

Centers for Medicare & Medicaid Services
Medicaid and CHIP Renewals Webinar Focused on Reaching Special Populations:
Reaching Black American Populations
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Webinar recording:

<https://cms.zoomgov.com/rec/share/zMnVlhKYoc1gIwSSfK6LzlOyHDKnLoGaKI9iF9xRwVeVjrBow0oFPqQKyyKblM-B.jVG44bL1HplxmV1J>

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Tasha Bradley: It looks like the numbers are starting to slow down, so I'm going to go ahead and get started. Hello, and welcome. My name is Tasha Bradley, and I'm the Senior Advisor in the Office of Communications in the Partner Relations Group. Thank you so much for joining us today for our stakeholder webinar on Medicaid and Children's Health Insurance Program renewals focused on Black American populations.

As you know, states have recently restarted their regular Medicaid renewals now that pandemic-era protections for Medicaid coverage have ended. From June 2023 to May 2024, everyone with health care coverage through Medicaid or CHIP will renew their coverage. If an individual is no longer eligible for Medicaid or CHIP, they can transition to another form of health coverage, such as the Health Insurance Marketplace or employer-sponsored coverage. During the month of August, HHS and CMS are hosting webinars focused on providing partners with strategies to share information with diverse communities and audiences about Medicaid and CHIP renewals and how to get people to retain their health insurance coverage.

Everyone should be able to see today's agenda on their screen. First, we will hear from an HHS senior leader to provide some opening remarks on why it's important to make sure the Black community is aware of Medicaid and CHIP renewals. We will hear from Reverend Dr. Que English, Director of the HHS Center for Faith-Based and Neighborhood Partnerships. Second, we will have the training portion of our webinar, where we will walk through a set of slides that you can all use in your outreach and your education work in your community. Third, we will walk through the new Black American community fact sheet that has important information related to Medicaid and CHIP enrollees, and what they need to do to keep their Medicaid coverage. Fourth, we will hear from one partner who will share some best practices for reaching out to the Black American community. We will hear from Phaedra Jackson, who is the National Campaigns Director at the National Association for the Advancement of Colored People (NAACP). Lastly, we will have time to answer some questions before we close out the call today.

Before we begin today's webinar, I wanted to share a few housekeeping items. The webinar today is being recorded. The recording, transcript, and slides will be available on our [CMS National Stakeholder Calls web page](#). The link for the webpage will also be posted in the chat.

Also, while members of the press are welcome to attend the call, please note that all press or media questions should be submitted using our Media Inquiries Form, which may be found at www.cms.gov/newsroom/media-inquiries.

All participants are muted. Closed captioning is available via the link shared in the chat by our Zoom moderator. As I mentioned, we will have time to answer a few questions today. You can submit your questions using the Q&A function from the menu below. Questions that we do not have time to answer today will be used to help inform topics covered on future calls. With that, I'd now like to turn it over to Reverend Dr. Que English, Director of the HHS Center for Faith-Based and Neighborhood Partnerships. Reverend Dr. English?

Rev. Dr. Que English: Thank you, Tasha. Good afternoon, everyone. It is indeed a pleasure to join you today to speak a little about Medicaid and Children's Health Insurance program (CHIP) renewals and the importance of reaching out to Black Americans to help them stay covered. I first want to thank each and every one of you for joining this call. The urgency of now is at hand. It is important that you and I help to ensure that our Black Americans are aware of what's at stake, and that is losing health coverage if we don't act.

Each year, Medicaid coverage must be renewed. However, during COVID, people with Medicaid and CHIP didn't have to worry about renewing their coverage because the public health emergency paused renewals to ensure as many people as possible stayed covered during the pandemic. This was because of the continuous enrollment condition, and under this condition, as a condition of receiving increased federal funds, states were required to maintain enrollment of nearly all Medicaid enrollees. But now that the continuous enrollment condition has expired, states have started eligibility renewals for the state's entire Medicaid and CHIP population, and let me say that again. Now that it has expired, states have started renewals for the state's entire Medicaid and CHIP population.

Here at the Biden-Harris Administration, we are committed to maximizing the number of people with affordable, high-quality coverage. We want to make sure people stay covered, whether that's through Medicaid, CHIP, Medicare, the Marketplace, or employer-sponsored coverage. In a normal year, 17 million Americans lose their coverage, including many kids and families who are eligible but get caught up in red tape. Now that's happening for the first time in three years, and we need to make sure they do not lose coverage. This is possibly one of the most important calls you will be on today, and we're here because we need your help.

Since many people enrolled in Medicaid have not had to complete a full renewal process in nearly three years, if ever, we want to make sure that people enrolled in Medicaid and CHIP are aware that this is coming and know what steps they need to take to keep health coverage, whether that is through Medicaid, CHIP, or another health coverage option, like the Health Insurance Marketplace at HealthCare.gov.

And as alarming as this may sound, but it is true nonetheless, 15%, or 2.2 million, of those predicted to lose coverage are Black. And as you know, this is a population that was highly affected by the COVID pandemic but experienced health disparities long before. And knowing

these predictions ahead of time, we hope that with your help, we can do everything possible to mitigate further disparities in coverage and access to health care.

And so, for the faith community, we have shared our PSA, our bulletin inserts, and FAQs with CMS who will be able to share it with you. Thank you again for your time. Thank you. Tasha, back to you.

Stefanie Costello: I'm going to jump in and get started on our train-the-trainer deck. My name is Stefanie Costello and I'm the Director of the Partner Relations Group in the Office of Communications.

Today we're going to go through, really, an opportunity for you to get a little bit better acquainted with what's going on in terms of Medicaid and Children's Health Insurance Program renewals, and I'm going to set the context a little bit and then we're going to go into some train-the-trainers slides that you'll be able to take with you. We have the slides and the talkers that you'll be able to use in your community so you can modify them for your community and use those. By the end of today, you'll be a little expert in the Medicaid and Children's Health Insurance Program renewals. Next slide. Before we get into the content, I want to provide framing about today's training and why this information is important to get out to your communities and how you can use this material as we walk through today to train other organizations and people enrolled in Medicaid and CHIP about what actions they need to take. Next slide.

As Dr. Reverend English said, this is a really important time in America and a really important time for us to be working with people on Medicaid and CHIP. Because during COVID, people could keep their Medicaid coverage so they wouldn't be at risk of losing care in the middle of the pandemic. Now prior to COVID, states would engage in a regular renewal process. That means they were working with people, checking their eligibility, and people were coming off and on Medicaid regularly. That could have been because of administrative challenges or changes in life circumstances that made them eligible for other types of coverage. Now, this process of renewals is starting for the first time in three years. We're estimating that about 15 million people are expected to lose Medicaid or CHIP coverage, and that includes nearly 5.3 million children and nearly 2.2 million people that are predicted to lose coverage are Black. And that's why we need you'll here and we're so glad that you're here to get this information to the people you work with, as a trusted voice, and help them understand what actions they need to take. Next slide.

So after the training today, you're going to have four things to take away. First, is understanding why this information is important and the impact that Medicaid and CHIP renewals will have on people in your community. You're going to learn about the steps that someone needs to take to renew their Medicaid or CHIP coverage, and you're going to review other health insurance options for people who are no longer eligible for Medicaid or CHIP. And then finally understand your call-to-action and how you can help people with Medicaid or CHIP keep their health insurance coverage. Next slide.

Why is this training important? Well, as we just talked about, people enrolled in Medicaid and CHIP need to take action now or else they could lose their health insurance coverage. Now,

because this is the first time people are having to renew in three years, many people enrolled in Medicaid or CHIP may not know they need to take action, and they may not know what steps they need to take to keep their health coverage. Now, you're a trusted voice in your community, and you have the ability to make sure that people receive the information they need to keep their Medicaid and CHIP coverage or find another health coverage option if they no longer qualify. Next slide.

All right, so we're going to start now with going through our train-the-trainer deck. So starting at this slide, these are the slides that are going to be available for you, and we'll put the link in the chat for you to access with the talkers. Some of these slides you'll be able to customize as we walk through these for your state, and I'll talk through that. And then basically with these we're going to go through what's happening right now with people enrolled in the program and what they need to do to renew their coverage with their state Medicaid or CHIP office and how they can find other health coverage options if they're no longer eligible for Medicaid or CHIP. Next slide.

To start off, we would like to talk about what Medicaid is. Some people who are on Medicaid might not even know they're on Medicaid. 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. Now, each state runs their own Medicaid program, and they all have different names. So, it might be called something else in one state but, for example, the Medicaid program in Tennessee is called TennCare. If you were to talk to someone in Tennessee who is on TennCare and say, are you on Medicaid? They might say no, I'm on TennCare. So, it's really important that you use the state name for your state program name. You can fill in this slide on the fourth bullet with the state and the state name. If you're not sure what your state name is, you can visit [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) to find information about your state's program, including what it's called. Next slide.

So, what is the Children's Health Insurance Program? It's also known as CHIP. CHIP provides health coverage to over 7 million uninsured kids and low-income families. And just like Medicaid, each state runs their own CHIP program and they may have different names. For example, the CHIP program in Georgia is called PeachCare. So for this slide, you're able to fill this out with your state name and the state program for what it is called, PeachCare, for example in Georgia. Again, so it will resonate with the people in your community that they understand what it's called. Next slide.

So again, this is what you want to tell your community. For the past three years, people on Medicaid and the Children's Health Insurance Program, CHIP, were not required to renew their coverage because of the COVID-19 pandemic. Now, during this time we paused renewals to ensure as many people as possible stayed covered during the pandemic. This was referred to as the continuous enrollment condition. The continuous enrollment condition ended on March 31st and states now have resumed the yearly process of Medicaid and CHIP eligibility renewals and have started contacting people to determine if they're still eligible. Over the next 12 months, everyone with Medicaid or CHIP coverage will need to renew their coverage. The expiration of

the continuous enrollment condition is the single largest health coverage transition event since the first open enrollment period of the Health Insurance Marketplace. Next slide.

Now, as I mentioned, states are now contacting individuals to see if they're eligible for Medicaid and CHIP. If an individual is no longer eligible for Medicaid or CHIP, they can transition to another form of health coverage, such as finding coverage through [HealthCare.gov](https://www.healthcare.gov), Medicare, or employer-sponsored insurance coverage. Our goal is to keep everybody covered, so it's really important to help those who are still qualified for Medicaid to keep Medicaid and those who are no longer eligible for Medicaid to transition to another coverage. Over the next 12 months, states will spread out renewals, which means not everyone will have their Medicaid and CHIP coverage renewed at the same time. You can be working with someone in your community who might receive a letter this month in August, and you might have someone working with your community who might not receive their letter until next February. So, each state has a different renewal timeline, and you can find the timeline on [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding) under the Planning Tools & Templates section. You can add your state timeline here on this slide. Next slide.

So how will this impact people in my community? Well, over 15 million people are expected to lose Medicaid or CHIP coverage. This includes nearly 5.3 million children. And again, nearly 2.2 million of these people predicted to lose coverage are Black. People enrolled in Medicaid and CHIP need to take action to renew the coverage if eligible, and if found not eligible, they need to transition to the Health Insurance Marketplace or another form of coverage. And we need partners like you to help make sure people enrolled in Medicaid and CHIP complete the steps to renew their coverage or know what options they need to take. Next slide.

What do people enrolled in Medicaid and CHIP have to do to renew their coverage? Well, states will use information they already have to decide if people are still eligible for Medicaid or CHIP. If a state needs more information, they will send a renewal letter in the mail, and we're asking people to check their mail to see if their Medicaid or CHIP office sent a renewal form. This may be the first time renewing coverage for some people so we want to make sure people know what steps they need to take to be eligible. If this is someone's first time being on Medicaid and they got on Medicaid 18 months ago, they might not know that this is something they have to do and renew because they haven't ever had to do it before. So, we really want to make sure everybody knows they're going to have to take steps to renew coverage. The Biden-Harris administration is committed to maximizing the number of people with affordable, high-quality coverage and we want to make sure people stay covered, whether through Medicaid, Medicare, or the Marketplace, or an employer-sponsored plan.

Now, the next set of slides I'm going to go through are going to help you work with individuals as they're at different points in this process. So, as I mentioned, this is going to take 12 months to complete each state. So sometimes you're going to be working with people who have not received a letter. Sometimes you're going to be working with people who have received a letter. Sometimes you're going to be working with people who have received a letter and are no longer eligible for Medicaid. So, each of these slides I'm going to go through are going to talk through what you need to do with each of those situations.

So if you haven't gotten anything from your state Medicaid or CHIP program yet, you can do the following: We want them to update their contact information with the state Medicaid or CHIP program and this includes current mailing address, phone number, email, or other contact information. If their contact information, any of it, has changed at any point in the last three years, we want to make sure that the state Medicaid or CHIP office has their current information, so they know where to receive the letter. On this slide under number one, you can insert your state's website and phone number here so people in your community will know who to contact and how to contact to update their contact information.

Now, the second step if they haven't received anything is we want them to be on the lookout for it. We want them to check their mail and we want them to open any mail from their state Medicaid or CHIP program. If they receive a letter, this letter is going to let them know what they need to do to complete the renewal form to see if they're still eligible for Medicaid and CHIP. Next slide.

Now we're going to talk about what happens with somebody who has received their renewal form from the state. If you've received a renewal form from your state Medicaid or CHIP program, please read the letter. Please read the entire letter. Some of these letters can be very big, and especially if this is someone's first time receiving it, it might be difficult to understand everything in there. So, we want them to also have a safe place where they can go for help reading this letter, and this is where you can come in. You can be available to help individuals read their letter, understand what they need to do, and help them take that action because you are that trusted voice in your community.

Now, after reading the letter, we want them to complete their renewal form, to fill out the form, and return it back to their state Medicaid or CHIP program right away to avoid a gap in coverage. And we're asking parents to still complete the renewal form as their kids may still be eligible for Medicaid or CHIP even if they are not. Now, as I mentioned earlier, it's expected that 5.3 million children are going to be impacted. And so, just because a parent might receive a form that says they're not eligible, we still want them to fill out all their information because their kids might be still eligible, and we want to make sure their kids retain coverage. After completing the renewal form, look out for follow-up information from your state about your coverage. States will let people know if they're no longer eligible for Medicaid or CHIP and when their coverage will end. Next slide.

So, now we're going to talk about what to tell someone who has lost their Medicaid or CHIP coverage. So, the first step is to look over the notice. Just like with the initial renewal letter, we want them to look over the notice that said that they've lost coverage, and you can also be there for individuals to help read these letters and understand why they lost coverage. If the state ended their coverage because they did not have the information they needed to complete the renewal, then you can contact your state to provide the missing information. You can find that information on [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals). You can also update this slide to include your state's website here.

Step two, if appealing the decision or reapplying for Medicaid or CHIP. If you think you're still eligible for Medicaid or CHIP and that the state wrongfully ended your coverage, you can appeal

the decision and ask the state to do a second review. If there's a change in your situation such as income change, you can reapply for Medicaid or CHIP at any time. So, for example, it's August and you have someone who has come in and they've lost their Medicaid and CHIP because they're no longer eligible because they make too much money. Well, if they have a change in income in October, then they can reapply for Medicaid and CHIP because they've had an income change and they might qualify for CHIP and Medicaid at that time. You can do that at any point. Medicaid and CHIP, any time your income or situation has changed, you can reapply to Medicaid and CHIP. Next slide.

All right. So, now you're going to have some individuals who have lost their Medicaid and CHIP and what we want to help those individuals do is retain some sort of health coverage option because it's so important to keep everybody covered. And this is the last step for folks. So for the first thing, we want them to look at the Health Insurance Marketplace. We know that most people can find plans for \$10 or less a month with financial help, so that's four out of five folks can find plans for \$10 or less with financial help. All of these plans cover doctors' visits, prescription drugs, emergency care, and more, and people can apply to Marketplace coverage as soon as they lose Medicaid coverage. You don't need to wait until an Open Enrollment Period.

Now, for this slide, this says [HealthCare.gov](https://www.healthcare.gov). If you're in a state that runs their own marketplace, California, New York, for example, you can change this to your state website. If you're not sure if your state uses [HealthCare.gov](https://www.healthcare.gov) or if your state runs their own marketplace, you can go to [HealthCare.gov](https://www.healthcare.gov), enter your ZIP code and it will either keep you on [HealthCare.gov](https://www.healthcare.gov) because that is what your state uses or it will automatically route you to your state's website so you can put it here. And I want to pause for a moment on this. There's been a new law that's recently passed within the last two years and that has reduced the price per month for individuals with this new financial help. So you could have had somebody who applied at [HealthCare.gov](https://www.healthcare.gov) maybe four years ago and they said those plans aren't affordable for me. Well, because of this new law, it changed and provided more financial help for people, so more people are finding plans at a more affordable cost. And so we want to encourage everybody who has lost Medicaid and CHIP to go back into [HealthCare.gov](https://www.healthcare.gov) to see if they qualify.

Now, if you're working with folks 65 or older, then they need to enroll in Medicare, and so they can enroll in Medicare without paying a penalty if they missed their initial enrollment period. So, they can go to [Medicare.gov](https://www.medicare.gov) for more information about that. So, 65 or older, they go to [Medicare.gov](https://www.medicare.gov).

Now, if they work for an employer and they've lost coverage, people can enroll in an employer plan outside of open enrollment if they recently lost Medicaid or CHIP. So if they lost Medicaid or CHIP, they've lost health insurance, they can enroll in an employer plan. So, the three things they need to look at, Health Insurance Marketplace, are they 65 or older, and then employer-sponsored plans. So, there are options out there for everyone and again, we encourage you to customize this slide on the [HealthCare.gov](https://www.healthcare.gov) piece to reflect your state. All right. Next slide.

So, we are calling on states and members of Congress and the health care industry and faith-based and other community organizations, advocacy coalitions, and other public and private partners to do everything in their power to help people stay covered. This work is all-hands-on-

deck and will continue to be and we urge our partners in the public and private sectors to directly reach Medicaid enrollees and help them complete their renewals and help connect them to the appropriate coverage. On this slide, we've listed four ways to help people with Medicaid and CHIP in your community. So we encourage you to help raise awareness. Make sure your patients, and your customers, your friends, your family, your members of your faith community, anyone that you think might be or that you know is on Medicaid or CHIP, that they know they need to take action. So help raise awareness.

The second is we want you to share resources. I'm about to go through a lot of resources in just a minute that are free for you all to be able to use. They can also be downloaded at [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding), and many states have their own materials too. So we have a placeholder where you can put your state-specific materials here and the state-specific materials will route you to their state website or phone number. We also want you to let people know where to go for help, and we're going to walk through that on our next slide. And finally, partner with organizations in your state, region, or community that reach people with Medicaid or CHIP coverage. So think about organizations that might not consider themselves Medicaid experts. This could be a food bank, for example, but they're likely to work with a lot of people who are on Medicaid or CHIP. We appreciate your partnership in helping to make sure that people remain connected to health coverage, and we're here to support our partners any way that we can throughout this Medicaid and CHIP renewal. Next slide.

So, where do we direct people? Well, for questions about Medicaid and CHIP, contact your Medicaid or CHIP office directly, and you can customize this slide and put your state contact information there. For questions about the Health Insurance Marketplace, you can go to [HealthCare.gov](https://www.HealthCare.gov). If you're looking for an assister or navigator to help people with applications to the Health Insurance Marketplace, you can locate those on Find Local Help on [HealthCare.gov](https://www.HealthCare.gov). There's also a call center, and I want to note that we do have a 200-language translation available 24 hours a day, 7 days a week for our call center. You can substitute this second bullet with your State-based Marketplace instead of [HealthCare.gov](https://www.HealthCare.gov) on this line as well. Then for Medicare, those who are age 65 or older, if they need to apply for Medicare during this Medicare Special Enrollment Period, you can call 1-800-MEDICARE and you can also get help with an enrollment form by contacting your local Social Security Administration field office. And to find that office, you can go to the Social Security website at [SSA.gov/locator](https://www.SSA.gov/locator) and there's also a phone number there. So these are the resources we want you all to know and identify these folks in your community so that you have their contact information, and you can direct folks to them.

All right. So, we're going to take some time to go over some resources and I always think it's the best to pull open my website here and share my screen so you all can look at everything. So I'm just going to go ahead and share my screen. And we've talked a little bit about this website so far so this is our [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding). When you go here, there's a lot of policy pieces. There's a lot of information here. But the pieces I want you to pay close attention to are this first link under the table of contents here and that's "Renew Your Medicaid or CHIP Coverage." If you pop that open, this will take you through to a list of how to contact your Medicaid and CHIP state offices. You can select your state here. You can click on your state here, or you can just scroll down and here's a list. For each state you have the state's website, phone number, call center, all of that information is available here for each of your states. So that's how you find

your state-specific information, and that's what you'll need to share with people in your community.

Now back to this first website, [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding). When you scroll down, you're going to open the Outreach and Educational Resources. When you open this section, you will see at the top we have Communications Toolkit and this is available in English and Spanish and five additional Asian languages. In the toolkit, we have materials for you to use like drop-in articles, social media, and flyers. This is the training slides for partners to use and is exactly what I just went through with the talking points. You can download the PowerPoint, customize those, and go out in your community and use those to educate folks.

The next section is social media. And the social media, we have the images here, plus we have the text that goes along with it. The first set here is for folks updating their contact information to educate updating their contact information, for individuals looking to check their mail and open their letter. The second set is for folks who've lost health insurance. It brings them to [HealthCare.gov](https://www.HealthCare.gov). And this third set, unfortunately, is some messaging around fraud and scams that we have heard have been happening, so we have messaging to try and combat that. If you click these links, you can get to the GIFs and you can get to the text. We encourage you to use our images, use our text, use your images with our text, you know, mix and match. We want to make it easy for you, but we encourage you to use it. And easy enough, you can just retweet or repost whatever social media messages [CMS.gov](https://www.CMS.gov) is using as well.

Now, this additional materials and resources are where you're going to find the bulk of helpful resources. This first section, "Helping People Get Ready to Renew their Medicaid and CHIP Coverage," includes a fillable flyer, a postcard, a tear-off pad, and there's fillable state-specific messaging. I'm going to pop this open just for you guys to take a look at here and this is what it looks like. So, you can put your state website here or state program name excuse me state program name. And then down here, you can put the state website and phone number. You can print this and put this in your window. You can print this and put this out on your front desk. You can fill it out digitally and email it to folks. But this is one you can customize for yourself. We have a non-customizable one. But every time on our materials you see fillable, that's where you can fill in your state messaging, your state website, and your state phone number.

We also have the "Helping People Who Have Lost Medicaid or CHIP Coverage." I'm going to pull up these two because I think they are extremely helpful for when you're talking to folks. So if you have a front-line worker, someone who works at a desk or who is going to be interacting with individuals who have lost Medicaid or CHIP, this is an easy three-tip sheet for them to have and give the messaging for what they need to do if someone comes to them and asks a question. This first part, update your contact information, open your letter, and make sure to fill it out and send it back, and then tell them about other health coverage options if they've lost it. So super easy. Someone can read from this, and it has all of the resource links of where to direct them down here. Similarly, there's the health insurance fact sheet. You open that up. This goes through if someone has lost Medicaid or CHIP, these are the three places you can direct them to, to reapply or appeal their Medicaid or if they're ineligible, go to Health Insurance Marketplace, and then, if they're 65 or older, they can go to Medicare here. So this is also a new, a great one, and then it has all the contact information there as well.

We also have messaging and resources for kids and families. I really want to emphasize this one. We talked about the number of kids who are going to be impacted by this. Almost half the children in the United States are on Medicaid or CHIP. Almost half are on Medicaid or CHIP, and we need to make sure that every single one of those children stays covered. And we have this information for messaging around kids and families. They're postcards, so they're a little bit smaller and you can print these and it just has exactly what they need to do for parents to understand how they can make sure to keep coverage for their kids.

And then we have outreach to special populations. Here, we have a one-pager that we just released this week so if you've been on our website before, this is brand new. This is "Reaching Out to Black Americans about Medicaid and CHIP". We have some of our standard messaging here about why people with Medicaid and CHIP coverage have to renew their coverage, kind of helping set the stage. And then these are the four big call-to-actions that we have for every individual, updating their contact information, responding to their letter, parents completing the form even if they don't think they're eligible, and then considering other coverage options. So those four call-to-actions are right there. And then we have the fillable, non-fillable flyers as well as the Partner Tip Sheet I showed you and the Health Care Options Fact Sheet and the renewals timeline so you know when you're starting renewals and then down here we have some strategies that you can use to spread in your community. So this is brand new. We will put the link in the chat to access that.

And then finally, I wanted to share with you these educational videos. They're in English and Spanish. Some are short, 6 seconds to 15 seconds to 30 seconds. You can share these out on social media. If you have a closed-circuit TV in your office, then you can play it on there but this is an easy way to get the message out as well so you can download these videos. As you see, I went through just a couple of the materials. You can take a lot more time to go through more of them, but we have all of them available for free that you can download. And we're working on getting some of these to be able to be ordered and as soon as we get those stocked in our warehouse, we'll let you know. But know that there's lots here.

So, I am going to stop sharing now and as I just went through the new resource that we have "Reaching Out to Black Americans about Medicaid and CHIP Renewals" and what strategies we can use, we have invited one of our partners here. We have Phaedra Jackson from the NAACP and she's going to share with you some of the strategies that they've been working with and working on in order to reach Black Americans about this important topic. So with that, I'm going to turn it over to Phaedra.

Phaedra Jackson: Hi, everyone. Thank you so much. I am Phaedra Jackson. I am the National Campaigns Director for the NAACP and I will do a quick overview of just how to do community engagement around this really important issue. The NAACP put together a toolkit that allows us to go over and share with our constituents all of the information around the changes and so I'm going to share my screen briefly and share that with you all. Just one second.

All right. So again, what the NAACP did was we leaned into our roots and our DNA. We thought about, you know, we come from a lens of racial equity, civic engagement, and

supportive policies. Our priorities really are around policy and practice shifts, and we really do focus on our seven primary change levers, which are research and messaging, litigation, training, convening, storytelling, mobilization, and policy advocacy. And so our work around this issue and those like it really are grounded in those seven change levers.

We developed a campaign called Hands Off Our Health Care and it was really was kind of talking about the end of the COVID-19 public health emergency, and we developed a resource guide. In that resource guide, we really wanted to just make sure that information was broken down, it was accessible. We highlighted, you know, what was happening, what was ending, what did that mean. It's clearly the end of the COVID-19 public health emergency and what that meant for the communities that we service. We wanted to highlight the policy shifts, so what changes and what remains in place. We wanted to really talk about what the Medicaid Unwinding looked like, what happens to those who get emergency coverage after this, and then we want to really being a policy advocacy organization, we wanted to give folks next steps. Right like, what can we do to help keep our communities healthy? What are the ways we're advocating for ourselves to make sure we're fighting back and having the coverage that we need?

So we started with just an overview of the policy shifts. I won't go into detail. There's a lot of information on these slides. I think folks are largely familiar with the information we covered, but I want to talk about the theory behind covering that information. So, you know, the first thing is just talking about the expiration and giving folks an overview, like how long has it been, what has been covered. A lot of times when these big shifts happen, folks get coverage, they get the things they need in an emergency, but they don't necessarily understand the minutia, the details behind the coverage. They just know like I couldn't go to a doctor and then I could, and now you're telling me I can't again. So, what does that all mean? So it's really important to break that down for your audience, and that was our attempt kind of in our overview. And then we broke it down into impacted and unimpacted coverage. And so we wanted folks to know like what happens with their vaccinations and treatments, when the transition is happening, what programs will continue to cover the treatments with costs and without cost sharing through the end of the September period. And so we just made sure that folks had full level understanding and information about that unimpacted coverage so they know what's out there that's available and what will be changing.

We continue to go on and talk about like unimpacted coverage for the health care. You know, telehealth and opioid treatments. These are major Medicaid telehealth flexibilities that were not affected, so we wanted folks to know like these are some of the things that you will still have access to, and they'll remain in place through the end of 2024. The same went on for all of the access around opioid use and disorder treatment, access to all of the treatments that folks have for their take-home doses. Just letting folks know all of this stuff is still there and this is what's unimpacted as we see changes. And then we wanted to say, here's what is changing. Like here's what's changing around testing coverage. Here's what's changing around your state Medicaid programs, your requirements and your coverage for testing for all Americans. All of that had a lot of very specific changes and we wanted to make sure that folks were aware of that and that they could get that information in one single space.

Again, we made sure that this information was broken down and it was as easily digestible as possible so that folks could have access to it. And we made sure it was in a prominent place on our website when we rolled out this campaign, so this was kind of one of the first things you saw if you heard things were changing but you didn't know what was happening. This is one place that you could go to get that resource. But we also made sure that we had the information shared out with other folks, and so we linked to other resources and derived our information on our toolkit from other resources so folks could fact check and validate and all of that. We also again, when it comes to impacted coverage, we talked about things like data, devices, telemedicine, all of these things were really important to make sure folks knew about, knew what was changing, what wasn't. I know, me personally, I had access to telemedicine for the first time covered by my insurance, and so understanding what happens to that post the change is important for folks as they're trying to navigate all of these large shifts and changes.

And then we've created a section around Medicaid Unwinding. We talked about the current status of Medicaid. We talked about, you know, where the enrollment was, the Unwinding process on a state-by-state basis. So you'll see on a later slide we pulled from a resource that lets folks kind of know how they could check their individual states and understand like, what does the Unwinding of Medicaid mean for me in my state. We made sure that we rolled this out as early ahead of the Unwinding as possible so that folks would really have access to the information and really could share that information. I think the biggest thing that we learned or that we know is our communities don't always go directly to a specific source. Its a lot of times, you know, a messenger in the community having that conversation and then sharing that information with others and having a quick and easy place that that messenger can direct people to or that can get their own information and then share that out to their community is really important because sometimes you only get one shot at that, right, to get that information to that audience that you have, whether it's folks in your church, folks in your community group, folks on your block. Being able to have that simplified source of information was really important.

The other important part in communicating this information was just understanding how to relay the impact on communities of color and make sure folks are like, hey, this is something that is actually going to impact you. It's going to impact your cousins, your uncles, your aunties, whoever in your family. Like we all know someone who is going to be impacted by this based on the numbers and so how can we make sure that we're highlighting this is something that is going to do harm to our community and we have to find ways to fight back. And so we lifted up, you know, the number of Latinos, African-Americans, Asian Americans and Pacific Islanders who were impacted. We also wanted to say like this is not just you and me but this is our children. These are our nieces, our nephews, our grandbabies and this is what is impacting them, and this is why this is so important for you to listen to. So we also wanted to lift up, you know, the percentages of Black children, Native children, Latino children, and so forth who are being impacted by this change.

And then we wanted to make sure, you know, we are a national organization, and we have national reach, so we wanted to make sure folks really had information for their given state about, you know, the anticipated dates of terminations. So, this resource was pulled and it gave folks an outline by state and date of when they can expect their terminations. And again, this is the Unwinding Tracker that I mentioned earlier. We sourced that as a way to, as you can see at

the bottom, we linked the source so folks could go on directly to that page, but we let them know this is where you can find this specific information. And I say this because, as the Campaigns Director at the NAACP, I deal a lot with conveying both policy and electoral information to voters and constituents, and it's really, really important that, you know, you have as much of your information in one single place. It may link out so that folks can kind of pick and choose and find the thing, the question that they're trying to answer or the need they have but leaning into your status as a trusted messenger, being able to find the right messages to share that information and then having that information aggregated in a single place is incredibly important.

Again, being an advocacy organization, we wanted to lift up both those administrative barriers to coverage but then also some solutions that folks can advocate for at the state level to make sure that, you know, we're eliminating some of those barriers to coverage. And so here you kind of have a side-by-side of what those administrative barriers to coverage look like but then also some actual solutions to reduce those barriers.

And then finally, we really wanted to lean into our conversation around community actions. I know that the constituents that we communicate with are always looking to A first solve their immediate need or problem, but B we know for a long term, we have to advocate for changes so that we're not faced with these barriers time and time again. And so we made sure that within our toolkit, there were tools for folks to advocate, to preserve Medicaid coverage, and protect health care access. We actually had a kind of easy click to button on our website that allowed folks to send a letter to their governor and demand, as you can see here, that the state maintain expanded Medicaid coverage for all community members, especially families with children and elderly who were added to the Medicaid rolls due to the COVID-19 public health emergency. A very simple, easy action. I can't overstate that enough. It's really important that actions that you're asking community members to take are simple, easy, because it can be intimidating, and they already have a lot going on with their life. But if I'm coming here to get a resource and getting this information and all I have to do is click a button to tell my governor to do better, it's really not that far of a leap for folks to go, and you've already built that trust because they've come to you for that information, because you are a trusted messenger, and because you've made it so easy. And so we have them go to our website, use our web-based system. They just signed in and clicked the letter and it was generated.

And then it's also really important to create simple, clean, and easy talking points for folks. We find that our folks are always like, okay, I know this is important and I know what you told me but when I go back out into the community, how do I tell other folks about this? So, number one, we say use your own words. Lean into your own lived experience. But number two, here's some data and here is some clean, easy talking points to back up what you want to say so that folks have stats around states and localities that have adopted and implemented the expansion. We have information around research and how it impacts low-income folks and, you know, decreases disparities and things like that. Really simple things that folks can relate to and again lean into their personal experience but have something grounded. It always feels better when you have something to refer back to when you're talking about something that may not be your "issue expertise" and so we just provide this for folks as a way to give them empowerment to make sure that they feel comfortable sharing that information and advocating with folks.

And then, you know, we provided information for outreach to assist Medicaid enrollees. You know, trusted community-based organizations are really the only or primary way to get information like this out. I think that folks struggle in finding good, solid trusted sources. There can be a lot of misinformation, disinformation. Folks mean well but they don't have all of the facts or the correct information, so organizations like ours are really important in leaning into the messaging, leaning into clear and concise information. And even if you don't have all the information, knowing where a good, trusted source is to then share that information out is incredibly important to making sure that folks are able to navigate big changes like this.

And so I think I breezed through as quickly as I could, and I'm going to pass it back to Hailey in case there are any additional questions.

Hailey Gutzmer: Thank you, Phaedra and thank you, Stefanie, for all that great information. I know we got a couple questions in the Q&A. And just a reminder to still if you have any questions, go ahead and drop those in the Q&A function along the Zoom menu at the bottom of your screen. I know we got a couple questions about if a recording would be available for this session, and yes, we will be posting a recording, so that will be available on the CMS [Outreach and Educational Resources page](#) that Stefanie pulled up. You will be able to find it under the "Outreach to Special Populations" section and that will be posted in the next week or so. So you can keep an eye out for that, and we'll also be sending an email once we get that recording posted.

I also saw a question about resources for faith outreach, and I did want to share that CMS, we also host a monthly webinar on Medicaid and CHIP renewals, and our next webinar is coming up on August 23 at noon Eastern Time, and we will be sharing some resources and best practices for faith and community groups to help share this information, so I can drop that link to register for that webinar series in the chat but just wanted to share that opportunity in case anyone is interested in learning more about engaging the faith-based community in this work. So, my first question here is for Stefanie. Stefanie, how can I find the state's navigator program that can assist consumers with applying for the Health Insurance Marketplace, and how can we contact these navigators?

Stefanie Costello: Great, so on [HealthCare.gov](#), there's a link called [Find Local Help](#), and we can put that in the chat. It's also on several of those resources with the Marketplace that I shared today. If you go to [Find Local Help](#), you enter your ZIP code, and it will pull up a list of all the assisters in your ZIP code and then you can actually filter that. There is a section right at the top for filtering and you can click on the navigators and then it will filter all the navigators that are in your ZIP code and show you where those are, so that's how you find the navigators in your area. And then, if you have a State-based Marketplace, you can go to your state-based website and find out where your local assisters are that can help you there.

Hailey Gutzmer: Great. Thank you. The next question is also for Stefanie. So Stefanie, I know you walked through a series of resources. Are there any resources available in Spanish or other languages?

Stefanie Costello: Yes. All of our materials are available in Spanish, too. And then we have some of our more popular materials available in five additional Asian languages. We had a webinar on Tuesday, just like this, for Hispanic and Latino populations, and we will have that posted when we post this one as well, so we encourage you to look out for that one if you are also working with Latino and Hispanic populations.

Hailey Gutzmer: Thank you, Stefanie. And another question for you. I know there's a lot of messaging that we've shared today. If you could summarize just kind of some three key messages to share with folks as people are on the ground trying to educate people in their community about this.

Stefanie Costello: So I'll do four. So the four call-to-actions because that's the one that we really want everyone to focus on is one, update. So remember number one, update. That's updating your contact information with your state. Number two is respond. So update number one. Respond number two. And that's responding to any letter that you have. So, opening the letter, reading the letter, respond to that letter. Three, parents. Parents should respond even if they don't think they're eligible—their kids might be eligible. The fourth is other coverage options, looking at [HealthCare.gov](https://www.healthcare.gov), looking at Medicare, or if they have employer-based coverage.

Hailey Gutzmer: Thanks Stefanie. And I have a question for Phaedra here. Phaedra, what specific message or campaign type such as grassroots, social, digital, radio, newspaper, etc. resonate with the Black community?

Phaedra Jackson: All of the above, and I say that as someone who communicates in community all the time. You know, everyone has a different mode in which they respond, so there's no one single one but I will say, you know, that person-to-person kind of relational type conversation and organizing is highly effective. I think people relate most closely to the people, organizations, and places that they're familiar with so being in community, being a trusted messenger. And if you yourself are not the best messenger, it's okay to step back and work with someone in community who is, whether it's your local NAACP, whether is your local civic organization, a local health care provider or navigator. Just knowing that relational conversation is really important. But I think when it comes to education and reaching the masses, I think digital messaging, PSAs on radio are really great ways to get masses of people, but then if you need to move them to action, it's a little more personable.

Hailey Gutzmer: Great. Thank you, Phaedra. That is all the time that we have for questions today, so thank you again to all of our presenters for all the great information they shared and thank you to everyone who submitted questions. Questions we did not get a chance to answer today will be used to help inform future discussions. And with that, I will turn it over to Tasha Bradley to close out our call today.

Tasha Bradley: Thank you, Hailey. We hope that everyone found this webinar today was helpful and that you all leave this webinar feeling ready to share this information with your community. We really need your help in getting this information out to your network and to people in your communities who are enrolled in Medicaid and CHIP. This is an all-hands-on-deck effort to make sure that people have health coverage, whether through Medicaid and CHIP

or through another form of coverage like the Health Insurance Marketplace. We appreciate your partnership in this effort, and we are here to support you throughout this process.

The next slide you'll see on your screen, as we mentioned earlier, we are holding a series of webinars this summer focused on special populations. On this slide, you'll see each of the webinars available. You can register for any of the webinars using the same link that you used to register for today's webinar. Next week, on August 17th at 3:00 PM, we'll have the Reaching Aging and Disability Populations. I did see in the Q&A that there was some interest in ASL and that webinar will have ASL. On August 24th at 3:00 PM, we'll have a Reaching Rural Populations webinar. And then on September 7th, 2023, at 3:00 PM, we'll have a Reaching American Indian and Alaskan Native Populations.

On the next slide you will also see we also have, I want to make sure you're aware of our monthly webinar series that provides stakeholders with information to prepare for Medicaid and CHIP renewals. On this slide, you'll see the dates for our August and September webinars that are part of our ongoing series. The link to register for the webinars will be posted in the chat. The next webinar is on August 23rd, 2023, at 12:00 PM. That one will be focused on the faith community. And then we'll have one on September 27th, 2023, at 12:00 PM.

And again, we appreciate your partnership and commitment to help ensure that Black Americans are connected to their best health care coverage that they're eligible for. With that, I want to thank you all for joining us today. We look forward to continuing to work alongside all of you and continuing to engage with you all. Thank you, and that concludes our webinar for today. Please be on the lookout next week for the recording and the transcript. Have a good day.