

Medicaid Unwinding Toolkit

ABOUT

Medicaid Unwinding

Since the COVID-19 pandemic began, states have not been allowed to end anyone's Medicaid health coverage. However, that special rule is ending. Starting on April 1, 2023, state Medicaid programs will have to decide whether individuals are still eligible for Medicaid. Federal officials expect that nearly 5 million Latinos and more than 5 million children overall could lose Medicaid.

Some people will lose Medicaid because their income went up. These people are not eligible anymore and will either need to move to the Marketplace (where low-cost insurance is often available), to health insurance through a job, or, for children, to the Children's Health Insurance Program. Unfortunately, millions of other families could lose Medicaid even though they are still eligible! This often happens when the state Medicaid program sends them a form asking for information; if the family does not fill out the form quickly and completely, their Medicaid ends. 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.

More than half of the Latinos losing coverage, and 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 statistics 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:

- Help inform people covered under 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, #MedicaidUnwinding, #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.

Graphics

[Download here](#); there are versions of each graphic that your organization can co-brand.

COPY TO ACCOMPANY SOCIAL MEDIA GRAPHICS
<p>One of the reasons families 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>Contact your Medicaid program and give them your family’s correct contact information!</p> <p>Find contact information for your state’s program: Medicaid.gov/Renewals.</p>
<p>Una de las razones por las que las familias con 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>¡Contacta tu programa de Medicaid y dales la información correcta para contactar a tu familia!!</p> <p>Encuentra información de contacto para el programa de tu estado: https://www.cuidadodesalud.gov/es/marketplace-in-your-state/.</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 also 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 other things (like whether a person has a serious disability, or minor children living at home).
- 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 updated 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 también 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 tengan tu información de contacto actualizada!
 - Este proceso es nacional y no está relacionado con tu estado migratorio o el de un miembro de tu familia; es importante responder de inmediato cuando el estado se comunice contigo acerca de tu cobertura de Medicaid.