



# Medicaid and CHIP Renewals:

A Faith-Based  
Communications Toolkit

# Contents

<b>About This Toolkit and Background</b>	<b>3</b>
<b>Bulletin Insert #1: Update Your Contact Information</b>	<b>4</b>
<b>Bulletin Insert #2: Have You Lost Medicaid/CHIP Coverage?</b>	<b>6</b>
<b>Pulpit Message #1: Update Your Contact Information</b>	<b>7</b>
<b>Pulpit Message #2: Have You Lost Medicaid/CHIP Coverage?</b>	<b>8</b>
<b>Social Media Messages</b>	<b>9</b>
<b>Text/SMS Messaging</b>	<b>12</b>
<b>Email Signature Options</b>	<b>13</b>
<b>Fact Sheet</b>	<b>14</b>
<b>Additional Resources</b>	<b>15</b>



## About This Toolkit and Background

Faith-based leaders, like you, are trusted partners in the community and often share important health information with their congregations and communities.

During the COVID-19 Public Health Emergency, states were required to maintain enrollment of nearly all Medicaid enrollees. On March 31, 2023, the Medicaid continuous enrollment condition ended. States are now resuming normal operations, including restarting full Medicaid and Children's Health Insurance Program (CHIP) eligibility renewals and terminations of coverage for individuals who are no longer eligible. As of April 1, 2023, states were able to terminate Medicaid enrollment for individuals no longer eligible. States will have up to 12 months to return to normal eligibility and enrollment operations.

Medicaid provides health coverage to over 86 million Americans, which include low-income adults, children, pregnant women, elderly adults, and people with disabilities. Medicaid is also the single largest source of health coverage in the United States. Each state runs its own Medicaid program, and they could have different names. For example, in Tennessee, Medicaid is called TennCare. CHIP provides health coverage to over 7 million uninsured kids in low-income families. Just like Medicaid, each state runs its own CHIP program, and they may have different names. For example, in Georgia, CHIP is called PeachCare for Kids®.

People with Medicaid and CHIP will need to renew their coverage by following instructions outlined in letters they receive in the mail from their state program. If they don't fill out the paperwork, they will lose coverage. There are other health insurance options for people who are no longer eligible for Medicaid or CHIP.

You can help spread the word about this important issue with your congregation. Below, you'll find the following ready-to-use resources:

- [Bulletin Inserts](#)
- [Pulpit Messages](#)
- [Social Media Messages](#)
- [Email Signature Options](#)
- [Text/SMS Messaging](#)
- [Fact Sheet](#)
- [Additional Resources](#)

As a trusted voice and leader, you're in a unique position to help those in your congregation and community retain their health care coverage. Thank you for sharing this important message.

You can find information about your state's program by visiting [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals).

# Bulletin Insert #1: Update Your Contact Information

[Option to create and include a QR code to go directly to the state Medicaid/CHIP portal]

**How to Use: Enclose this insert in your weekly bulletin/newsletter/blog to help spread the word.**

## BULLETIN INSERT #1A: LONG VERSION

Do you have [name of your state Medicaid/CHIP program]? If so, have you received a [name of your state Medicaid/CHIP program] renewal letter?

### **Protect Yourself and Your Family: Renew Your Coverage**

Do you or a family member currently have health insurance through [name of your state Medicaid/CHIP program]? If so, it's important to make sure your home address is up to date with them, so you receive your renewal letter in the mail.

Medicaid and CHIP programs are restarting renewals to determine who is still eligible for coverage. This renewal process is underway. If you have coverage through Medicaid or CHIP, it's critical for you to update your contact information, check your mail, and fill out and return the forms. If this isn't done, you risk losing these health care benefits.

It's easy to update your information:

**UPDATE** your contact information with [name of your state Medicaid/CHIP program].

**RESPOND** to the Medicaid/CHIP renewal form when it arrives, so you can keep your coverage.

**PARENTS**, you 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, find out if you can get coverage through your employer, through the Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or through Medicare.

Making sure that you and your family have health care coverage is important.

Thank you for your attention to this important matter. Let us continue to take care of each other's health.

For more information: Visit [name of your state Medicaid/CHIP program] at [website URL].





## BULLETIN INSERT #1B: SHORT VERSION

Have **[name of your state Medicaid/CHIP program]**?

### ***Protect Yourself and Your Family: Renew Your Coverage***

Do you or a family member have health insurance through **[name of your state Medicaid/CHIP program]**?

If so, it's important to take these three steps, or you risk losing your coverage:

**UPDATE** your contact information with **[name of your state Medicaid/CHIP program]**.

**RESPOND** to the Medicaid/CHIP renewal form when it arrives. (Parents, you 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, find out if you can get coverage through your employer, the Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or Medicare.

### **FOR MORE INFORMATION**

Visit **[name of your state Medicaid/CHIP program]** at **[website URL]**.

# Bulletin Insert #2: Have You Lost Medicaid/CHIP Coverage?

[Option to create and include a QR code to go directly to the state Medicaid/CHIP portal]

**How to Use: Enclose this insert in your weekly bulletin/newsletter/blog to help get the word out.**

## BULLETIN INSERT #2A: LONG VERSION

### Have You Lost [name of your state Medicaid/CHIP program] Coverage?

If you, your child, or someone you know has lost **[name of your state Medicaid/CHIP program]** coverage, you have other options. You may be able to get coverage through:

- Your employer,
- The Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or
- Medicare, the program for people age 65 and older.

For Health Insurance Marketplace® coverage, use your phone or computer to visit [HealthCare.gov](https://www.healthcare.gov), or call 1-800-318-2596, 24 hours a day, 7 days a week,

for help in over 200 languages. The TTY number is 1-855-889-4325.

These folks can help you learn about the cost savings available and even help you apply for health insurance coverage. You can also go to [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get in-person help. This service is free and can help you better understand your health care options.

For Medicare coverage, [sign up with the Social Security Administration](https://www.ssa.gov). More information is available on [Medicare.gov](https://www.medicare.gov). You can also call 1-800-633-4227. The TTY number is 1-877-486-2048.

## BULLETIN INSERT #2B: SHORT VERSION

### Have You Lost [name of your state Medicaid/CHIP program] Coverage?

If you, your child, or someone you know has lost **[name of your state Medicaid/CHIP program]** coverage, you have other options.

#### What You Need to Know:

You may be able to get coverage through your employer, the Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or Medicare, the program for people age 65 and older.

#### For More Information:

Visit [HealthCare.gov](https://www.healthcare.gov) or call 1-800-318-2596. The TTY number is 1-855-889-4325.

Visit [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get in-person help.

- For Medicare coverage, go to [Medicare.gov](https://www.medicare.gov).



## **Pulpit Message #1: Update Your [name of your state Medicaid/ CHIP program] Contact Information**

***How to Use:** Share this message with your congregation at the beginning of your service, prior to your sermon, at the end of the service, or during congregation functions, luncheons, etc.; insert it in your newsletter; or post on your website/blog.*

Dear Friends,

We care about you and your health, and so, I stand before you today with an important message about health insurance coverage—specifically, **[name of your state Medicaid/CHIP program]**.

**[Name of your state Medicaid/CHIP program]** offers essential programs that provide health coverage to people who otherwise may not be able to afford it. This coverage is no longer automatically ongoing—the Medicaid and CHIP renewal process includes an annual review to find out who is still eligible.

It's important that we get the word out, so people don't lose access to these vital programs. Make sure your family and friends who have Medicaid or CHIP know about this.

About half of the kids in the U.S. get their health care coverage through Medicaid or CHIP. Many people could lose coverage even though they're still eligible. We don't want this to happen to you or your loved ones!

If you have **[name of your state Medicaid/CHIP program]** coverage, act today. When you go home, turn on your computer or use your local library computer to go to your **[name of your state Medicaid/CHIP program]** website and follow the steps provided there to update your contact information. Make sure **[name of your state Medicaid/CHIP program]** has your current mailing address, phone number, email, or other contact information. This way, they'll be able to contact you about your Medicaid or CHIP coverage.

Be on the lookout for a letter from **[name of your state Medicaid/CHIP program]**. The letter will state if you need to fill out a form to renew your coverage. Fill it out and mail it in right away to help avoid a gap in your Medicaid or CHIP coverage.

If you don't receive a renewal letter, contact **[name of your state Medicaid/CHIP program]** to make sure you don't have a gap in coverage.

The urgency here cannot be overstated—ensuring that you and your family have health insurance coverage is vitally important. Even if you think you may not qualify for Medicaid or CHIP, your children might still be eligible. Act today, and help each other by spreading this message.



## **Pulpit Message #2: Have You Lost [name of your state Medicaid/ CHIP program] Coverage?**

*How to Use: Share this message with your congregation at the beginning of your service, prior to your sermon, at the end of the service, or during congregation functions, luncheons, etc.; insert it in your newsletter; or post on your website/blog.*

### **Have You Lost [name of your state Medicaid/CHIP program] Coverage?**

If you, your child, or someone you know lost **[name of your state Medicaid/CHIP program]**, you have other options. You may be able to get coverage through:

- Your employer,
- The Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or
- Medicare

For Health Insurance Marketplace® coverage, use your phone or computer to visit [HealthCare.gov](https://www.healthcare.gov), or call 1-800-318-2596, 24 hours a day, 7 days a week, for help in over 200 languages. The TTY number is 1-855-889-4325.

These folks can help you learn about the cost savings available and even help you apply for health insurance coverage. You can also go to [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get in-person help. This service is free and can help you better understand your health care options.

For Medicare coverage, go to [Medicare.gov](https://www.medicare.gov).

If you have a change in your circumstances, such as a change in your income, you can reapply for Medicaid or CHIP at any time. Contact your state Medicaid or CHIP office to reapply for coverage. **[insert state Medicaid/CHIP office contact information]**



# Social Media Messages

**How to Use:** Go to the [HealthCare.gov](#) page on Facebook and Twitter and “share” their posts to your page. You can also share the approved CMS posts below.

**Use these social media posts to encourage and remind your followers to act to renew their Medicaid or CHIP coverage.**

[Option to create and include a QR code to go directly to the state Medicaid/CHIP portal]

URL for Posts: [Medicaid.gov/renewals](#)

## SHARE HEALTHCARE.GOV POSTS

Facebook: [www.facebook.com/HealthCare.gov](#)

Twitter: [https://twitter.com/HealthCareGov](#)

## SHARE PRE-APPROVED CMS POSTS

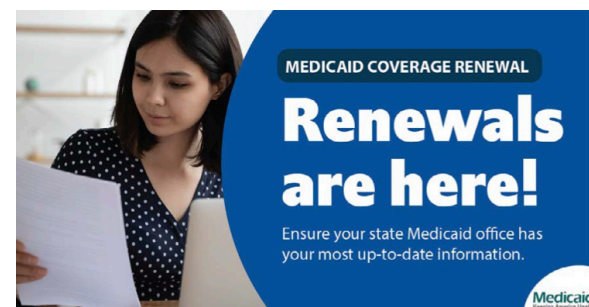
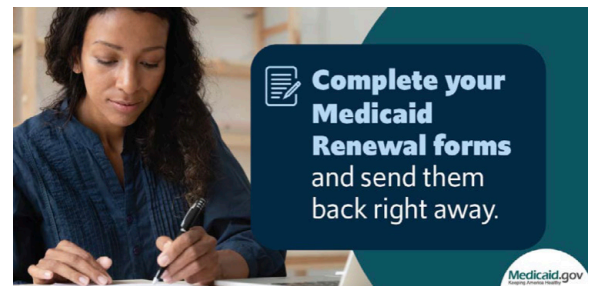
Share the posts below from CMS’ communications toolkit. Click [here](#) to find and download the graphics for use in your social media posts.

### COPY

If you or your children have #Medicaid or CHIP, it’s time to pay attention to your health coverage! If you receive renewal information from your state, complete the forms and send them back right away. [URL]

#Medicaid consumers: Renewals are here! Ensure your state has your most up-to-date information. When you receive forms, be sure to fill them out and send them back ASAP: [URL]

### GRAPHIC



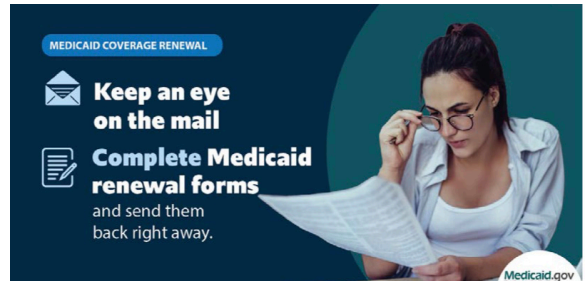
# Social Media Messages

## COPY

Health insurance is important! If you use #Medicaid or CHIP, be sure to watch your mailbox for a renewal notice from your state. When it comes, complete the forms and send them back right away to avoid losing coverage. [URL]

Use #Medicaid? Listen up and stay covered!! Keep an eye on the mail for renewal forms from your state. When it comes, complete the forms and send them back right away: [URL]

## GRAPHIC



## ADDITIONAL GRAPHIC OPTIONS



# Social Media Messages

## COPY

Lost #Medicaid or #CHIP coverage? Act NOW to see if you qualify for a special enrollment period at [HealthCare.gov](https://www.healthcare.gov) to enroll in a health plan. You may receive financial help to lower your monthly costs! Most find a plan for less than \$10/month. [URL]

If you recently lost #Medicaid or #CHIP, you may qualify for a Special Enrollment Period to enroll in a [HealthCare.gov](https://www.healthcare.gov) health plan, but hurry – your time is limited! Most can find a plan for less than \$10 per month. [URL]

Recently lost or denied #Medicaid or #CHIP coverage? Visit [HealthCare.gov](https://www.healthcare.gov) now to see if you're eligible for a special enrollment period, and if you can get help lowering monthly premium costs: [URL]. Most can find a plan for less than \$10 per month.

If you or someone in your household recently lost #Medicaid or #CHIP coverage, now's the time to go to [HealthCare.gov](https://www.healthcare.gov) to find out if you qualify for a special enrollment period and see what affordable options you're eligible for: [URL]

## ADDITIONAL GRAPHIC OPTION

## GRAPHIC



TRIBAL-FOCUSED GRAPHIC

# Text/SMS Messaging

*How to Use: You can use these text/SMS messages if your congregation communicates via text with your members. The messages can be used to:*

- *Encourage consumers to update their contact information with the state Medicaid office.*
- *Direct consumers who are no longer eligible to other health care options.*

## **Update Address/Renew Now (link to state Medicaid office or [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals)):**

- Make sure you get your Medicaid or CHIP renewal letter – update your contact information if it changed recently: [\[Link\]](#)
- Don't miss your Medicaid or CHIP renewal letter! Update your contact information if it changed recently: [\[Link\]](#)
- Have coverage through **[name of your state Medicaid/CHIP program]**? 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 the last 3 years? Update your address with **[name of your state Medicaid/CHIP program]** so you get your Medicaid or CHIP renewal letter: [\[Link\]](#)

## **Lost Coverage (link to [HealthCare.gov](https://www.HealthCare.gov)):**

Lost or denied Medicaid or CHIP coverage? You may qualify for coverage with a Special Enrollment Period at [\[Link\]](#)

Lost Medicaid or CHIP coverage recently? See if you qualify for [HealthCare.gov](https://www.HealthCare.gov) coverage. Most can find a plan for under \$10 per month at [\[Link\]](#)

Need health coverage? Visit [HealthCare.gov](https://www.HealthCare.gov) to see if you qualify for Marketplace coverage and review your coverage options today! [\[Link\]](#)



## Email Signature Options

*How to Use: Below, please find two options that you can add at the end of your email signature to help spread the word about Medicaid and CHIP renewals.*

- Medicaid and CHIP Renewals Have Begun. Learn More [**“Learn More” links to your state’s Medicaid website**]
- Medicaid and CHIP Renewals Have Begun. Access Updates & Resources [**“Access Updates & Resources” links to your state’s Medicaid website**]

# Fact Sheet

*How to Use: Include this fact sheet in your weekly bulletin/newsletter/blog or on your website to help spread the word.*

## Losing Medicaid or CHIP?

### 3 Things to know about your health care options



During the COVID-19 pandemic, states were able to stop reviewing eligibility for Medicaid and the Children's Health Insurance Program (CHIP), and couldn't remove anyone who was enrolled in this coverage. As of February 1, 2023, states are allowed to restart those reviews. This means some adults and children may lose their Medicaid or CHIP coverage.

If your state tells you that you've lost or may soon lose health coverage through Medicaid or CHIP, you have other health care options. Here are 3 important things to know:

- 1. You can re-apply for Medicaid or CHIP to find out if you still qualify.**
  - In all states, Medicaid and CHIP offer health coverage to some low-income people, families and children, pregnant women, the elderly, and people with disabilities. If your income level or medical needs change, you might qualify for Medicaid or CHIP in your state.
  - You can apply any time, and there's no limit to the number of times you can apply.
  - To re-apply for Medicaid or CHIP, 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.
- 2. You may be able to get low-cost, quality 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 household income and size.
  - All Marketplace plans cover doctor visits, prescription drugs, emergency care, mental health, hospitalizations, and more.
  - Visit [HealthCare.gov](https://www.HealthCare.gov) to find and enroll in a health plan, or call the Marketplace Call Center at 1-800-318-2596. TTY users can call 1-855-889-4325.
  - Submit a new or updated Marketplace application to see if you (or other members of your household) qualify to enroll in a Marketplace plan and get help with costs.
- 3. You may be able to sign up for Medicare without paying a late enrollment penalty.**
  - If you now qualify for Medicare, but didn't sign up for it when you first became eligible, you have a limited time (called a "Special Enrollment Period") to sign up without paying the usual penalty.
  - Your Special Enrollment Period starts the day your state notifies you that your Medicaid coverage is ending, and continues for 6 months after your Medicaid coverage ends.
  - To sign up for Medicare during this Special Enrollment Period, fill out a [CMS-10797 form](https://www.SocialSecurity.gov/forms/cms-10797) and mail or fax it to your local [Social Security office](https://www.SocialSecurity.gov). You can also call Social Security at 1-800-772-1213. TTY users can call 1-800-325-0778.
  - For more information about Medicare, visit [Medicare.gov](https://www.Medicare.gov) or call 1-800-MEDICARE (1-800-633-4227). TTY users can call 1-877-486-2048.

### 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 health care options.

CMS Product No. 12176  
February 2023

This product was produced at U.S. taxpayer expense.  
Health Insurance Marketplace® is a registered service mark of the U.S. Department of Health & Human Services



# Additional Resources

## Materials for you or other congregation leaders to share with members:

- **PARTNER TIP SHEET** ([English](#) and [Spanish](#)): Use this tip sheet to help people who have lost Medicaid or CHIP find other health coverage.
- **HEALTH CARE OPTIONS FACT SHEET** ([English](#) and [Spanish](#)): Use this fact sheet to teach people three things to know about their health care options.

## Materials for your congregation:

- **FILLABLE FLYER** ([English](#) and [Spanish](#)): Add information about your state's upcoming Medicaid or CHIP renewals to this customizable flyer.
- **CONFERENCE CARD** ([English](#) and [Spanish](#)): Hand out this small, two-sided conference card to people who may need to renew their Medicaid or CHIP coverage in your state.
- **CARDS FOR DISPLAY STANDS** ([English](#) and [Spanish](#)): Put these state-specific rack cards in a display stand in waiting rooms, offices, check-out counters, registration desks, or other places people can easily access them.
- **HEALTHCARE.GOV POSTCARD** ([English](#) and [Spanish](#)): Use this postcard to help people learn about low-cost, quality health coverage through the Health Insurance Marketplace® at [HealthCare.gov](https://www.healthcare.gov).
- **MEDICARE SEP FACT SHEET** ([English](#) and [Spanish](#)): Use this fact sheet to help people find out if Medicare coverage is an option.
- **EMPLOYER FACT SHEET** ([English](#) and [Spanish](#)): Use this fact sheet to help your employees and their families learn about health coverage options.
- **POSTCARD FOR KIDS WITH MEDICAID OR CHIP** ([English](#) and [Spanish](#)): Use this postcard to help families keep coverage for their kids.
- **FILLABLE POSTCARD FOR KIDS WITH MEDICAID OR CHIP** ([English](#) and [Spanish](#)): Customize this postcard with state Medicaid information to help families keep coverage for their kids.
- **POSTCARD FOR RENEWING KIDS' MEDICAID OR CHIP** ([English](#) and [Spanish](#)): Use this small postcard to help families take steps to keep health coverage.
- **FILLABLE POSTCARD FOR RENEWING KIDS' MEDICAID OR CHIP** ([English](#) and [Spanish](#)): Customize this postcard with state Medicaid information to help families take steps to keep health coverage.