



Medicaid and CHIP Renewals:
**Reaching Children
and Families in
School-Based and
Early Education
and Care Settings**

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About This Toolkit

Education and early education professionals like you are trusted partners in the community and often share important health information with families.

Many families with low and moderate incomes are enrolled in Medicaid and/or the Children's Health Insurance Program (CHIP). 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 letter that people will need to complete and send back.

If someone is no longer eligible for Medicaid or CHIP, they will need to enroll in another health insurance coverage option, like the Health Insurance Marketplace at [HealthCare.gov](https://www.healthcare.gov). It is important that families 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 parents and children. Below, you'll find the following ready-to-use resources:

- **Letter from School/Early Childhood Education (ECE) Leadership to Teachers, Nurses, Counselors, etc.**
- **Letter from Schools/ECE, Teachers, Nurses, Counselors, etc. to Parents/Students**
- **Social Media Messages**
- **"Three Things You Can Do" Checklist**
- **Robocall Script**
- **No Reply Text/Group Message/Email**
- **Materials (Postcards and Fact Sheets) and Other Resources**

You're in a unique position to help the children and families in your school or early learning community retain their health care coverage every year. Thank you for sharing this important message.

Letter from School/ECE Leadership to Teachers, Nurses, Counselors, etc.

How to Use: This letter is intended for school/ECE leadership to send to teachers, nurses, school therapists, counselors, PTA, etc., asking them to share information about annual Medicaid/CHIP renewals with students and parents via email, home-to-school apps, and backpack flyers, or as talking points. This letter can be sent at back-to-school time or other key points in time during the school year.

Dear **[name of school]** staff,

We care about the health of our entire school community, so we're asking for your help sharing an important message about **[name of your state Medicaid/CHIP program]** with your students' parents and caregivers.

About half of kids in the U.S. have health care coverage through Medicaid or the Children's Health Insurance Program (CHIP). **[Name of your state Medicaid/CHIP program]** offers support services that are essential to student learning, such as medical care, mental health care, and therapies that are part of Individualized Education Programs (IEPs). Generally, people enrolled in Medicaid or CHIP will go through the renewal process each year to find out if they are still eligible for coverage. Keeping students covered is essential for our entire school community, and we can help ensure that kids who are eligible stay covered.

As **[educators or early education professionals]**, we are in a unique position to share this message with families in our community. Please share the steps below with parents when you talk or write to them. Easy ways to do this include an email, take-home flyer, home-to-school communication apps for teachers/parents/students, a conversation during back-to-school nights, curriculum nights, PTA meetings, or parent-teacher conferences. **[Link to flyer/other resources from your state Medicaid/CHIP program.]**

Here's the information:

Do you or your child have health insurance through **[name of your state Medicaid/CHIP program]**? If so, make sure you're ready to renew your coverage each year by completing these steps.

- **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. This way, they'll be able to contact you when it's time to renew your/your children's coverage.
- **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.
- **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 child's coverage. If the letter says that you and your children were already renewed, you're all set!
- **PARENTS** should always complete the renewal form, even if you don't think you're eligible—your kids could still be eligible!



If you or your child are no longer eligible for **[name of your state Medicaid/CHIP program]**, check if you can get coverage through your employer, through the Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or through Medicare—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, 24 hours a day, 7 days a week, for help in over 200 languages. The TTY number is 1-855-889-4325. Assistors can help you learn about 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 in-person help in your area. This service is free and can help you better understand your health care options.
- 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.

It’s important that we get the word out so our students and their families don’t lose access to health care coverage. Thank you for your help spreading this message.

Letter from Schools/ECE, Teachers, Nurses, Counselors, etc. to Parents/Students

How to Use: This letter is intended for schools/ECE, teachers, nurses, school therapists, counselors, etc. to send to parents to share Medicaid/CHIP information each year. The letter can be distributed via email, backpack flyers, or as talking points. This letter can be sent at back-to-school time or other key points in time during the school year.

Dear parents,

Do you or your child have health insurance through **[name of your state Medicaid/CHIP program]**? If so, we are sharing information below to help make sure you are ready when it's time to renew your coverage.

To ensure that you don't have a gap in coverage, follow these steps:

- **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. This way, they'll be able to contact you when it's time to renew your/your children's coverage.
- **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.
- **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 child's coverage. If the letter says that you and your children were already renewed, you're all set!
- **PARENTS** should always complete the renewal form, even if you don't think you're eligible—your kids could still be eligible!

If you or your child are no longer eligible for **[name of your state Medicaid/CHIP program]**, check if you can get coverage through your employer, through the Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or through Medicare—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, 24 hours a day, 7 days a week, for help in over 200 languages. The TTY number is 1-855-889-4325. Assistants can help you learn about 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 in-person help. This service is free and can help you better understand your health care options.
- 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.

We care about the health of our students and their families and encourage you to be on the lookout for information from **[name of your state Medicaid/CHIP program]** to make sure you take the necessary steps to retain access to health care coverage.

If you have questions about your Medicaid or CHIP coverage, you can contact the **[name of your state Medicaid/CHIP program]** at [insert contact info] or visit [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals).

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.

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



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: [\[URL\]](#)

GRAPHIC



ADDITIONAL GRAPHIC OPTION



Tribal-focused graphic

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://twitter.com/HealthCareGov>



“Three Things You Can Do” Checklist

Below, you’ll find easy ways to encourage your school or early education and care community to spread the word about regular Medicaid/CHIP renewals as well as other health coverage options for families with children of all ages who may have lost Medicaid or CHIP coverage.

TEACHERS/EARLY CHILDHOOD EDUCATORS:

- Share information about regular Medicaid and CHIP renewals during calls and meetings with parents/caregivers.
- Incorporate information into meeting agendas and distribute materials during back-to-school nights and other school events.
- Send students home with backpack flyers, such as **CMS fillable postcards for children and families**, or display a CMS handout on your bulletin board or through your home-to-school communication app.

ADMINISTRATORS/PRINCIPALS/OFFICE STAFF:

- Display postcards and handouts in the school office. Send a no-reply text to your school community.
- Share a short message during school announcements or using the robocall script in this toolkit.
- Send students home with a CMS informational handout and post them in hallways, sports facilities, etc.

SCHOOL NURSES:

- Display CMS postcards for children and families in your office. Visit **[Medicaid.gov/renewals-outreach-education](https://www.Medicaid.gov/renewals-outreach-education)**. Then, click “Materials for Children and Families.” Here, you’ll find fillable and non-fillable postcards to print out and have on hand in your office.
- Distribute informative materials to students and parents/caregivers. Incorporate messaging into other communications, like vaccination updates or communications about health policies.
- Direct parents/caregivers to **[LocalHelp.HealthCare.gov](https://www.LocalHelp.HealthCare.gov)** to get help from someone in their area. This service is free and can help them better understand their health care options.



SCHOOL COUNSELORS/SOCIAL WORKERS:

- Schedule calls/meetings with parents/caregivers and use the robocall script in this toolkit as a guideline.
- Set up a table during a back-to-school night or curriculum planning event and provide flyers. You may also consider inviting the state Medicaid or CHIP office to set up a table to help answer questions parents/caregivers may have about enrolling in Medicaid/CHIP or renewing their current coverage.
- Host an event (e.g., in the school library or a public library) for parents/caregivers to attend with a local navigator/ assister from [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get help from someone in their area. This service is free and can help them better understand their health care options.

PARENT-TEACHER ASSOCIATION/ORGANIZATION (PTA/PTO):

- Share letters, newsletters, and messaging with the parent/caregiver/teacher/coach community, including school sports teams, clubs, band, and other extracurricular activity groups, and encourage them to share the information.
- Set up a table during a back-to-school night or curriculum planning event and provide flyers. You may also consider inviting the state Medicaid or CHIP office to set up a table to help answer questions parents/caregivers may have about enrolling in Medicaid/CHIP or renewing their current coverage.
- Host an event (e.g., at the school library or public library) or set up a booth/table at a school sporting event for parents/caregivers to meet with a local navigator/assister from [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get help from someone in their area. This service is free and can help them better understand their health care options.

It doesn't stop there. Here are five additional ways your education community can make a difference:

- Add a check box to your school application form or emergency contact form where people can indicate that they wish to receive additional information on regular Medicaid/CHIP renewals and other health coverage options.
- Include this outreach at special events.
- Create a resource center within your facility that provides free internet, where parents can update their address and research health care options.
- Post a web banner on your website and/or start a social media campaign.
- Team up with community groups and organizations or associations that you belong to.

People can find more information, including additional CMS materials for external partners, at [Medicaid.gov/renewals-outreach-education](https://www.Medicaid.gov/renewals-outreach-education) and [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals).

We are doing everything we can to help keep people covered. Thank you for your partnership in this effort.

Robocall Script

Do you or a family member currently have health insurance through **[name of your state Medicaid/CHIP program]**? If so, here's what you need to know.

The **[name of your state Medicaid/CHIP program]** will check each year to see if people enrolled in these programs still qualify for coverage. Be on the lookout for information from the **[name of your state Medicaid/CHIP program]** about next steps for renewing your coverage.

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]**. Anytime you move or have a change in your contact information, notify **[name of your state's Medicaid or CHIP program]** immediately.

When it is time to renew your coverage, you will be sent one of the following in the mail or electronically:

- A. A letter telling you that **[name of your state Medicaid/CHIP program]** is renewing your Medicaid or Children's Health Insurance Program (also called CHIP) coverage, or
- B. A letter telling you that you no longer qualify for **[name of your state Medicaid/CHIP program]** and when your coverage is ending, or
- C. A Medicaid or CHIP renewal form asking you for more information to see if you or members of your family still qualify for Medicaid or CHIP. If you get a renewal form, fill it out and return it as soon as possible to help avoid a gap in your coverage. Parents should respond even if they don't think they're eligible—their kids could still be eligible!

If you, your child, or a family member are no longer eligible for **[name of your state Medicaid/CHIP program]**, you have other options!

- First, check if you can get coverage through your employer.
- Another option is the Health Insurance Marketplace®. Visit [HealthCare.gov](https://www.healthcare.gov) or call the Marketplace Call Center at 1-800-318-2596 for details. TTY users can call 1-855-889-4325.
- A third option is 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). To find out if you qualify, visit [Medicare.gov](https://www.medicare.gov) or call 1-800-MEDICARE—that's 1-800-633-4227. TTY users can call 1-877-486-2048.

And remember:

- 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 **[name of your state Medicaid/CHIP program]** at **[insert contact info]** for next steps.
- If your child no longer qualifies for Medicaid, they might still be eligible for health coverage through your state's CHIP program.
- If you have questions about your Medicaid or CHIP coverage, you can contact the **[name of your state Medicaid/CHIP program]** at **[insert contact info]** or visit [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals).



No Reply Text/Group Message/Email

Below, please find SMS/text/email message copy that can be distributed by your school or early education and care setting to 1) encourage parents/families to make sure their current contact information is up to date with the state Medicaid/CHIP office, and 2) to inform parents/families of their options if they've lost or will lose Medicaid or CHIP coverage.

HELPING PEOPLE RENEW THEIR MEDICAID OR CHIP HEALTH COVERAGE

[Link]: State's Medicaid office link or [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals)

- Make sure you get your Medicaid 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 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]: [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 & review your coverage options today! **[Link]**

In addition to sending these messages, you can also post a web banner on your website or home-to-school app.

Materials (Postcards and Fact Sheets) and Other Resources

Materials to help you or other education professionals share the word with parents:

- 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 and Spanish**): 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**: Partners can use this handout to share information and answer common questions about Medicaid eligibility, enrollment, and renewals.

Materials for your school:

- **Postcard for Kids with Medicaid or CHIP (English and Spanish)**: Use this postcard to help families keep coverage for their kids.
- **Fillable Postcard for Children with Medicaid or CHIP (English and Spanish)**: Customize this postcard with state Medicaid information to help families keep coverage for their children.
- **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.
- **Medicaid and CHIP Renewals Postcard (English and Spanish)**: Use this postcard to educate people on what steps they should take to prepare to renew their Medicaid or CHIP coverage when it is time.
- **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—the program for people age 65 and older.
- **Employer Fact Sheet (English and Spanish)**: Use this fact sheet to help your employees and their families learn about health coverage options.
- **Web Banners from InsureKidsNow.gov (English and Spanish)**: Use web banners and buttons to link online traffic to [InsureKidsNow.gov](https://www.insurekidsnow.gov), where visitors can find information about their states' programs. Each .zip folder includes three standard web banner and button sizes, as well as posting instructions. Place these banners and buttons on your website. Additional materials from CMS' Connecting Kids to Coverage National Campaign can be found on the [InsureKidsNow.gov](https://www.insurekidsnow.gov) Outreach Tool Library.



FREE CMS MATERIAL ORDERING INSTRUCTIONS

Select materials are now available to order for free through the [CMS Product Ordering website](#). Materials can be ordered in English and Spanish by following the steps below:

1. Visit productordering.cms.hhs.gov/pow and click "Request an Account."
2. Enter your information and click "save." Accounts and all products are free of charge.
3. Look for an email from CMS POW Support, who will notify you when your request has been approved.
4. Once you have been approved, visit productordering.cms.hhs.gov/pow and log in using your username and password. You will need to enroll in password verification the first time you log in.
5. After you have logged in, you can search for materials related to Medicaid and CHIP renewals or enrolling in health coverage through the Health Insurance Marketplace.
 - To find materials related to Medicaid and CHIP renewals, enter the term "Unwinding" in the search bar in the upper right corner of the page.
 - To find materials related to Marketplace coverage, select the tab titled "Marketplace" from the menu along the top of the page.
6. Once you have found a material that you are interested in, enter the number of copies you would like to order, then click "Add to Cart."

Click the "cart" icon in the upper right corner when you are ready to check out and follow the steps to place your order.