

## Medicaid and CHIP Enrollment and Medicaid Unwinding Toolkit

### ABOUT

#### Medicaid and CHIP Enrollment

If people are out of work, have lost their health insurance, had major life changes, or need some temporary help to afford health coverage, they may qualify for Medicaid.

Medicaid is a low-cost or free health insurance option that can help people get the care they and their families need and avoid large medical bills. It covers doctor visits, hospital care, prescriptions, mental health care, and more. Eligibility for Medicaid is based on income and family size. Anyone can apply for Medicaid at any time of the year.

#### Ending of Public Health Emergency (PHE) / Medicaid Unwinding

A [recent federal report](#) found that 4.6 million Latinos\* and 5.5 million children are likely to lose Medicaid when the COVID-19 public health emergency ends, if pre-pandemic policies and practices do not change. These Medicaid losses will be by far the largest in American history.

Once the PHE ends, states will begin reviewing individual Medicaid and CHIP eligibility again. Millions of people are at risk of losing their coverage, including those who may still be eligible for Medicaid/CHIP. This often happens when the state mails a notice to the family asking for more information, and the family does not respond quickly and completely. This can happen because:

- The family moved, and the state agency sends the notice to the wrong address.
- The state never had the right address in the first place.
- The family does not open the letter in time.
- The notice is confusing or in a language the family does not understand.
- The notice is not clear about the steps the family needs to take.
- The family cannot reach their state agency with questions.
- The family does not fill out the form and submit it by the due date.

**Nearly two-thirds of the Latinos losing coverage, and almost three-fourths of the children will remain eligible for the program but be terminated because of red tape and missing paperwork.** This [blog post](#) includes more details and stats on how many Latinos, including children, will be affected if pre-pandemic policies and practices do not change.

### HOW TO USE THIS TOOLKIT

This toolkit has social media content and important information to:



- Encourage eligible Latinos to enroll in Medicaid coverage.
- Help inform people with Medicaid or CHIP about steps they need to take to ensure they do not lose or experience gaps in coverage, especially once the Public Health Emergency ends.



## SOCIAL MEDIA POSTS

### Hashtags

- #Medicaid, #CHIP, #Enroll365, #StayCovered, #AffiliatesUnidos (UnidosUS Affiliates).
- Hashtag for your state’s Medicaid/CHIP agency. Example: Texas – #YourTexasBenefits or Arizona – #AHCCCS). Different states may be using their own hashtags to message consumers, such as #GetReadytoRenew, #EndofPHE, and others.

GRAPHIC	TEXT
<p><b>3 reasons to apply for health coverage under Medicaid or the Children's Health Insurance Program (CHIP).</b></p> <ul style="list-style-type: none"> <li>✓ Coverage is low-cost or free.</li> <li>✓ Medicaid/CHIP cover doctor/hospital visits, prescriptions, immunizations, pre-existing conditions, and more.</li> <li>✓ Coverage won't have any effects on you or your family's immigration status.</li> </ul> <p><b>UNIDOSUS</b></p> <p><a href="#">Download</a></p>	<p>You can apply for Medicaid or CHIP anytime! It covers doctor visits, hospital care, prescription medications, mental health care, and more.</p> <p>Apply TODAY to have peace of mind knowing that you and your family are covered. To see if you are eligible, visit <a href="http://www.healthcare.gov/medicaid-chip/">www.healthcare.gov/medicaid-chip/</a></p> <p><b>Alternative:</b> In all states, Medicaid and CHIP cover low-income individuals who are:</p> <ul style="list-style-type: none"> <li>✓ Children aged 18 or younger</li> <li>✓ Pregnant women</li> <li>✓ People with disabilities</li> <li>✓ Over age 65</li> </ul> <p>To see if you are eligible, visit <a href="http://www.healthcare.gov/medicaid-chip/">www.healthcare.gov/medicaid-chip/</a>.</p>
<p><b>3 razones para solicitar cobertura de salud bajo Medicaid o el programa de seguro médico para niños (CHIP en inglés).</b></p> <ul style="list-style-type: none"> <li>✓ Son de bajo costo o gratis.</li> <li>✓ Cubren visitas al médico/hospital, prescripciones, inmunizaciones, condiciones preexistentes y más.</li> <li>✓ No tendrán ningún efecto en tu estatus migratorio o el de tu familia.</li> </ul> <p><b>UNIDOSUS</b></p> <p><a href="#">Download</a></p>	<p>¡Puedes inscribirte en Medicaid o CHIP en cualquier momento! Cubre visitas al médico, atención hospitalaria, medicamentos recetados, atención de salud mental y más. Inscríbete HOY para tener tranquilidad sabiendo que tú y tu familia están cubiertos. Para saber si eres elegible, visita <a href="http://www.cuidadodesalud.gov/es/medicaid-chip">www.cuidadodesalud.gov/es/medicaid-chip</a>.</p> <p><b>Alternativo:</b> En todos los estados, Medicaid y CHIP cubren a las personas de bajos ingresos que son:</p> <ul style="list-style-type: none"> <li>✓ Niños de 18 años o menos</li> <li>✓ Mujeres embarazadas</li> <li>✓ Personas con discapacidad</li> <li>✓ Mayores de 65 años</li> </ul> <p>Verifica tu elegibilidad: <a href="http://www.cuidadodesalud.gov/es/medicaid-chip">www.cuidadodesalud.gov/es/medicaid-chip</a>.</p>

<p><b>Did You Know?</b></p> <p>Even if you are not eligible to apply for Medicaid or the Children's Health Insurance Program (CHIP), your children may be.</p>  <p><b>UNIDOSUS</b></p> <p><a href="#">Download</a></p>	<p>Check <a href="https://www.insurekidsnow.gov/coverage">InsureKidsNow.gov/coverage</a> and select your state to see if you can apply to Medicaid or CHIP on your children's behalf. It covers doctor visits, hospital care, prescription medications, mental health care, and more.</p> <p>⚠ Remember: Applying for Medicaid or CHIP will not have immigration consequences for you or anyone in your family. If you are concerned about this, check with your immigration lawyer.</p>
<p><b>¿Sabías qué?</b></p> <p>Aunque tú no puedas aplicar a Medicaid o el programa de seguro médico para niños (CHIP en inglés), tus hijos sí pueden ser elegibles.</p>  <p><b>UNIDOSUS</b></p> <p><a href="#">Download</a></p>	<p>Consulta <a href="https://www.insurekidsnow.gov/coverage">Espanol.InsureKidsNow.gov/coverage</a> para saber si puedes solicitar Medicaid o CHIP en nombre de tus hijos. Cubre visitas al médico, atención hospitalaria, medicamentos recetados, atención de salud mental y más.</p> <p>⚠ Recuerda: Solicitar Medicaid o CHIP no tendrá consecuencias migratorias para ti ni para tu familia. Si aún tienes dudas, consulta con tu abogado de inmigración.</p>
<p><a href="#">Download video</a></p>	<p>You can apply for Medicaid anytime!</p> <p>Apply TODAY to have peace of mind knowing that you are covered. To see if you are eligible, visit <a href="https://www.healthcare.gov/medicaid-chip/">www.healthcare.gov/medicaid-chip/</a>.</p>
<p><a href="#">Download Video</a></p>	<p>¡Puedes aplicar para Medicaid en cualquier momento! Aplica hoy para asegurarte de que estés cubierto. Para ver si eres elegible visita: <a href="https://www.cuidadodesalud.gov/es/medicaid-chip">www.cuidadodesalud.gov/es/medicaid-chip</a>.</p>

<p><b>Don't lose your MEDICAID COVERAGE due to outdated information!</b></p> <p><b>If you have Medicaid health insurance:</b></p>  <ul style="list-style-type: none"> <li>✓ Make sure your address and contact information are on file.</li> <li>✓ If you've moved within the last 3 years, verify your address is updated on your Medicaid file.</li> <li>✓ Make sure Medicaid knows how to contact you in case of changes to your coverage.</li> </ul> <p><b>UNIDOSUS</b> Visit your state's Medicaid website and make sure your information is up to date!</p>	<p>One of the reasons people who have Medicaid may lose their coverage is because they don't have an updated address on their Medicaid file, and their local agency can't locate them.</p> <p>Verify your Medicaid information to make sure all your information is up to date!</p> <p>Find contact information for your state's program: <a href="https://www.Medicaid.gov/Renewals">Medicaid.gov/Renewals</a>.</p>
<p><b>¡No pierdas la COBERTURA DE MEDICAID por no tener tu información actualizada!</b></p> <p><b>Si tienes una cobertura de seguro de Medicaid:</b></p>  <ul style="list-style-type: none"> <li>✓ Asegúrate de que tu dirección y número de teléfono estén en los archivos de Medicaid.</li> <li>✓ Si te has mudado en los últimos 3 años, verifica que tu información esté actualizada.</li> <li>✓ Asegúrate de que Medicaid tiene cómo contactarte en caso de que haya actualizaciones en tu cobertura de seguro.</li> </ul> <p><b>UNIDOSUS</b> ¡Visita el sitio web de Medicaid en tu estado y asegúrate de que toda tu información esté al día!</p>	<p>Una de las razones por las que personas que tienen Medicaid podrían perder su cobertura es porque no tienen actualizada su dirección en los archivos de Medicaid, y su agencia local no puede contactarles.</p> <p>¡Verifica tu información de Medicaid y asegúrate de que toda tu información de contacto está actualizada!</p> <p>Encuentra información de contacto para el programa de tu estado: <a href="https://www.cuidadodesalud.gov/es/marketplace-in-your-state/">https://www.cuidadodesalud.gov/es/marketplace-in-your-state/</a>.</p>

## ADDITIONAL MESSAGING

### Medicaid and CHIP: English

- Enrollment in Medicaid and CHIP is open year-round.
- Eligibility varies by state. Most states cover low-income adults under age 65. In all states, Medicaid and CHIP cover low-income individuals who are:
  - Children aged 18 or younger
  - Pregnant women
  - People with disabilities
  - Over age 65
- Eligibility for Medicaid and CHIP is largely based on income, age, citizenship or immigration status, and eligible dependents.

- Find information regarding immigration status and eligibility: [Beyond the Basics | Key Facts Immigrant Eligibility for Coverage Programs](#).
- Learn more about eligibility rules, such as household and tax filing, to better assist enrollees as they apply for coverage: [Beyond the Basics | Determining Eligibility](#)
- States will soon begin the process of redetermining eligibility for everyone currently enrolled in Medicaid. Make sure they have your most recent contact information!
  - This process is nationwide and is unrelated to your or a family member's immigration status – it's important to respond right away when the state contacts you about your Medicaid coverage.

### **Medicaid and CHIP: Spanish**

- La inscripción a Medicaid y CHIP está abierta todo el año.
- La elegibilidad varía según el estado. La mayoría de los estados cubren a adultos de bajos ingresos menores de 65 años. En todos los estados, Medicaid y CHIP cubren a las personas de bajos ingresos que son:
  - Niños de 18 años o menos
  - Mujeres embarazadas
  - Personas con discapacidad
  - Mayores de 65 años
- La elegibilidad para Medicaid y CHIP se basa en gran medida en los ingresos, la edad, la ciudadanía o el estatus migratorio y dependientes elegibles.
- Derechos de Seguro y Cuidado de Salud en NILC.org: <https://www.nilc.org/issues/health-care/derechos-seguro-y-cuidado-de-salud/>
- Los estados pronto comenzarán el proceso de volver a determinar la elegibilidad de todas las personas actualmente inscritas en Medicaid. ¡Asegúrate de que tengas tu información de contacto más reciente!
  - Este proceso es nacional y no está relacionado con su estado migratorio o el de un miembro de su familia; es importante responder de inmediato cuando el estado se comuniqué con usted acerca de su cobertura de Medicaid.