

Centers for Medicare & Medicaid Services
Medicaid and CHIP Continuous Enrollment Unwinding:

What to Know and How to Prepare

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Beth Lynk: Welcome and thank you everyone for joining us today. My name is Beth Lynk and I lead strategic communications and external affairs at the Centers for Medicare & Medicaid Services (CMS). Thank you so much for joining us for this stakeholder webinar. Many of you know this is a part of our regular monthly series about Medicaid and CHIP continuous enrollment unwinding at the eventual end of the COVID-19 Public Health Emergency (PHE). This is the third call in the series, and we are excited to talk about timely updates related to back-to-school and engagement as we all prepare for the eventual return to normal operations in Medicaid and CHIP at some point soon. During our last webinar in June, we did review strategies for state and local engagement around Medicaid and CHIP continuous enrollment unwinding. We also reviewed resources that partners can use to learn more about Unwinding and share information with their audiences. I want to note that the recording, transcript, and slide deck for both the May and June webinars can be accessed on our national stakeholder calls page at cms.gov/cms-national-stakeholder-calls. We will make the transcript, recording, and slide deck for today's presentation as well available at that page. We recommend and encourage you to share that with your partners and your colleagues. I do want to share a few housekeeping items before we get fully underway. As noted, the webinar is recorded. You will be able to access the recording, slides, and transcript after the call. While we welcome press on this, please note that we do refer all press and media questions to our media inquiries form, which is available at CMS.gov/newsroom/media-inquiries. All participants will be muted and closed captioning is available via the link in the chat. We will have time for a few questions, and we welcome you to use the Q&A function at the bottom of the screen to ask those questions as follow-up. I do want to note at the start that on July 15, 2022, Secretary Xavier Becerra, the Secretary of the Department of Health and Human Services, did act to extend the COVID-19 Public Health Emergency for another three months. As a reminder that we as an Administration, in the Biden-Harris Administration, have committed to provide states and our partners with 60-days notice before any termination of the Public Health Emergency. Right now, as we continue under the PHE, we ask that we use this time to prepare for how you think about incorporating information around Medicaid and CHIP continuous enrollment unwinding into your existing communication plans and outreach within your networks. We know that estimates have around 50 million people could transition out of the Medicaid program at the eventual end of the Public Health Emergency. We want to ensure that

all or as many people as possible are connected to the coverage they are best eligible for, whether that is Medicaid, whether that is Marketplace coverage, or whether that is employer-based insurance. We want to make sure folks are able to stay covered, and we will need your help to do it. We thank you in advance. Everyone should be able to see today's agenda on their screen. We wanted to use this month's webinar to share information on related outreach and engagement geared toward children, specifically highlighting our back-to-school mini campaign which is starting on August 1. We'll start to review the Connecting Kids to Coverage National Campaign and some resources and a partner toolkit for the back-to-school season. Next, we will hear from Connecting Kids to Coverage grantees, the Virginia health care foundation, to learn more about their outreach and work around back-to-school. We will also hear how Cover Virginia is using the back-to-school season to share information about Medicaid and CHIP enrollment. Lastly, we will share new information about a new federal program before opening it up for Q&A and closing remarks. With that, it is now my pleasure to turn it over to Jessica Beauchemin from the CMS Office of Communications to talk about our Connecting Kids to Coverage Campaign and our back-to-school mini campaign. Jessica?

Jessica Beauchemin: Thank you, Beth. I am thrilled to be here and join this monthly webinar to represent the Connecting Kids to Coverage National Campaign team. I work in CMS' Office of Communications in the Division of Campaign Management, and it is very exciting to be here and share these resources that are very near and dear to me as well as our colleagues in the Centers for Medicaid & CHIP Services as well. We are here today to talk about Medicaid and CHIP and the Unwinding. I know that folks who have been joining these monthly webinars are very familiar with the Public Health Emergency, which enables temporary waivers for certain Medicaid and CHIP requirements and is currently active through October 13th. Once the Public Health Emergency ends, states are going to begin resuming normal eligibility and enrollment actions, including terminations of coverage. One of the biggest challenges that we have for the Campaign has always been to encourage -- to help enroll children and teens in Medicaid and CHIP coverage, but through the Campaign our efforts are also going to encourage beneficiaries to update contact information with their state Medicaid offices so they do not miss out on important reminders. We are working in collaboration with our colleagues to promote resources that available under the [Medicaid.Gov/Unwinding](#) landing page, including the Communications Toolkit and graphics in English and Spanish. Next Slide, please. So, what is the Connecting Kids to Coverage National Campaign? It is the national outreach and enrollment initiative established in 2009 to reach uninsured children and teens and their families and let them know they may be eligible for Medicaid and CHIP. This year, as I mentioned, we are connecting with families who are currently covered but may lose out on insurance due to the Unwinding. One of our challenges is to make sure they stay covered. We work to inform people about eligibility, benefits children can receive, how to apply for coverage, and how to maintain coverage. Key to our efforts is engaging with trusted national and community partners, including Connecting Kids to Coverage grantees, like the Virginia Healthcare Foundation. We develop and customize and distribute a variety of outreach materials, prints, video, and digital, and I will be sharing additional information about that as we go through the presentation. Next slide, please. Just last week, we announced the latest round of the

HEALTHY KIDS outreach enrollment cooperative agreement. It was announced that \$49 million in cooperative agreements were distributed to 36 organizations and 20 states under the helping ensure access for little ones, toddlers, and hopeful youths by keeping insurance delivery stable after 2017. But since grant funding began 2009, there have been more than 330 awards to eligible entities, and that has been for approximately \$265 million in total grant funding. This money has been distributed to community-based organizations, states, local governments, and tribal organizations. If you are interested in reviewing a listing of all of the awards, you can find that on insurekidsnow.gov. But also, I wanted to note, this is the first time - - grantees will provide enrollment and renewal assistance to children and their families, and, for the first time ever, to expectant parents to promote improved maternal and infant health outcomes. Next slide, please. So insurekidsnow.gov is our website for the Connecting Kids to Coverage National Campaign. On the website, there is information that is for parents and other caregivers under the “find coverage for your family”, but we also have other campaign information. You can find past webinars, campaign notes, and e-newsletters. Two areas I wanted to point out, and I will elaborate more on, is our outreach tool library and our initiative section. I will now go into our current initiative, which is our Back-to-School initiative. Our Back-to-School initiative is an annual campaign that we conduct to make sure that families know about Medicaid and CHIP coverage as an option as students are heading back to school. We know from data that students who have health coverage are better able to learn and participate in school activities. Our campaign materials encourage families to enroll in Medicaid and CHIP and utilize services as kids head back-to-school. This could be making sure they have their wellness check, immunizations, vision screening, dental, just to make sure they are as productive as possible in the school year. In 2022, our initiative will remind people enrolled in Medicaid and CHIP to make sure their address with their state Medicaid office is up-to-date so they make sure they receive important updates by mail. Our resources include digital videos, infographics, social media posts and graphics, e-signature files, live reads, public service announcement scripts, newsletter messages, and text messages. We have a sampling on this slide here to show you what some material looks like. Next slide, please. Our key messages for our Back-to-School initiative this year, get ready to renew now. We want to make sure that families know that they need to update their information on file. We want to make sure parents know back-to-school is an important time to talk about health coverage, so having health insurance is critical for children to thrive at school and in life and children with health insurance are more likely to complete high school and graduate college compared to their peers who do not have access to care. It is important to make sure that parents and caregivers know their children may be eligible for Medicaid and CHIP. Medicaid and CHIP offer free or low-cost coverage for children and teens up to age 19 for families with low and moderate income. We have our back-to-school toolkit for our campaign this year. You can access it at insurekidsnow.gov. If you click on the initiative page, you can access it from the back-to-school page, but also go to the outreach tool library and do a search and find it there. In the toolkit, you will find key messages, drop-in articles, live reads, PSA scripts, text messages, social media posts, and graphics in English and Spanish. Next slide, please. Our outreach tool library was recently revamped and this is an image to show you what it looks like now. You can enter in search terms or you can look at different initiatives. If you are searching for certain languages or

resource types, you can click on what you're looking for and get you will get a listing of what is available. This is something we recently launched, or relaunched I should say. You can find social media graphics, customizable print materials, print-ready posters, palm cards, mailers, toolkits, tip sheets, public service announcements, videos and text messages. What you need to do to access this is from our homepage, just click on the outreach tool library and find this page here. Next slide, please. We have an animated video series that we wanted to highlight for everybody, which showcases key benefits of Medicaid and CHIP coverage as well as initiative themes. We have videos on school-based outreach, mental health, vision care, oral health, vaccinations, and flu. They are available in English and Spanish. You can access the videos through the outreach tool library but also if you are searching for videos under the CMS YouTube channel there is a playlist specifically for the Connecting Kids to Coverage Campaign and all of our videos can be found there. Next slide, please. We have materials for multicultural outreach. This slide showcases a fact sheet specifically for immigrant families. It is available in 24 languages. These are languages that have been requested from our Connecting Kids to Coverage grantees as well as CMS' strategic language access plan, so if you are looking for information to share with different audiences, I highly recommend this resource. We also have a mental health poster that is coming soon as well. That will be translated into different languages. Next slide, please. Just wanted to share with you the different languages that are available, and it is in English and Spanish and 22 additional languages. Unwinding materials are currently available in English and Spanish. We are working on identifying the right materials to translate into additional languages. Next slide, please. Your organization may not know this, so we wanted to make sure to highlight that our Connecting Kids to Coverage National Campaign materials -- print materials -- can be customized to include information specific to your community. If you visit the outreach tool library, there is a customization guide and it outlines all the steps you need to take in order to customize materials for your organization. The graphic here shows what areas that we can customize. You need to make sure you email CMS's Division of Multimedia Services with your customization request. It takes about two weeks to turn around. There are specific details on what you need to send to the Division of Multimedia Services, so make sure you look at that customization guide. It is free of charge and we love seeing how grantees and other organizations are using our resources. You will hear more about that later from one of our grantees. Next slide. This is just a sampling of some resources that have been customized. It is up to five resources per month, and as I mentioned, it typically takes about two weeks to turn around. Next slide, please. In addition to the back-to-school initiative, the Connecting Kids to Coverage National Campaign conducts other annual initiatives throughout the year. We have an oral health initiative that we typically do in February around Children's Mental Health Awareness Month, a mental health initiative in May. We have done initiatives around vaccinations, missed care, outreach around sports and year-round enrollment, multicultural outreach, and outreach to rural communities. And we love hearing from folks. These are just a few other ways you can engage with the Campaign. If you have questions or ideas for us, whether it be material translations or different resources that may be useful in your community and we do not currently have in our outreach tool library or ideas for a webinar for future webinars, feel free to email us at ConnectingKids@cms.hhs.gov. You can

also follow us on Twitter at [IKNgov](https://twitter.com/IKNgov). I also wanted to put in a plug for our Campaign Notes e-newsletter. It's a periodic -- a newsletter -- that we send out raising awareness about any new resources. We send our invitations to our list about upcoming webinars. We had one yesterday. That is a great way to have your finger on the pulse of what is going on with the Campaign. Next slide. Happy to answer any questions if anybody has any questions. Thank you.

Stefanie Costello: Great, thank you so much, Jessica, for that presentation, we really appreciate it. There were a couple questions that have come in. We will do our best to get to as many as we can before we move to our next presenter. Two that did come in that I want to make sure we are all hearing is that the Public Health Emergency was extended until October 13, so there was confusion about that date and what it was, so October 13 is when it was extended. Just want to reiterate the department is committed to letting us know 60 days prior to the end of the Public Health Emergency if it is going to end or not. We will know more information 60 days prior to October 13. The next question we received is how many children, or how many people are going to be impacted by unwinding. So, we wanted to give you all an update on that. There is, because of the number of people who were -- the increased number of people on -- sorry, the increase of people for Medicaid due to the pandemic, we do anticipate several million people falling off of Medicaid due to the unwinding. That is one reason we want to make sure we are getting information out to you all. Of course, these numbers are estimates and vary by state, but it is important to try to reach as many people as we can with information about unwinding. With that, we are going to give our first question over to Jessica on Connecting Kids to Coverage. Is there open enrollment for children, and can children change their plan at any time during the year?

Jessica Beauchemin: With Medicaid and CHIP, there is not a specific enrollment period. Children can enroll at any time. As far as switching over plans, I think we would need to get back to the person who asked the question about that. I am not quite sure how that works. I am not quite sure how that works.

Stefanie Costello: Thank you. I am going to send the next question to Beth about the number of children that are expected to lose coverage.

Beth Lynk: Thank you, Stefanie. I did just want to also lift up a report that came out earlier this month from First Focus on Children, Families USA, and Unidos US that elevate the impact this could have on children. They estimate -- these are external numbers from government, but I did just want to highlight this resource exists. Nearly 7 million children could transition from the Medicaid program or be at risk of losing coverage and, particularly that there would be an outsized impact on black and Latino children with 13% of black children and 12% of Latino children potentially losing Medicaid coverage. Obviously, it is our expressed goal that we want to be thoughtful and reach those folks, which is why this back-to-school engagement is so critical and really a core part of our strategy to ensure we are reaching those most impacted and those most at risk of losing coverage in the campaign.

Stefanie Costello: Great, thank you. We received a question for Jessica about what is the top age limit under HEALTHY KIDS?

Jessica Beauchemin: Medicaid and CHIP are programs for children and teens up to age 19. They can get coverage.

Stefanie Costello: One of our subject matter experts from our CMCS group is on, and so I will kick the next question over to Jessica Stephens. And I apologize -- let me pull my question up. It has disappeared. With regards to continuous enrollment with Medicaid, will the previous insurance and renewal contract period dates change when the health emergency ends?

Jessica Stephens: If I'm understanding the question correctly, I think it is prior to the Public Health Emergency, people were generally on a 12-month renewal cycle. If you were renewed in March one year, you would like to be renewed in March the following year. The question is whether that continues to be the date. I will say, that it will vary potentially by state. Some states have continued to conduct renewals during the Public Health Emergency and people have stayed on the same monthly schedule, but in many other cases that date may change. So, a family should look out for a renewal notice if they get one and respond at whatever time that comes.

Stefanie Costello: Great, thank you very much. Jessica, I think we have two more minutes for questions for you before we transition to the next speaker. Can you talk about the materials we have and how to download videos and access those?

Jessica Beauchemin: Sure. So, in the outreach tool library, insurekidsnow.gov, there are sample templates that organizations. You can copy and paste information and share that with your community. You can enter your own information. There are also links on the pages that will share with you how you can find your state income limits and other information to help really customize the resources. The videos, you can just use links from YouTube and post them. You can use them in your social media. All of the files through the outreach tool library can just be downloaded with a couple clicks and you can use them in your own outreach. I am trying to think if there's anything else. I would encourage people to look at the different initiative pages, because if you are looking for the different resources that are specific to a topic, you can find them there, but again within the outreach tool library itself, if you are looking for specific languages, like let's say in your community you have specific audiences that you are targeting, you can access it that way too.

Stefanie Costello: Thank you, Jessica. That was actually was going to be my last question for you. We did have a couple questions about language access and what materials were available in those 22+ languages. Hailey, if you could go back to that slide just to put that language translation slide back up, and, Jessica, if you could talk a little bit about what type of materials y'all have available in these linkages.

Jessica Beauchemin: Sure. All of our resources are available in English and Spanish. There are other resources that are available in the other languages. It has been based on the requests we have been receiving from grantees. We have been working on adding the different translations to our different resources, so if you see the little girl and boy with the school bus, that is our back-to-school resource that's been translated in all the different languages you see here. And that is available in a palm card size as well as a poster size, so you will find those in the outreach tool library. There are other resources. We focused on some languages initially and we just keep expanding.

Stefanie Costello: Great. Thank you so much, Jessica, for going over this. We encourage you to go to the website. We have put all the links in the chat to everybody, so you have those, they're up on the screen now. If you have additional questions, you can email. The email address is there. And then follow them on Twitter so you can retweet all the great information that they are going to be sharing over the next couple months and sign up for their newsletter. Thank you so much, Jessica, for presenting today. We are going to turn it over to our next speaker. Today, we welcome Emily Roller, and she's from the Virginia Health Care Foundation. She's a Health Insurance Program Manager, and she is going to be talking to us about her outreach during back-to-school and she's one of the Connecting Kids to Coverage grantees. So, Emily?

Emily Roller: Wonderful. Thank you so much, Stefanie. And if you could go to the next slide, please. I thought it might be helpful to start with just a little bit of context about who the Virginia Health Care Foundation is. We are a public-private partnership in Virginia, obviously. We are celebrating our 30th year of living out our mission, which is to increase access to primary health care services for uninsured and medically underserved Virginians. One of the key ways that we put that mission into action is via two initiatives aimed at increasing health insurance coverage through Medicare and CHIP among eligible Virginians. Within that, we have a grant funded program that's called Project Connect that provides community outreach and 1-to-1 application and enrollment assistance throughout Virginia. As of last week, we are delighted to be embarking on our fifth Connecting Kids to Coverage funding cycle to underwrite some of that Project Connect effort. So, you can do to the next slide, please. I thought it might be helpful, just in case you are not familiar with Virginia geography, to share where our application assisters are based throughout the state. We've got about 22 full time equivalent folks in the areas pictured here in blue. Schools are a key partner for many of them. As you can imagine, back-to-school outreach is a cornerstone of their outreach each year. You can go to the next slide. For more context, I have included our major urban centers in Virginia are here in orange and two of the key rural areas in Virginia that we affectionately call Southwest and Southside are illustrated here in purple. And I just wanted to note, as a Connecting Kids to Coverage grantee, we place our subgrants for application assistance where they are most needed. Our grantees are situated in places where lots of Virginians are income eligible for, but not yet enrolled in, Medicaid and CHIP. The campaign materials from [InsureKidsNow.gov](https://insurekidsnow.gov) have been really helpful in both urban and rural areas of Virginia. You can go to the next slide. So how have our assisters used the materials? With the return of in person events, our network of application assisters are once again using these great palm cards at community events, in preparation for back to

school. These work really well for our assisters since they are available in the top five non-English Languages which is spoken in Virginia, and also because they are so representative. Many feature racially diverse children and parents, and we think that helps the families assisters reaching out to recognize themselves in the materials. Our assisters also love that the materials are so customizable. Since we help with enrollment, we like promote our ability to help families apply at the same time that we promote the Medicaid and CHIP programs, so being able to add our state's logos, assisters name, organization, and phone number really helps us to do that. Virginia calls its separate CHIP program by a special name. I know that this was noted just a moment ago. We call our separate CHIP program FAMIS, as you can see illustrated here, and I am pretty sure my colleague Natalie from our state Medicaid agency is going to share in a moment as well. We love that this palm card promotes health insurance, because it helps us to use the FAMIS name in Virginia instead of CHIP just to avoid confusion. You can go to the next slide. Another of the Connecting Kids materials that our assisters have loved in the past are renewal matters. Many renewals are largely suspended in Virginia, just like in other states, due to the Public Health Emergency and the Medicaid maintenance of effort requirements, but once PHE ends, having these on hand will be crucial since so many people will be out of the habit of renewing annually as they did before the Public Health Emergency. They also include that important messaging about keeping contact information up-to-date with the state Medicaid agency in preparation for the unwinding. You can click, if you would, a couple animations on this slide. One thing our assisters have loved in the past is to print renewal reminders as refrigerator magnets, because putting them on the refrigerator can help a family to see that the renewal date is coming up. In a pinch, these can also be used as enrollment appointment reminders if your organization does application assistance as well. That is something we have found helpful in the past, because they are bigger than a business card and may be less likely to get lost. All right. We can go to the next slide please. The digital materials. I saw a question in the chat a moment ago about how this campaign works in tandem with outreach around immunizations. This is top of mind for us in Virginia, because last year, we actually had some guideline changes around Virginia's school vaccination requirements, so our assisters really emphasized vaccination alongside promoting Medicaid and CHIP during the back-to-school period last year with that in mind. This year, of course promoting the availability of that COVID-19 vaccine for the youngest age group, and reminding families that that vaccine and others are covered by Medicaid and CHIP. It has already brought some successful opportunities to engage families to promote those programs in tandem with vaccination. We also like to encourage our partners from local schools and school districts to share posts like this to get the word out even further about the wonderful programs Medicaid and CHIP and also the ability of our folks to provide application assistance one-to-one. You can go to the next slide. Then finally, this is one of my favorites. This is from one long-standing application assister. Her real name is Ann but she goes by the FAMIS lady in her rural community. She has used Connecting Kids to Coverage images as part of this passive rotating display at back-to-school nights, at sports registration nights, at PTA meetings, and everything in between. It is a PowerPoint she set up to automatically advance every five seconds or so. This display can rotate at a table or booth or just be on circulation behind her on a big screen while she answers questions or shares updates. It enables her to work the room a little bit while

simultaneously sharing her message and contact information about the importance of health insurance coverage through Medicaid and CHIP. You can go to the next slide. That is all I have got. I believe I will pass the ball to my fabulous friend Natalie from our state Medicaid agency. Take it away, Natalie.

Natalie Pennywell: Thank you so much, Emily. It is always great to see someone or an agency, a long-standing partner from your state. Today, I am going to be sharing a little bit of information about our back-to-school campaign from a state agency perspective, and Emily and her team are an integral part of that process for us. It's not just me that does this work. I work with a team, and Rachel Lawrence is with us today as well as well as Jessica Annecchini, and they will be helping with any questions you may have regarding our program. The back-to-school campaign has been in place for over 20 years, which is exciting for us. It launched in 2001 and the purpose, really, like so many presenters said today, is to raise awareness about access to Medicaid and FAMIS within our school system. We try to do that between April and October. I know you're thinking, April? April is when we start preparation, it is when we begin talking with partners about what this looks like, what the needs are, what we traditionally provide, what enhancements we can have in place for the program throughout the year, and it launches typically in late July. The team typically responsible for this is our outreach and member engagement team, but we engage a lot of our partners within our agency and external to our agency. It includes a summary of what the back-to-school campaign is about regarding our outreach and engagement efforts, information for parents and our guardians that will be consuming the information, resources for our schools, our staff, the school-based staff, any staff that exists in our community-based organizations, as well as promotional materials for people to pass out the information in addition to any information they receive through CMS. We have historical partners, which have been VDE or Virginia's Department of Education. Within the Department of Education, there's multiple sectors or groups of people that take this information and utilize it. And you can see that is are homeless liaisons, nurses, nutrition program supervisors and staff members, enrollment coordinators, social workers, PTA and PTO staff members, Medicaid coordinators. All of these people work in tandem in order to make sure that the information that is shared regarding back-to-school gets to everyone that needs it and every family that needs it. We also engage community stakeholders, advocates, and application assisters in other agencies, like the one Emily represented today. Next slide please. So, we decided, throughout the Public Health Emergency and throughout this public health -- this pandemic, that we need to do some digital enhancements to the tools we are providing. We traditionally provided printed materials. We provided a letter to our superintendents and to our school principals giving them directions about what it is we would like to do, which is distributing those flyers and materials on websites and packets, enrollment packets, presenting them at meetings, making sure that we have text messaging and things like that, so we enhanced this experience by adding some animations, some social media assets, some social media messaging and some graphics that are very plug and play for our partners, and then some additional robo call messages that people can read in a lot of different forms or play for parents, guardians or any other community member that would find it relevant. It is important to note that during back-to-school, we focus on children and families, but we extended our

Medicaid a couple of years ago, so we also try to throw in some adult coverage, if necessary, for those adult parents in the family as well. We try to include that in our process as much as possible. We have also chosen to focus on English as a second language partnerships and making sure the materials we are offering, we do a good job of making sure our member facing materials are at least in the five top languages in our state. We have added two additional ones to cover some of the refugees that have come to our state overtime. We also want to make sure our partners are getting what they need and that we're developing materials and resources that meet the needs of the communities they serve as well. Next slide, please. Just to give you some data about Virginia schools and the different areas. We have 133 superintendents who we have engaged consistently for over 20 years. Our schools continue to grow as our population grows. Last year, we reached over 1800 schools and principles with materials and information engaging them in conversation about what this campaign looks like. In 2021, we printed about 1.5 million copies of our flyers and things like that, and we sent about 1400 to our schools. We always leave some for our community-based partners outside the school system to also have access to our resources. In 2022, that went down a little bit, mainly because of paper supplies and anybody trying to print anything these days knows that the trees are finally saying "Give it up, people", but we had to decrease that a little bit. So, we have been sending out materials as much as we can and making sure we hit that demographic as we go along. Next slide, please. For the public health unwinding, we wanted to note that we have an active outreach engagement communications plan and we wanted to make sure that alongside the Back to School opportunity that we also provide information to that same demographic and people across the state about what that looks like when you talk about having unwinding and updating contact information. Next slide. In addition to our back-to-school efforts, we have made sure we also inform those same groups of people about what is happening. We sent a special letter to our superintendents and principals in February regarding the Public Health Emergency and unwinding, and we included some additional materials that were included in our toolkits from winding to our superintendents and principals and their staff members regarding how members can learn more about what's happening, messaging, templates for updating contact information, customizable templates that they can always access, and we have some animations we are creating to get that messaging out in a way that people can easily digest in different formats. Next slide. So, these are just some frequently asked questions we typically have that come through regarding our back-to-school initiative or public health unwinding or both. You know, where can I get additional flyers? Is there a cost? There's not a cost for anyone in our state to access the materials that they need. Making sure flyers are delivered to the schools, because we do physically deliver them to every school across the state of Virginia, and we make them available to every community-based organization so that they can order it through our online platform. We also make sure, if any parents have questions about what these things look like, or if the schools have any ideas about how we can engage with different audiences and different events that are going on, we make sure we include them in back-to-school packets or back to school night out or the national night out if that happens in the community or just sending them to homes in different ways throughout the year. We find out information as much as we can. We try to push our website and all of our social media platforms, to make sure the at people understand where they need to go to access information and also

understand what they need to do in order to start the process or learn more about the process of unwinding as they go along. Next slide. This is my information if you have any questions for us. Please don't hesitate to reach out or to access any of the websites and thank you so much, Hailey, for dropping those links in the chant. Rachel, myself, or Jessica are happy to answer any questions about the process. Rachel does a tremendous job every year of working with our team across our agency internally and out to make sure this is successful. Thank you for the opportunity to share this work. That is all I have, so I will pass it over to our next speaker, and that is Ms. Hannah -- Ms. Hannah Garden-Monheit.

Hannah Garden-Monheit: Monheit. Thank you so much. Hannah Garden-Monheit. I am a special assistant to the President at the White House. I would like to take a couple minutes to share some information about an Internet Affordability Program that's also a big part of the Administration's back-to-school push and that we would love to see you all include in your outreach efforts. Specifically, the Affordable Connectivity Program is a new federal program that provides eligible households money toward their Internet bill. Households where any member of the household participates in Medicaid, among others, are eligible for this Internet benefit. Specifically, the Affordable Connectivity Program provides up to \$30 a month off your Internet bill or up to 75 dollars a month if you live on tribal lands. It also provides a one-time discount of up to \$100 off of a connected device like a laptop, desktop computer or tablet. Again, every household where one member of the household receives Medicaid benefits is eligible for this money toward their Internet bill. Separate from that, households are also independently eligible, if they make up to 200% of the federal poverty level or if a member of the household participates in certain other federal benefit programs like SNAP, free or reduced-price school lunch, SSI, veterans' pensions and survivor benefits, and many other federal benefit programs. On May 9, the Biden-Harris administration launched [GetInternet.gov](https://www.getinternet.gov), a website where people can learn more about the Affordable Connectivity Program, whether their household qualifies, and how to apply for the benefit. [GetInternet.gov](https://www.getinternet.gov) also goes over those eligibilities I just described. The Administration has also worked with internet providers to provide high-speed Internet plans that are fully covered by the Affordable Connectivity Program, which means that millions of families can get high-speed Internet without paying a single dime. It is completely covered and free. Again, the place to learn more is [GetInternet.gov](https://www.getinternet.gov). Households can also call 877- 384-2575. This is a great program we really wanted to highlight that can help families access Internet as children had back-to-school and can expand access to telehealth and all the other benefits of online connectivity. We really need your help getting the word out. About 13 million households have signed up for the affordable connectivity program so far, but we estimate that as many as 50 million households are eligible. About 40% of the households in the United States. That means that there are tens of millions of people where we could be putting money back in the pockets of these low-income households, but we need them to claim their benefit. We are using every tool in the federal toolkit to get the word out, but we really ask that you join us in shouting from the rooftops that families can check their eligibility and sign up for free high-speed Internet at [GetInternet.gov](https://www.getinternet.gov) or, again, the phone number is 877-384-2575 to learn more. We especially encourage you to provide this information to eligible or likely-eligible families on Medicaid. For example, as you are doing outreach around unwinding, there's a great

opportunity to piggyback information about the Affordable Connectivity Program in your communications. We can explain to people that there is a twofer upside here. Completing your application also makes you eligible for this discount on your internet service. We are particularly reliant on all of you to get the word out about [GetInternet.gov](https://www.getinternet.gov) and this opportunity, because as you all know, CMS doesn't have the address data to directly contact families on Medicaid to let them know, so that's why we are so reliant on all of you to let folks know that they can claim their Internet benefit at [GetInternet.gov](https://www.getinternet.gov) and get that money off their Internet bill today. Thanks. Back to you, Stefanie.

Stefanie Costello: Great. Thank you so much. I know we have a number of questions that have come in, and if I can, Hannah, there's a few that came in for you that I think can be answered relatively fast. The two questions that came in are, is this the same program as the Emergency Broadband Benefit that came out or the Lifeline Program, or is this different? The next question is, are there available flyers for this program that they can print and share with Medicaid families?

Hannah Garden-Monheit: Yes. This is the successor program to the Emergency Broadband Benefit (EBB). EBB was a temporary program that was stood up during the pandemic, and in the Bipartisan Infrastructure Law, Congress made a permanent program called the Affordable Connectivity Program. It is similar to but different from Lifeline. And families -- every family who is eligible for lifeline is also eligible for the Affordable Connectivity benefit, so you can get both towards your Internet bill. It is a great point. The Lifeline benefit is \$9.25 a month, the Affordable Connectivity Program is \$30 a month or \$75 on tribal lands. You can get both. You can combine them if you complete the application for both. On outreach, absolutely. If you go to [GetInternet.gov](https://www.getinternet.gov), there's a cross-link to the [FCC's outreach toolkit](#), or you can directly access that toolkit on the FCC website. And Stefanie, I'm happy to provide a list of links on resources if you're able to send those out after the call.

Stefanie Costello: Great. Thank you so much. I will kick it over to our partners from Virginia. A few questions for you. The first question one, I believe Emily can answer. We have a digital social media campaign, but unfortunately do not have high-traffic on our pages. Do you have any advice or experience in Virginia on how to increase traffic or spread the word to a larger audience?

Emily Roller: Sure. I can share a couple things that have worked well for us historically. One is, if you work in tandem with some partner organizations that maybe do get a lot of traffic to their pages, tagging those partners can be really helpful because then your post will show up to their audience as well as yours, and you can expand your network that way. I know, dependent upon available funding, Facebook, assuming Facebook -- you also have the ability to boost some posts, and you can set some parameters around the audience to which they get boosted.

Stefanie Costello: Thank you so much. This is for Natalie. You talked about the paper shortages, but have these shortages caused you to be creative with any alternative methods for outreach,

such as social media or other digital routes?

Natalie Pennywell: I think over the PHE emergency we found we had to be a lot more creative regarding our digital reach. For us, we have expanded our library of different opportunities for our stakeholders as well as our members, and so created animations and creating ways we can drop media into different social media platforms, expanding how people are able to access our SMS messaging, what that looks like, making sure we work closely with our strategic communications team in order to create social media graphics and garner feedback from our stakeholders as well as our members about what the cadence of that looks like. Making we work with our stakeholders in order to make sure that any we provide in printable material we also have those alternative avenues has really been important. Not just for back-to-school, but at this point we are going through all the things we have available on our Cover Virginia website, and looking to see are there other ways for us to convey that information in a digital format, so if we continue to experience this shortage, we have other alternatives in which to communicate and engage with members and stakeholders, but if we don't, we also have other ways for our partners to use media across their network with members in ways that best suit their needs.

Stefanie Costello: Thank you for sharing that with us. We have one question that came in for Jessica Stephens. It's come up a few times. Jessica, if you could talk a little bit about if there's a plan on how letters are going to be sent out about the unwinding to state, if they will be by ZIP Code, numerically or alphabetically? And then, are renewals only going to come by mail?

Jessica Stephens: The first question varies by state. States are each developing a plan to order their renewals or schedule their renewals over the course of the unwinding period once the Public Health Emergency ends. As I said earlier, some states have continued to conduct renewals during the Public Health Emergency, and in those circumstances, it is possible you could remain on whatever cycle you were on before. For the second question related to are renewals sent by mail, the answer is that that is not the only mechanism. States are supposed to ensure renewals can be done by mail if an individual elects to have information sent electronically, to be done online, or by phone, and of course in-person. The vast majority of individuals, however, tend to receive that information by mail, which is part the information we have been sharing with you to make sure you open your mail and return the information you get if you receive a notice.

Stefanie Costello: Thank you so much. We did have a question about the Insurer Kids Now website, if it is available in Spanish. As Jessica had mentioned it is available in Spanish, and you can access the materials as well. So, when you go to InsureKidsNow.gov, if you go to the upper right-hand corner, there's a link for you to switch the whole website and all the materials into Spanish, so you can do that. It will translate the website and give you all the Spanish links at once there. The new materials we have for back-to-school are available in English and Spanish as well, so we wanted to make sure you all were hearing about that. And I know we are almost at time. We have two minutes left. I am going to flip it back over to Beth, who is going to close us out for today. Before I do that, I want to thank Natalie and Emily again. I want to also state, because we had a couple questions come in, Virginia -- we had Virginia on today's call as a

sample of what some of the states are doing, so we encourage you to check in with your own Connecting Kids to Coverage grantees as well as your state agencies, and you can find those on [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) and find your state agency and reach out to them to see what they are doing around back-to-school and of course what they are doing around unwinding as well. With that, I will flip it over to Beth.

Beth Lynk: Thank you so much, Stefanie, and thank you, everyone, for joining. It was great to see so much representation from people across the country on this call as we continue this active series, so we appreciate your participation and engagement. I also want to note, if you are doing something really cool in your state that you want to share, just echoing Stefanie's point, please reach out to us. We would love to hear what you're doing. It was great to be able to lift up our Connecting Kids to Coverage Campaign today. As was noted last week, the Biden-Harris Administration made the biggest ever investment in our Connecting Kids to Coverage Campaign. You heard why that work is so important, and that's why we made that historic investment last week in those grantees. I also want to highlight a few other resources that you can refer to if you want to learn more about unwinding and plan on how you can engage your network in this work. So, I think the teams put up the slide with a few resources. We have our Unwinding Homepage on [Medicaid.gov](https://www.Medicaid.gov). This has guidance CMS has issued to states about unwinding as well as tools and toolkits for states and partners to begin preparing for whenever the Public Health Emergency eventually ends. There's also a Medicaid and CHIP beneficiary resource page. This is a great place to direct consumers or people who are enrolled in Medicaid and CHIP coverage now to learn more about eligibility renewals and the steps they can do to prepare. That is at [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals). We will give you contact information for all of the states. There's a map and you can interact with that to get that information. The communications toolkit and graphics are available in English and Spanish. I highly encourage you to check this out if you haven't already. And as we mentioned, the recordings, transcripts and slides from our previous webinars in the series will be posted to our national stakeholder call webpage. This transcript, recording, and slides from today will also be there. We also wanted to note, just again, if you are hosting an event in your community or for your constituents and would like to have an expert on to speak about this issue, we would be happy to be there, so we will drop in the chat a form that you can use to request a speaker and an expert to talk about unwinding and this continuous eligibility and the steps you can take now to prepare. I just want to thank everyone for joining today's call. We really encourage you taking the time out of your schedule. We know time is so critical these days so we appreciate you spending it with us as we all prepare. It is so crucial that we began getting out information about upcoming eligibility renewals now to make sure people enrolled know the steps they need to take to retain their coverage through Medicaid, CHIP, or whatever, and get connected to the best form of coverage they are eligible for, whether that be Medicaid and CHIP coverage, Marketplace coverage, or employer-based coverage whenever the Public Health Emergency ends. If we go to the next slide, I want to share some dates for the upcoming monthly webinars found on the registration page. We'll be back on August 24, and then you will see the dates going into the fall. We really appreciate your partnership and commitment to help ensure people are connected to the best coverage they are eligible for, and we continue and look forward

to continuing to engage with you. Thank you so much. This concludes our call today. Have a great afternoon.