### Natalie Pennywell

Outreach and Engagement Manager, Virginia Department of Medical Assistance Services

### Rachel Lawrence

Strategic Initiatives Specialist, Virginia Department of Medical Assistance Services

## AFFORDABLE CONNECTIVITY PROGRAM

### Hannah Garden-Monheit

Executive Office of the President, The White House Office

## Q & A

### Stefanie Costello

Office of Communications, Centers for Medicare & Medicaid Services

## RESOURCES AND CLOSING REMARKS

### Beth Lynk

Office of the Administrator, Centers for Medicare & Medicaid Services

## The Centers for Medicare & Medicaid Services

**Medicaid and CHIP Continuous Enrollment Unwinding: What to Know and How to Prepare**

**July 27, 2022**

**12:00 p.m. to 1:00 p.m. ET**





InsureKidsNow.gov



## Connecting Kids to Coverage National Campaign

July 27, 2022

# Medicaid and CHIP Continuous Enrollment Unwinding

The Public Health Emergency, which enables temporary waivers of certain Medicaid and the Children's Health Insurance Program (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 with their State Medicaid office 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](#)

# Connecting Kids to Coverage National Campaign Overview

- A national outreach and enrollment initiative established in 2009 to reach uninsured children and teens – and their families – who are eligible for Medicaid and/or CHIP, and in 2022 connect with families who are currently covered, but may lose health insurance due to Unwinding to keep them covered
- Informs about eligibility, the benefits children can receive, how to apply for coverage and maintain coverage
- Engages trusted national and community partners, including Connecting Kids to Coverage grantees
- Develops, customizes and distributes a variety of outreach materials (print, video, digital)

# HEALTHY KIDS 2022 Outreach & Enrollment Cooperative Agreements

Since grant funding began in 2009, more than 330 awards to eligible entities have been issued for approx. \$265M in total grant funding to community-based organizations, states, and local governments, and tribal organizations.

- Recently announced \$49M in cooperative agreements to 36 organizations in 20 states, authorized under the Helping Ensure Access for Little Ones, Toddlers, and Hopeful Youth by Keeping Insurance Delivery Stable Act of 2017.
- Grantees receive up to \$1.5M over three years to advance Medicaid and CHIP enrollment and retention.
- Grantees will provide enrollment and renewal assistance to children and their families, and – for the first time ever – to expectant parents to promote improved material and infant health outcomes.
- Listing of awards can be found on [InsureKidsNow.gov](https://InsureKidsNow.gov).



# InsureKidsNow.gov

The website for Campaign information and resources



The screenshot shows the top section of the InsureKidsNow.gov website. At the top left is the logo, which consists of three stylized human figures in blue, orange, and purple, followed by the text "InsureKidsNow.gov". To the right of the logo is the word "Resources" in orange, with two orange arrows pointing down to the "Outreach Tool Library" and "Initiatives" menu items. Further right are links for "Search", "Get Email Updates", and "En Español", along with the phone number "1-877-KIDS-NOW (1-877-543-7669)". Below these links is a dark purple navigation bar containing several menu items: "Find Coverage for Your Family", "Campaign Information", "Outreach Tool Library" (circled in orange), "Webinars & Videos", "Campaign Notes eNewsletter", and "Initiatives" (circled in orange). The main content area below the navigation bar features a large background image of a young girl with curly hair blowing bubbles. On the left side of this area, there is a white text box with 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!"

InsureKidsNow.gov

Resources

Search | 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!

# Back-to-School Initiative

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. **And the 2022 initiative will remind people enrolled in Medicaid or CHIP to make sure their address with their state Medicaid office is up-to-date so they receive important updates by mail.**

## Resources

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



# Key Messages for Back-to-School

- ***Get Ready to Renew Now***

Enrollees who have Medicaid and CHIP coverage for their families can get ready to renew now by making sure their State Medicaid office has their current mailing address, phone number, email, or other contact information. This way, they'll be able to contact them when it is time to renew.

- ***Back-to-School is an Important Time to Talk Health Coverage***

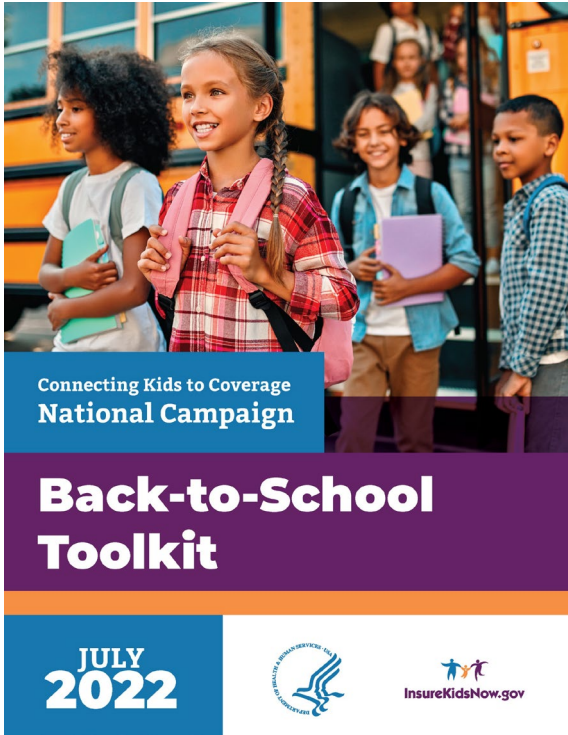
Having health insurance is critical for children to thrive at school and in life. Children with health insurance are more likely to complete high school and graduate college compared with their peers who don't have access to care.

- ***Your Child May be Eligible for Medicaid and CHIP***

Medicaid and CHIP **offer free or low-cost health insurance** for children and teens up to age 19 in families with low and moderate incomes.



# Back-to-School Toolkit



- Contains resources specific for 2022 Back-to-School outreach
- Access at [InsureKidsNow.gov](https://InsureKidsNow.gov)
- Resources include:
  - Key messages
  - Drop-in article
  - Live read PSA scripts
  - SMS text messages
  - Social media posts and graphics

# Outreach Tool Library

Search Term(s)  
Enter a topic of interest

Additional Filters

Audience  Customizability  Delivery Type  File Type  Type

Initiatives








Languages

Resource Types

## Results

Displaying 1 - 25 of 104 results

Sort by

 2022 Back-to-School Toolkit <a href="#">2022 Back-to-School Toolkit</a> Online Materials, Toolkits	 Ready-Made Article: "Back-to-School" in English <a href="#">Ready-Made Article: "Back-to-School" in English</a> (PDF, 64.66 KB) (PDF, 64.66 KB) Online Materials
 Facebook Image: "High School" in English <a href="#">Facebook Image: "High School" in English</a> Online Materials	 Newsletter Template: "Back-to-School" in Spanish <a href="#">Newsletter Template: "Back-to-School" in Spanish</a> (PDF, 161.85 KB) (PDF, 161.85 KB) Print Materials
 Facebook Image: "High School" in Spanish <a href="#">Facebook Image: "High School" in Spanish</a> Online Materials	 Newsletter Template: "Back-to-School" in English <a href="#">Newsletter Template: "Back-to-School" in English</a> (PDF, 92.05 KB) (PDF, 92.05 KB) Print Materials
 Radio PSA Script: "Back-to-School" in Spanish <a href="#">Radio PSA Script: "Back-to-School" in Spanish</a> (PDF, 120.44 KB) (PDF, 120.44 KB)	

- For additional resources, please visit the [Outreach Tool Library](#) on InsureKidsNow.gov
- Resources include:
  - Sample social media and graphics
  - Customizable print materials
  - Print-ready posters, palm cards, mailers & tear sheets
  - Toolkits and tip sheets
  - Public Service Announcements and videos
  - Text messages

# Animated Video Series

- Highlight key benefits of Medicaid and CHIP coverage, as well as initiative themes
  - School-Based Outreach
  - Mental Health
  - Vision Care
  - Oral Health
  - Vaccinations
  - Flu
- Available in English and Spanish



# Materials for Multicultural Outreach

## Immigrant Families Fact Sheet

- Available in 24 languages at [InsureKidsNow.gov](https://InsureKidsNow.gov)
- Coming Soon:
- Mental Health Poster



InsureKidsNow.gov

# Languages

Select Campaign print resources are available in the following languages:

- English
- Spanish
- Amharic
- Arabic
- Armenian
- Burmese
- Chinese
- Farsi
- French
- German
- Greek
- Haitian Creole
- Hmong
- Italian
- Khmer
- Korean
- Lingala
- Marshallese
- Polish
- Portuguese
- Russian
- Somali
- Tagalog
- Vietnamese



有了醫療保險，他們  
將會準備好學年所帶來的一切。

擁有醫療保險的孩子們更好地準備在學校表現良好，並在生活中取得成功。聯邦醫療補助以及兒童健康保險計劃（CHIP）提供兒童和青少年免費或低價的醫療保險，孩子們可以得到定期體檢、免疫接種、醫生和牙醫門診、醫院護理、心理健康服務、處方藥物等等。收入將近 5 萬元的四口之家可能符合資格（一些州甚至更高）。

請造訪 [InsureKidsNow.gov](https://InsureKidsNow.gov) 或致電 1-877-543-7669 (KIDS-NOW) 進一步了解有關您家庭負擔得起的健康保險。





# Material Customization

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](http://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](mailto:MultimediaServices@CMS.hhs.gov)
  - Grantees must include their project officers on the email)



Your  
program  
name(s)

Your website  
and/or phone  
number

Up to two  
logos

# Material Customization

- Material customization free of charge for materials in English and Spanish
- Up to five resources per month
- Customization and delivery of print-ready files typically within two weeks



# 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 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 ties 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



| InsureKidsNow.gov

# Keep in Touch

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

- Email us: [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov)
- Follow us on Twitter: [@IKNgov](https://twitter.com/IKNgov)
- eNewsletter sign up: ["Campaign Notes"](#)
- Attend future webinars or access the archive



# Questions?



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

Emily Roller  
Health Insurance Program Manager

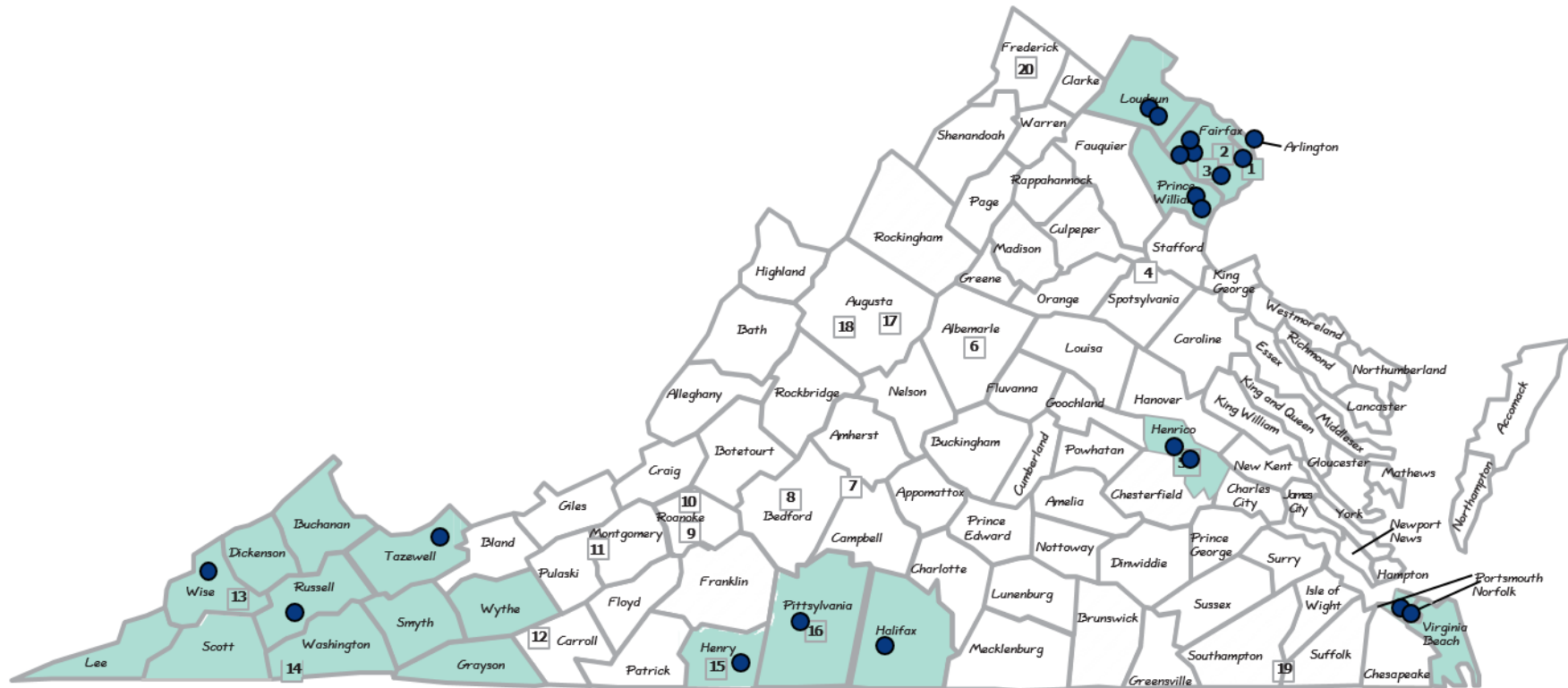


# About the Virginia Health Care Foundation (VHCF)

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- **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.

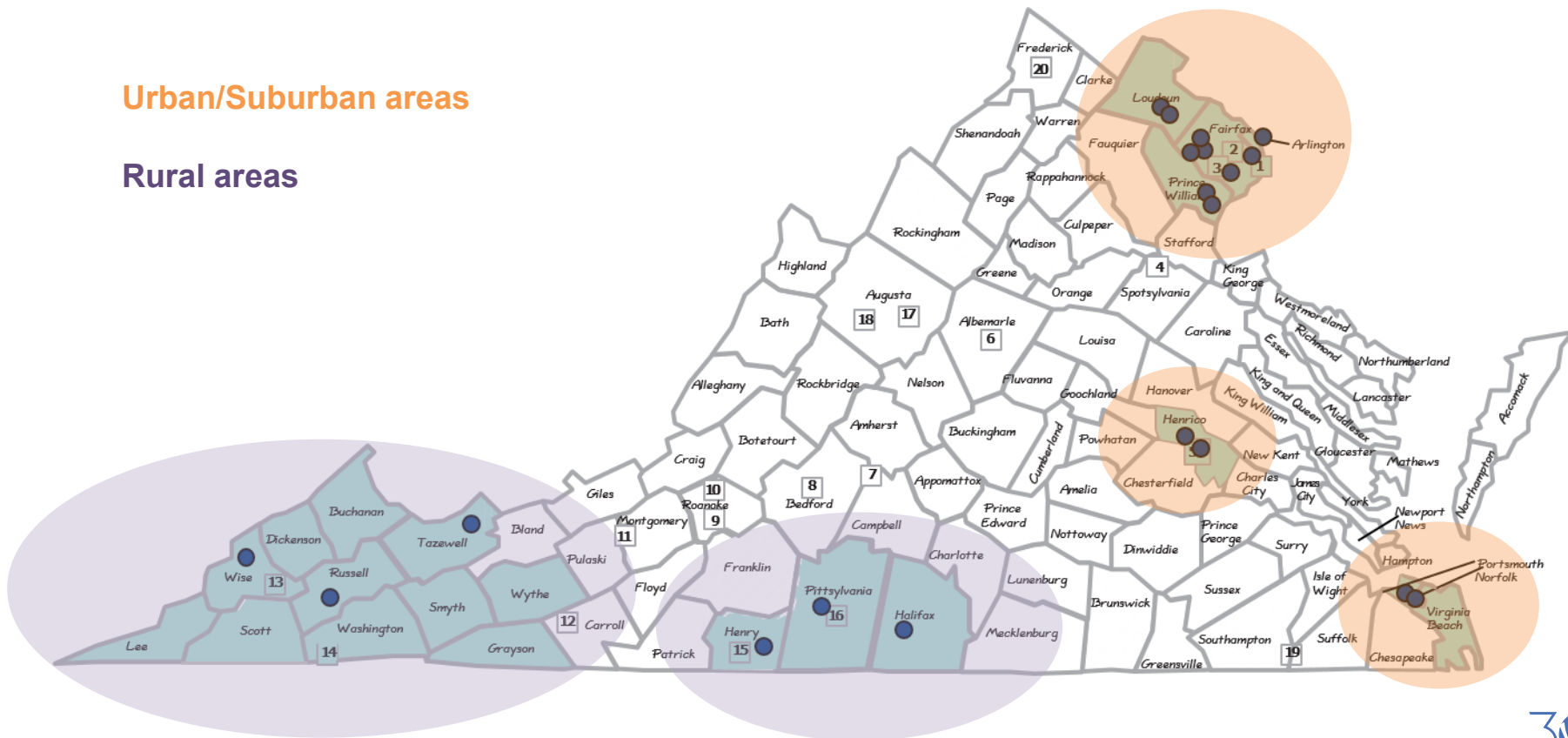
# VHCF *Project Connect* Application Assisters



# VHCF *Project Connect* Application Assisters

## Urban/Suburban areas

## Rural areas



# Print CKC 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](https://InsureKidsNow.gov) or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.

 [InsureKidsNow.gov](https://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](#)






# Print CKC Materials: Renewal Reminders!

## Your kids' health is everything. Keep them covered.

- Medicaid and CHIP provide free or low-cost health insurance, and we're covering more kids and teens than ever.
- Your kids may be covered for doctor and dentist visits, hospital care, immunizations, prescriptions, mental and behavioral health services and more.
- You need to renew his or her coverage every year—even if no personal information has changed.
- Confirm your address on file with your state Medicaid office, especially if you have moved in the last year.

Renew your kid's coverage by:

Please contact us with any questions



CMS Prod

## Keeping them covered. Just one more way you look out for them.

- Medicaid and CHIP provide free or low-cost health insurance, and we're covering more kids and teens than ever.
- Your kids may be covered for doctor and dentist visits, hospital care, immunizations, prescriptions, mental and behavioral health services and more.
- You need to renew his or her coverage every year—even if no personal information has changed.
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Renew your kid's coverage by:

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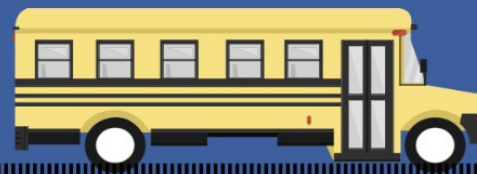


InsureKidsNow.gov



Renewal reminders can be printed as **refrigerator magnets**, or can be used as **enrollment appointment reminders**, at events (e.g., *free school physical events*).

“**Confirm your address**” a helpful reminder as we approach the end of the Public Health Emergency (PHE)!



## EXÁMENES FÍSICOS GRATUITOS PARA NIÑOS SIN SEGURO

\*SOLO para niños que no tienen seguro o tienen Virginia Medicaid- NO seguro privado\*

CUPOS LIMITADOS  
¡LLAMA HOY!



703-698-2550



- Traiga una copia de sus registros de vacunas.
- Abierto a estudiantes de 4 a 18 años en todos los distritos escolares
- Varias fechas y horarios disponibles



**Abril a Agosto 2022**

Manassas- Inova Cares Clinic for Families  
8051 Sudley Rd. Manassas, VA 20109

INOVA

# Digital CKC Materials: Facebook



# Digital CKC 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 Manager**



**PUBLIC HEALTH EMERGENCY  
UNWINDING:  
BACK TO SCHOOL CAMPAIGN**  
HHS AND CMS STAKEHOLDERS WORKING WITH  
MEDICAID AND CHIP

**NATALIE PENNYWELL, MPH, CHES  
OUTREACH AND COMMUNITY  
ENGAGEMENT MANAGER**

**RACHEL LAWRENCE  
STRATEGIC INITIATIVES SPECIALIST**

**JULY 27, 2022**



# Virginia DMAS Back-to-School (BTS) Outreach and Engagement Campaign

Launched Summer 2001

- **Purpose:** Raise awareness about access to Medicaid and FAMIS within the school system
- **Timeframe:** April - October, launched late July annually
- **Responsible Team:** Community Outreach and Member Engagement Team (COMET)
- **Includes:**
  - Back to School Summary
  - Information for Parents & Guardians
  - Resources for Schools and Staff
  - Promotional Materials
- **Historical Partners:**
  - Virginia Department of Education
    - McKinney-Vento homeless liaisons, school nurses, nutrition program supervisors, enrollment coordinators, social workers, PTO/PTA leadership and Medicaid coordinators
  - Community stakeholders that focus on children and families
  - Advocates
  - Application Assisters



<https://www.coverva.org/en/back-to-school#Back-to-School-2022>

# Virginia DMAS Back-to-School (BTS) Outreach and Engagement Campaign

## 2022 Enhancements

- **Traditional Resource**
  - Print Material: 2022 Back to School flyer
    - English | Spanish | Arabic | Amharic | Urdu | Vietnamese | Dari | Pashto
  - Widgets
- **2022 Promotional Materials** (English | Spanish)
  - Animations
  - Social Media Assets
  - BTS Social Media Messaging and Graphics
  - BTS Messages and Automated Calling System (Robo call)
- **Focus on English as a second language partnerships**

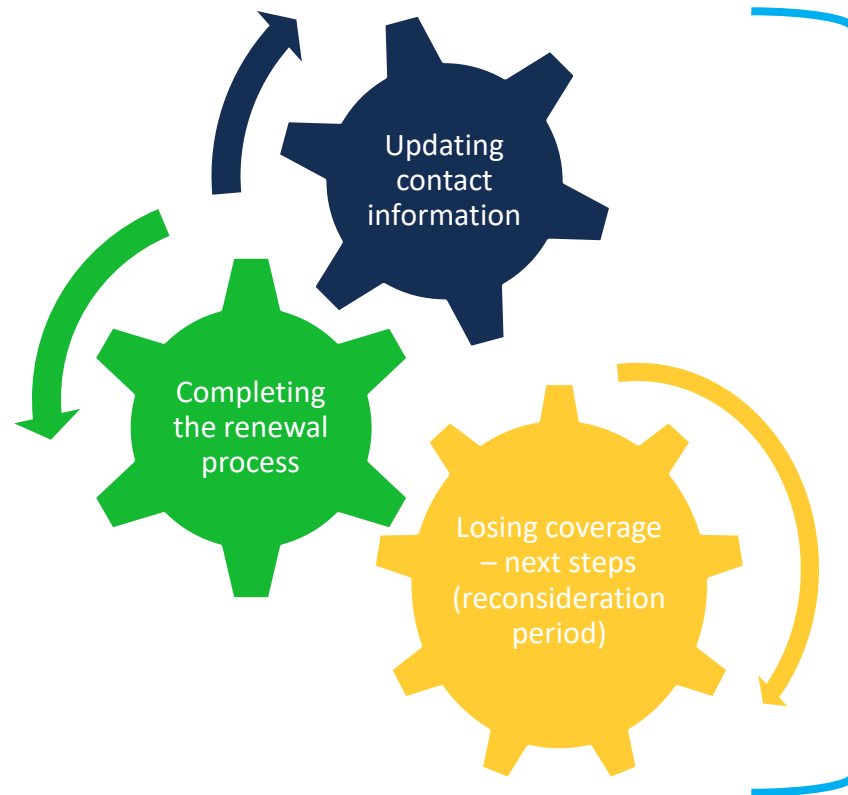
## Virginia Data

2021 & 2022

- **Virginia Schools:**
  - 133 Superintendents
  - 1,856 Schools and Principals
- **Materials Printed and Distributed**
  - 2021
    - Printed: 1,500,000
    - Sent to schools: 1,429,375
  - 2022
    - Printed: 910,000
    - Sent to schools: 601,735

# PHE Unwinding

## Outreach, Engagement and Communications Plan



- **Phase I**

- Outreach being conducted:
  - Digitally (radio, social media, websites, videos)
  - Mail (member letters)
  - Paper (Toolkit materials)
  - Language is provided to ensure messaging is consistent

- Toolkits

- **Phase II/III**

- Tagline:
  - Review, Respond, Renew
- Normalize the process that was paused or never occurred for a member
- Wait to receive something from DMAS before acting

- Stakeholder Meetings and Presentations

# Back-to-School + PHE Unwinding

## Provided to Schools:

- **PHE focused letter/email**
  - Sent to superintendents and principles
- **Toolkit Materials**
  - Member Documents
    - Information sheet, FAQs, and Flier
  - Messaging Templates
    - ENewsletter Blurb, ENewsletter Text, Text Messages, Email Text, and Website Text
    - Social Media Messaging and Graphics
  - Customizable Outreach templates
    - Rack card, Door hanger, Table Tent, A - Frame Sign, Event Poster, Window Cling, Fridge magnet, Tri-fold brochures, Bi-fold brochures, and Post Card
  - Animations (Coming Soon!)

# Back-to-School + PHE Unwinding

## From members and stakeholders

### ■ FAQs

#### ✓ How can we order additional flyers?

- BTS and PHE flyers and posters can be ordered through the Cover Virginia Materials portal at <https://coverva.org/en/materials>. Flyers can be ordered in quantities of 25 or more.

#### ✓ Is there a cost to additional flyers?

- There is no cost for any number of flyers available on the website.

#### ✓ When will the flyers be delivered to the schools?

- BTS flyers are typically delivered to schools late July through mid-August
- PHE fliers (member and stakeholder) and the poster are available online for ordering

#### ✓ When will schools be handing out the flyers to students and/or parents?

- It is up to the schools when they plan to hand out the Back to School and PHE flyers.
- Past strategies: Back to School packets, handed out at Back to School Night, or sent home throughout the school year.

#### ✓ Where can I go to find out more information about the types of outreach being done?

- More information is available on the Cover Virginia website on the Back to School and COVID-19 pages.

#### ✓ Should my family reach out to start the renewal process?

- First make sure your information is up to date.
- Wait to receive something from DMAS before starting the redetermination process



# Questions? Do not forget to **Contact Us!**

## Natalie Pennywell, MPH, CHES

Outreach and Community Engagement Manager  
Community Outreach and Member Engagement  
Team (COMET)

Policy, Regulation, and Member Engagement  
Division

VA Department of Medical Assistance Services

600 East Broad Street, 13<sup>th</sup> Floor

Richmond, VA 23219

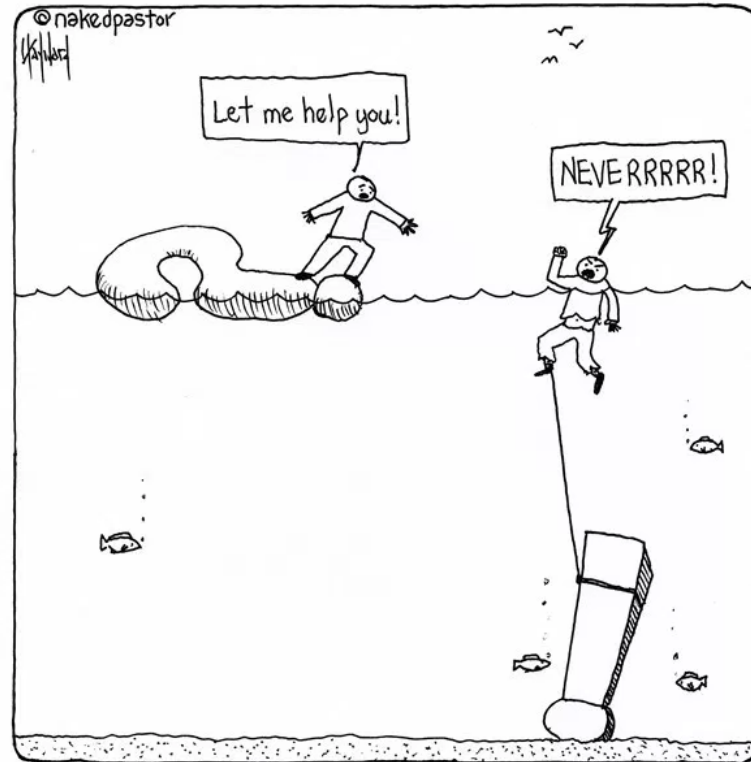
Phone: 804.786.0166

Email: [Natalie.Pennywell@dmas.virginia.gov](mailto:Natalie.Pennywell@dmas.virginia.gov)

Cover Virginia Website: [www.coverva.org/en](http://www.coverva.org/en)

CV Email: [covervirginia@dmas.virginia.gov](mailto:covervirginia@dmas.virginia.gov)

The Department of Medical Assistance Services (DMAS) updates resources and add materials as new federal guidance and additional insights are available. Information about the federal public health emergency can be found on the [Cover Virginia website](http://www.coverva.org/en).



# ACP

Affordable  
Connectivity  
Program

ACP is a new federal program that helps low income families afford the cost of having internet service at home.

Learn how your household can save up \$30 on your monthly internet bill.



Universal Service  
Administration Co.

[www.GetInternet.gov](http://www.GetInternet.gov)



# Partner Resources

- **Unwinding Homepage on Medicaid.gov**  
[www.medicaid.gov/unwinding](http://www.medicaid.gov/unwinding)
- **Medicaid and CHIP Beneficiary Resource Page**  
[www.medicaid.gov/renewals](http://www.medicaid.gov/renewals)
- **Unwinding Communications Toolkit and Graphics**  
English: <https://www.medicaid.gov/resources-for-states/downloads/unwinding-comms-toolkit.pdf>  
Spanish: <https://www.medicaid.gov/resources-for-states/downloads/unwinding-comms-toolkit-esp.pdf>  
Graphics: <https://www.medicaid.gov/resources-for-states/downloads/unwinding-comms-toolkit-graphics.zip>
- **Recordings, Transcripts, and Slides from Past Webinars**  
[www.cms.gov/cms-national-stakeholder-calls](http://www.cms.gov/cms-national-stakeholder-calls)
- **Unwinding Speaking Requests Form**  
<https://cmsgov.secure.force.com/act/Activityc>
- **Connecting Kids to Coverage National Campaign Back-to-School Resources**  
<https://www.insurekidsnow.gov/initiatives/back-school-school-based-outreach/index.html>

# UPCOMING WEBINAR DATES

*The fourth Wednesday of every month from 12:00-1:00pm ET.*

- Wednesday, August 24 @ 12:00pm ET
- Wednesday, September 28 @ 12:00pm ET
- Wednesday, October 26 @ 12:00pm ET
- Wednesday, December 7 @ 12:00pm ET

