



Medicaid and CHIP Renewals:

A Faith-Based
Communications Toolkit

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About This Toolkit and Background

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

Many individuals with low and moderate incomes are enrolled in Medicaid and/or the Children's Health Insurance Program (CHIP). Generally, states complete eligibility renewals each year to see if people enrolled in Medicaid or CHIP still qualify for coverage. To complete this eligibility review, the state Medicaid or CHIP office may send a renewal notice that people will need to complete and send back right away.

If someone is no longer eligible for Medicaid or CHIP, they may be eligible for another health insurance option, such as coverage on [HealthCare.gov](https://www.healthcare.gov), Medicare, or employer-sponsored insurance coverage. It is important that people in your community understand how to renew their Medicaid or CHIP coverage each year or find another health insurance option to make sure they stay covered.

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

- Bulletin Insert
- Pulpit Message
- Social Media Messages
- Text/SMS Messaging
- 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 insurance coverage. Thank you for sharing this important message.

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

Bulletin Insert

[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 share information about regular Medicaid and CHIP renewals with your congregation.

Protect Yourself and Your Family: Important Steps to Keep Health Insurance Coverage

Do you or a family member have health insurance through **[name of your state Medicaid/CHIP program]**? If so, follow the steps below to renew your coverage when it's time:

- 1. UPDATE your contact information with [name of your state Medicaid/CHIP program].** Go to the **[name of your state Medicaid/CHIP program]** website and follow the provided steps to update your information if your mailing address, phone number, email, or other contact information has changed.
- 2. CHECK your mail.** The state will contact you about your coverage when it's time to renew each year. Be on the lookout for a letter from **[name of your state Medicaid/CHIP program]**. The state may send this letter electronically or by mail. You may also receive a phone call from the **[name of your state Medicaid/CHIP program]** agency.
- 3. RESPOND to the [name of your state Medicaid/CHIP program] renewal form (if you get one).** The letter you get from the state will let you know if you need to fill out a form to renew your coverage. Fill it out and send it back right away to help avoid a gap in your coverage or your family member's coverage. If the letter says that you were already renewed, you're all set!

If you, a family member, or someone you know has lost **[name of your state Medicaid/CHIP program]** coverage, there are other health coverage options. You can check to see if you can get coverage through your employer, through the Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or through Medicare—the program for people 65 and older or people who have a disability, End-Stage Renal Disease (ESRD), or ALS (also called Lou Gehrig's disease).

For Health Insurance Marketplace® coverage, visit [HealthCare.gov](https://www.healthcare.gov) or call 1-800-318-2596. The TTY number is 1-855-889-4325. You can qualify for a "Special Enrollment Period" outside of Open Enrollment if you have recently lost Medicaid or CHIP coverage. Assistors can help you learn about your options, the cost savings available, and even help you apply for health insurance coverage. Visit [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get free, in-person help.

For Medicare coverage, go to [Medicare.gov](https://www.medicare.gov) or call 1-800-MEDICARE (1-800-633-4227). The TTY number is 1-877-486-2048. Call your State Health Insurance Assistance Program (SHIP) for free, personalized health insurance counseling. Visit [shiphelp.org](https://www.shiphelp.org) or call 1-800-MEDICARE to get your state's SHIP phone number.





Pulpit Message

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]**. If you or your family member currently has health insurance through **[name of your state Medicaid/CHIP program]**, here is what you need to know.

[Name of your state Medicaid/CHIP program] will check each year to see if people enrolled in the program still qualify for coverage. The state will contact you about your coverage when it's time to renew. To ensure you receive this information, make sure to keep your address, email, and phone number up to date with the **[name of your state Medicaid/CHIP program]**. Be on the lookout for a letter from **[name of your state Medicaid/CHIP program]** about next steps for renewing your coverage. The state may send this letter electronically or by the mail. You may also receive a phone call from the **[name of your state Medicaid/CHIP program]** agency.

If you or your family member are no longer eligible for **[name of your state Medicaid/CHIP program]**, you have other options. You may be able to get coverage through your employer, through the Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or through Medicare—the program for people 65 and older or people who have a disability, End-Stage Renal Disease (ESRD), or ALS (also called Lou Gehrig's disease).

- For **Health Insurance Marketplace® coverage**, visit [HealthCare.gov](https://www.healthcare.gov), or call 1-800-318-2596 for help 24 hours a day, 7 days a week, in over 200 languages. The TTY number is 1-855-889-4325. You can qualify for a "Special Enrollment Period" outside of Open Enrollment if you have recently lost Medicaid or CHIP coverage. Assistors can help you learn about your options, the cost savings available, and even help you apply for health insurance coverage. You can go to [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to find free, in-person help.
- For 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. Call your State Health Insurance Assistance Program (SHIP) for free, personalized health insurance counseling. Visit [shiphelp.org](https://www.shiphelp.org) or call 1-800-MEDICARE to get your state's SHIP phone number.

Ensuring that you and your family have health insurance coverage is vitally important. Join us to help get the word out in our communities and make sure families and friends who have Medicaid or CHIP coverage know about renewing their coverage each year.

Social Media Messages

How to Use: Use the social media posts below to remind your followers about the steps they should take to renew their Medicaid or CHIP coverage each year.

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

URL for Posts: [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) or state Medicaid/CHIP website

SHARE PRE-APPROVED CMS POSTS

Click [here](#) to find and download the graphics for use in your social media posts.

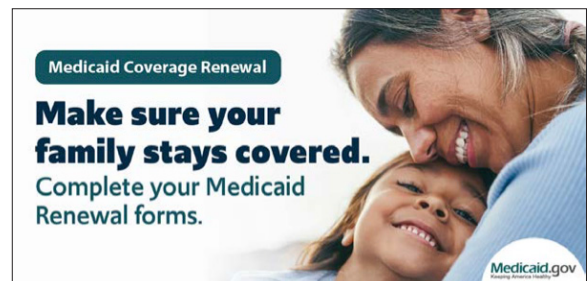
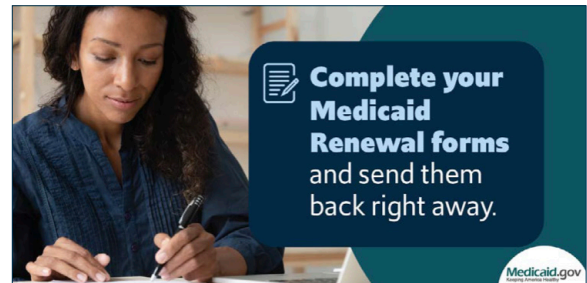
Helping People Renew Their Medicaid or CHIP Coverage

COPY

If you or your children have #Medicaid or CHIP, it's important 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]

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

GRAPHIC



ADDITIONAL GRAPHIC OPTION

Social Media Messages

Helping People Who Have Lost Medicaid or CHIP Coverage

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]

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

SHARE HEALTHCARE.GOV POSTS

You can also go to the [HealthCare.gov](https://www.healthcare.gov) page on Facebook and LinkedIn and "share" their posts to your page.

Facebook: www.facebook.com/HealthCare.gov

X (formerly Twitter): <https://x.com/HealthCareGov>

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 keep their contact information up to date with their state Medicaid/CHIP office.
- Direct consumers who are no longer eligible for Medicaid or CHIP to other health coverage options.

Helping People Renew Their Medicaid or CHIP Health Coverage (link to state Medicaid office or [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals)):

- Make sure you get your Medicaid or CHIP renewal letter when it's time to renew your coverage each year– update your contact information if it changed recently: [\[Link\]](#)
- Don't miss information about renewing your Medicaid or CHIP coverage! 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 information about renewing your coverage when it's time: [\[Link\]](#)
- Medicaid/CHIP renewals happen every year! Make sure your address is up to date: [\[Link\]](#)

Helping People Who Have Lost Medicaid or CHIP 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! [\[Link\]](#)

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 with Medicaid or CHIP renew their coverage or find other health insurance if they're no longer eligible for Medicaid or CHIP.
- **HEALTH CARE OPTIONS FACT SHEET** ([English](#), [Spanish](#), [Chinese](#), [Hindi](#), [Korean](#), [Tagalog](#), [Vietnamese](#)): Use this fact sheet to teach people four things to know about their health care options.
- **MEDICAID BASICS FOR PARTNERS: MEDICAID ELIGIBILITY, ENROLLMENT, AND RENEWALS** ([English](#)): Partners can use this handout to share information and answer common questions about Medicaid eligibility, enrollment, and renewals.

Materials for your congregation:

- **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.
- **HEALTHCARE.GOV POSTCARD** ([English](#), [Spanish](#), [Chinese](#), [Hindi](#), [Korean](#), [Tagalog](#), [Vietnamese](#)): 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 SPECIAL ENROLLMENT PERIOD (SEP) FACT SHEET** ([English](#) and [Spanish](#)): Use this fact sheet to help people find out if Medicare coverage is an option.
- **POSTCARD FOR PARENTS WITH CHILDREN WHO HAVE MEDICAID OR CHIP** ([English](#) and [Spanish](#)): Use this postcard to help families keep coverage for their children.
- **FILLABLE POSTCARD FOR CHILDREN WITH MEDICAID OR CHIP** ([English](#) and [Spanish](#)): Customize this postcard with state Medicaid or CHIP information to help families keep coverage for their children.