

Centers for Medicare & Medicaid Services
Medicaid and CHIP Renewals Webinar Focused on Reaching Special Populations:
Reaching Hispanic/Latino Populations
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Webinar Recording:

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Jonathan Blanar: Great. The numbers are still ticking up a bit. We have well over seven hundred people on the call, so far, so thank you to everyone for joining, and hello again. My name is Jonathan Blanar and I'm the Deputy Director of the Partner Relations Group in the Office of Communications at CMS. Thank you again for joining us today for our stakeholder webinar on Medicaid and Children's Health Insurance Program (CHIP) renewals focused on the Hispanic and Latino populations. As you may 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 help people retain health insurance coverage. Everyone should be able to see today's agenda on the screen. First, we will hear from the HHS Senior Leader to provide some opening remarks in English and Spanish on why it is important to make sure the Hispanic and Latino communities are aware of Medicaid and CHIP renewals. We'll hear from Marvin Figueroa, Director of the HHS Office of Intergovernmental and External Affairs (IEA). Second, we will have the training portion of the webinar where Stefanie Costello will walk through a set of slides you can all use in your outreach and education work in your communities. Third, we'll walk through the new Hispanic and Latino fact sheet that has important information for Medicaid and CHIP enrollees that they need to know and strategies for reaching out to Hispanic and Latino people. Fourth, we'll hear from two partners who will share best practices for reaching out to Hispanic and Latino communities. We will hear from Ben D'Avanzo, who is a Senior Health Policy Analyst at National Immigration Law Center NILC; Joanna Kuttothara, who is the Senior Manager of Health Communications at UnidosUS; and Justin Gust, who is the Director of Community Health at El Centro. Lastly, we will have time to answer some questions before we close out the call today.

Before we begin, I wanted to share a few housekeeping items. The webinar today is being recorded. The recording and transcript will be available on our CMS National Stakeholder Calls webpage. Also, while members of the press are welcome to attend the call, please note that all

press or media questions must be submitted using the Media Inquiries Form, which may be found at cms.gov/newsroom/media-inquiries. All participants are muted today. Closed captioning is available via the link shared in the chat by our Zoom moderator. As I mentioned, we'll have time to answer a few questions today. You can submit your questions using the Q and 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 like to now turn it over to Marvin, the Director of the HHS Office of Intergovernmental and External Affairs. Marvin?

Marvin Figueroa: Thank you, Jonathan. I'll do this both in Spanish and English. So, I'll start off with Spanish. (Speaking in Spanish.) Now, I'll have that same presentation in English. Good afternoon, my name is Marvin Figueroa. I'm the Director of the Office of Intergovernmental and External Affairs at the Department of Health and Human Services. It is a pleasure to join you today to speak about Medicaid and the Children's Health Insurance Program, also known as CHIP, and what that means for Hispanic and Latino people enrolled in Medicaid and CHIP. Today's presenters will mostly be speaking in English. However, we've enabled closed captioning in Spanish. If you'd like to use this feature, you should please click on the closed captioning link provided in the chat by our Zoom moderator. Once you are on the closed captioning webpage, captions will be generated in Spanish in real-time.

Under the Biden and Harris Administration, as you all know, we are laser-focused on ensuring that all people have access to high quality health care. This Administration has made coverage in the Marketplace more affordable than ever, and more states are expanding Medicaid as a part of the Affordable Care Act. The Biden-Harris Administration is committed to maximizing the number of people with affordable, high quality coverage and want to make sure people stay covered, whether that's through Medicaid, Medicare, the Marketplace, or employer-sponsored coverage. This work is all-hands-on-deck and will continue to be so. We urge our partners to directly reach Medicaid enrollees and help them complete their renewals and help connect them to other coverage as appropriate. We encourage you to consider strategies that reach Latino and underserved communities that will disproportionately be impacted by the loss of Medicaid and CHIP coverage and work with other organizations in your states, regions, or communities. Think about who in your community is most likely to be affected by the changes and how you can most effectively reach out to them. Consider who you can partner with to expand your reach and further assist people in understanding the steps they need to take to ensure they remain covered. We cannot do this without you and your networks. We hope that you'll find today's training and presentations useful and will use the information you learn to help people Medicaid and CHIP eligible stay covered. I want to thank you for continuing to work with us. I want to thank you for what you've done. And I want to thank you for what you will do in collaboration with HHS. With that, I'll turn it over to Stefanie Costello from the CMS Office of Communications. Stefanie?

Stefanie Costello: Great, Thank you Marvin, and welcome again to everybody today. We are going to get into our train the trainer part of today's webinar. With that, I'm going to start by going through some of our slides to give you information about what's happening with the Medicaid program and Children's Health Insurance Program (CHIP) and how we can make sure people with health coverage keep it over the next year. Medicaid and CHIP have been a lifeline for many families during the pandemic, and states are now checking to see if each person

enrolled in their Medicaid and CHIP program still qualifies for coverage. We know that you all work or serve people covered by Medicaid and CHIP. We want to make sure that you have all the information you need to share with your partners, colleagues, and other people in your community to help people enrolled in the programs maintain health insurance coverage. Next slide.

So, I'm going to do a little bit of framing right now about today's training and why this information is important to get to your communities, and how you can use these materials as we walk through them today to train other organizations and people enrolled in Medicaid and CHIP about what actions they need to take. Following these framing slides, we'll get right into the train the trainer. So first, just giving a little bit of context on the next slide. We have Medicaid renewals that are going to impact people in your community. So, during COVID, people could keep their Medicaid coverage so that they didn't risk losing care during the middle of a pandemic. Now, prior to COVID, states would engage in regular renewal processes. That means that people were coming on and off Medicaid regularly, whether that was because of administrative challenges or changes in life circumstances that made them eligible for other types of coverage. This process is resuming for the first time in three years, and it's expected that about 15 million people are predicted to lose Medicaid and CHIP coverage over this next year. Of that, 6.8 million people are expected to lose coverage even though they still qualify for Medicaid and CHIP. So, we really need your help to keep those folks on Medicaid and CHIP. Now, we also know that 5.3 million children are predicted to lose their Medicaid and CHIP coverage and that nearly 4.6 million people predicted to lose coverage are Latino. Next slide.

So, the big takeaways from today, there's four. We want you to be able to do these four things by the end of the training. One is understand why the information is important and the impact that Medicaid and CHIP renewals will have on people in your community. Number two, learn about the steps that someone needs to take to renew their Medicaid or CHIP coverage. Three, review other health insurance options for people who are no longer eligible for Medicaid or CHIP, and four is understand your call to action and how you can help people with Medicaid or CHIP keep their health insurance coverage. Next slide.

So why is this training important? Well, people enrolled in Medicaid and CHIP need to take action now or else they could lose their health insurance coverage. Many people enrolled in Medicaid or CHIP don't know that they need to take coverage, and they don't know what steps they need to take in order to keep their health coverage. But you're a trusted voice in your community, and you have the ability to make sure that people receive the information they need in order to keep their Medicaid and CHIP coverage and find another health coverage option if they no longer qualify. All right. Next slide.

So now we're getting into the train-the-trainer portion. The slides I'm about to go through now are ones that you can use and take back to your community, and I'm sure that the links to these slides are being placed in the chat now for y'all to be able to access. But these you can customize for your state and your Medicaid program, and we'll go through where on these slides you'll be able to customize it. Next slide. So first, we're going to start with the basics. What is 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. Each state runs their own Medicaid program, and they all have different names. So, it might be called one thing in your state. For example, the Medicaid program in Tennessee is called TennCare. So, feel free to fill the blanks on this slide with your state's Medicaid program name so that it resonates with your community. So, for example, someone in Tennessee might not think that they're on Medicaid, they might think they're on TennCare. Both are correct, but they're going to understand putting TennCare in these slides. That's why it's important, if you are using these slides, that y'all make them fit your state. Next slide.

What is the Children's Health Insurance Program? Well, it's also known as CHIP. CHIP provides health coverage to over 7 million uninsured kids in low-income families. 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. Again, feel free to fill in the blanks with your own state CHIP program name so it resonates with your community. Next slide.

So, giving your community an understanding of what's happening right now and what they need to do, and kind of why it's happening is this slide. So, 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. During this time, we paused renewals to ensure that as many people as possible stayed covered during the pandemic. This was referred to as our continuous enrollment condition. Now, the continuous enrollment condition ended on March 31, 2023, and states have now started resuming their yearly process of Medicaid and CHIP eligibility renewals, and they've started contacting people to determine if they're still eligible. Over the next 12 months, everyone with Medicaid or CHIP will need to renew their coverage. The expiration of this continuous enrollment condition is the single largest health coverage transition event since the first Open Enrollment Period of the Health Insurance Marketplace. Next slide.

As mentioned, states are now contacting individuals to see if they are eligible for Medicaid and CHIP. If an individual is no longer eligible for Medicaid or CHIP, they can transition to another form of health insurance coverage, such as finding coverage on [HealthCare.gov](https://www.healthcare.gov), through Medicare, or employer-sponsored insurance coverage. Now, over the next 12 months, states are going to be spreading out these renewals, and that means that not everyone will have their Medicaid and CHIP coverage renewed at the same time. Each state has a different renewal timeline, and you can find that timeline on [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding) under the Planning Tools & Templates section. We'll also put this in the chat for you, and you can add your own state timeline here. And that is going to be really important for your community to understand the timeline for their state and when renewals might happen. Next slide.

I know we went over this at the top of the training. But we want those in your community to understand how big this is and the impact it's going to have. So over 15 million people again are expected to lose Medicaid or CHIP coverage. That includes nearly 5.3 million children and nearly 4.6 people predicted to lose coverage are Latino. People enrolled in Medicaid and CHIP need to take action now in order to renew their coverage if they're eligible. And if found not eligible, people will need to transition to the Health Insurance Marketplace or other form of coverage. So, we need partners like you to help make sure that people enrolled in Medicaid or

CHIP complete these steps to renew their coverage or for them to know what options they have for other health insurance coverage. Next slide.

So, what do people in Medicaid or CHIP have to do to renew their coverage? So, it's important that they understand that states are going to use information they already have to decide if people are still eligible for Medicaid or CHIP. If a state needs more information, they're going to send a renewal letter in the mail. And we're asking people to check their mail to see if the Medicaid or CHIP office has 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 renew their coverage. Think about someone in your community who's new to Medicaid in the past three years. They might never have had to do an annual renewal. So, they might not know to even look out for a letter in the mail. That's why it's important that some folks are, again, it's their first time doing this, and we need to make sure they understand that this is something they need to do. And the Biden-Harris Administration is 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, Medicare, the Marketplace, or employer-sponsored coverage. Now, next slide.

As I said earlier, we talked about the fact that states have 12 months to do these renewals. And with that, there's going to be people you're interacting with on a daily basis that are at different points of the renewal process. So, I'm going to go through on the next couple of slides the messages that you will give to these people, depending on where they're at. So, this first slide is for people who haven't received anything from their state or state Medicaid or CHIP program yet. The message for the folks who have not received anything is first to update their contact information with their state Medicaid or CHIP program. Updating their contact information includes current mailing address, phone number, email, or other information, and we have on here a place for you to insert the state website or phone number for you to be able to customize it for your state. Number two, we're asking them to check their mail and open any mail from their Medicaid or CHIP program. So, checking your mail is the next one. This letter's going to let you know what you need to do to complete a form if you're still eligible. Again, you can insert the name of your state program if it's not called Medicaid here. Next slide.

All right, so for someone who has received a letter, these are the three steps they need to take. Number one, read the entire letter, or you can offer that someone bring a letter in to your organization, and you can help them read the entire letter because some people need some help reading these letters—they can be quite lengthy and have a lot of information. The second one is to complete a renewal form and send it back. After you've read the letter, we're asking that they complete the renewal form, fill out the form and return it back to the state Medicaid or CHIP right away to help avoid a gap in coverage. We're also asking parents, and this is very important for parents, to still complete the renewal form, as their children may be eligible for Medicaid or CHIP even if they are not. So, we need parents to complete the forms just in case their children are still eligible. And number three, after completing the renewal form, we need to look out for follow-up information from their state. States will let people know if they're no longer eligible, if they need additional information, or if they're found eligible. So, look out for follow-up information from your state. All right, next slide.

So, what steps do they need to take if they've lost their Medicaid or CHIP coverage? So, step one is to look over the notice from the state to see why you lost Medicaid or CHIP, and you can help individuals with this part, too. If the state ended your coverage because they did not have information they needed to complete the renewal, then you can contact your state to provide the missing information. You can find your state's contact information at [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals), and I'll walk through that later. If the state has ended your coverage because they've found you're no longer eligible for the program, you'll need to find another option for health coverage. And you can also take out the find your state's contact information and just put your state's contact information in this slide.

Now, for step two, appeal the decision or reapply for Medicaid or CHIP. If you think that you're still eligible for Medicaid or CHIP and the state wrongfully ended your coverage, you can appeal the decision and ask the state for a second review. Now, if there's a change in your situation, such as an income change, you can apply and reapply for Medicaid or CHIP at any time. Again, with Medicaid and CHIP there's not an Open Enrollment Period, you can apply at any time. So even if someone lost coverage say in June, their income has changed by August, and you think they might be eligible for Medicaid again, they can reapply for Medicaid or CHIP at any time if they've had this change. Next slide.

So, we've gone through the first step. Now we're looking at someone who has lost Medicaid or CHIP coverage and they're no longer eligible. So, we want them to find another health insurance coverage option and the three we're going to talk about now are through the Health Insurance Marketplace, through Medicare, or employer-sponsored coverage. For the Health Insurance Marketplace, the message that we want the people you work with to understand is that they can find plans for \$10 or less a month with financial help. So, most people are finding plans for \$10 or less a month. There was a change of the law within the past two years that have lowered the cost, the monthly cost, for people at [HealthCare.gov](https://www.HealthCare.gov) with this financial help. So, if you had someone go to [HealthCare.gov](https://www.HealthCare.gov) maybe three years ago or four years ago, they might have said it's not affordable for me, it was too expensive. We want them to go back in and go back in to [HealthCare.gov](https://www.HealthCare.gov) and look for a plan again because they might find, with these new savings, a plan that's \$10 or less a month. These plans are the same plans. They have doctors coverage, prescription drugs, emergency care, and more.

If you know that you're in a State-based Marketplace, that is, you don't use [HealthCare.gov](https://www.HealthCare.gov), maybe it's California or New York, you can substitute out the [HealthCare.gov](https://www.HealthCare.gov) link on these slides and put your state's Marketplace. If you're not sure if your state uses [HealthCare.gov](https://www.HealthCare.gov) or if it runs its own State-based 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) if you use it or it will redirect you to your state's website. Now, for anyone you're working with who's 65 or older and they missed enrolling in Medicare, they can enroll in Medicare right now without penalty if they missed their initial enrollment period. So, for more information, we ask them to go to [Medicare.gov](https://www.Medicare.gov). This is for all states, so this one will stay the same, [Medicare.gov](https://www.Medicare.gov) for anyone 65 and older. Now, some people might be able to get health insurance through their employer. So, they can check with their employer. People can enroll in an employer plan outside of Open Enrollment if they've recently lost Medicaid or CHIP. Alright, next slide.

So, we're calling on all states and members of Congress, the health care industry, faith-based and other community organizations, advocacy coalitions, community groups like yourself, and other public and private partners to do everything in their power to help people stay covered. This work is an all-hands-on-deck and will continue to be. 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 other coverage as appropriate. On this slide, we've listed four ways to help people with Medicaid and CHIP in your community. We encourage you to help raise awareness. To share resources, which I'm going to go over in just a moment, but they are located at [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding) but incorporating these resources into your materials, into presentations, into work plans, posting where individuals in your community might see them, and utilizing our communications toolkit. Again, I'll go through that in just a moment. Let people know where they can go for more help, and we'll walk through where to direct people on the next slide. We are also asking you to partner with other organizations in your state, region, or community to reach people with Medicaid and CHIP coverage. Think about organizations that might not consider themselves Medicaid or health care experts, such as a food bank, but they're working with the same populations. It would be great if y'all could reach out to them and help them get this information into the hands of the people who need it most. We appreciate your partnership in helping to make sure that people remain connected to health coverage, and we are here to help support our partners in any way that we can throughout this Medicaid and CHIP renewal process. All right, next slide.

On this slide, we've included where you can direct people if they have questions. So, for questions about Medicaid or CHIP, contact your state Medicaid or CHIP office directly and you can put your URL here. For questions about the Health Insurance Marketplace, you can go to [HealthCare.gov](https://www.HealthCare.gov) or go to Find Local Help to find local help in your area. You can also call the Marketplace Call Center. Help is available 24 hours a day, 7 days a week, and it is translated in over 200 languages. Now, again, [HealthCare.gov](https://www.HealthCare.gov) is here. I failed to mention this before—it's fully translated into Spanish at [CuidadodeSalud.gov](https://www.CuidadodeSalud.gov). So, you can go there for your Spanish-speaking individuals, and then if you are in a state that runs a state-based exchange, we ask that you edit this slide, and you can put your state-based exchange there. For questions about Medicare, we say visit [Medicare.gov](https://www.Medicare.gov) or call 1-800-Medicare. And if you need help with enrollment forms, you can contact your local Social Security Administration field office, and there's a locator there.

All right. So, we're going to go through the next set. We do have some slides that you'll see when you are in the train-the-trainer deck that's posted. And thank you, Hailey put the Cuidado de Salud link in the chat, which is the Spanish version of [HealthCare.gov](https://www.HealthCare.gov). We're going to go over some of the resources before we flip over to our next speakers. I think it's the best to share the screen, so bear with me. I'm going to share my screen and go through the resources we have. So, you can go to [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding) and on this page, there's one thing I'm going to talk about before we get into resources. If you go to "Renew your Medicaid and CHIP coverage," the very first item and you pop that open, it's going to take you – scroll down just a bit – to a state map. And this you can choose your state from this drop-down, you can click on your state here, and you can scroll down. But it gives you all the information for your state Medicaid office. It gives you the website and where to call to get information. So, all of your state information is here, you can find it here and then you can use that to update your train-the-trainer deck. Now,

for resources, if you scroll down just a bit, you can click on “Outreach and Educational Resources”. In here, you'll find a few things. One is our Communications Toolkit. This is available in English and Spanish. We also have some materials in five additional Asian languages. The training slides that I just went over today that you can download the PowerPoint with the talkers that I used, are located right here at the top so super easy to find. We also have social media. Our social media is also available in English and Spanish. The first set of social media is around checking your mail, updating your contact information, and filling out your letter. If you click in that, it will download a ZIP file, which will include graphics in English and Spanish as well as the text that will accompany it. Phase 2 social media really focuses on those who've lost coverage and needs to go to [HealthCare.gov](https://www.healthcare.gov). And then unfortunately, we've had some scams reported, so we have some social media there. You're welcome to take these images and use them on social media or take the text and use your own images or however you want, but it's free, and you're able to take this and get the word out. You're also welcome just to share a post that CMS puts out or retweet something like that.

Now, our additional materials and resources. The first section here is to help people get ready to renew their health coverage. Everything is available in English and Spanish on here. So, you can check out a flyer or a postcard and download those and share them. Helping people who have lost Medicaid or CHIP coverage, I'm going to share two things which I think are really great, and I'm going to go ahead and pop open this Tip Sheet. It's great for you to have in front of you if you are a front-line worker and someone comes to you and asks questions, you're not quite sure what to do because this is a lot of information, but it's the three steps: encourage them to change their contact information, update it, to check this mail and to tell them about other health insurance options. Right underneath it we have the other Health Care Options Fact Sheet. I'll open that one in Spanish. Take a look at this, and this is the same thing. It can help someone talk through what they need to do. Are you no longer eligible for Medicaid or CHIP? Here are your instructions here. Looking for [HealthCare.gov](https://www.healthcare.gov) and then if you might qualify for Medicare. It gives you all that in Spanish as you can see the Spanish translation bring you right to [CuidadoDeSalud.gov](https://www.CuidadoDeSalud.gov).

Also, I want to share we have messaging for resources for kids and families. Again, almost half the kids in this country are on Medicaid and CHIP. We want to make sure that the kids stay covered, so please check these resources out. I don't have time to open everything so I am doing a select group. Outreach to Special Populations, this is brand new, we just put these out this morning, so hot off the press. This is available in English and Spanish and it's a tip sheet on how you can reach the Latino and Hispanic communities. So, on this fact sheet here, one-pager, it kind of sets the stage: Why do people with Medicaid and CHIP coverage have to renew their coverage? A little bit about the background and why it's important for this population, specifically noting the 4.6 million people predicted to lose coverage and then what they can do.

These are our four basic messages that we're trying to get out to everybody: update your contact information, respond to renewal forms, parents should send back the letter and then look at other coverage options. And then in here, we have some of our top materials. I did pull some of those open, and they are located here in English and Spanish. And then, we have some strategies that you can use in your community to share the word so that is available in English and Spanish. Again, we just posted that today so we're really excited and we'll put the link in. And then the

last thing, I think I have less than 60 seconds left, but educational videos. You can share these on social media. They're available in English and Spanish. We have 30-second, 15-second, and 6-second versions of these. You can, again, social media. If you are in an office of some sort and there's a closed caption like a closed-circuit TV that runs, you can run these on those, but these are great information about "Don't Wait! Update!" for Medicaid and CHIP. And again, those are available in English and Spanish.

So, I'm going to stop sharing and I'm going to turn it over because we have a lot of great guest speakers today who are out there doing a lot of great work reaching this population. And so, I'm going to go ahead and turn it over to our first partner, and we have with us today Ben D'Avanzo, he's the Senior Health Policy Analyst at the National Immigration Law Center, also known as NILC. Ben?

Ben D'Avanzo: Hi, thank you for having me on this webinar. My name is Ben D'Avanzo with the National Immigration Law Center. We focus on policies, programs around low-income immigrants. So, I'm going to focus on tackling some common questions that might come up when you all are reaching out to Hispanic or Latino communities, particularly those with higher numbers of immigrants. These are high-level answers to questions, and the specifics are going to vary depending on individual cases. So, make sure you do your due diligence. Next slide.

Many people who were new or are applying for Medicaid for the first time may be concerned that the information that they put on their application, like their address or immigration status, could be used by immigration enforcement. However, Medicaid agencies only use information submitted on an application for purposes of administering the program, such as determining when the applicant is eligible. Immigration enforcement agencies do not use or ask for this information. Applicants should feel confident applying for Medicaid. Next slide.

Others may avoid applying for Medicaid for family members, such as eligible children, because they themselves do not have an eligible immigration status and are worried about providing information. Federal policy is clear. States cannot require that someone who is not applying for Medicaid for themselves but rather for their child, for example, to provide information that is not needed for the application. For example, income information may be required if they are part of a household but not their social security number. Next slide.

In recent years, we know many people have been deterred from public programs like Medicaid because of fear of being determined a public charge. Public charge is an immigration law that assesses whether someone will be primarily dependent on the government for their subsistence, and that only applies when someone applies for a visa or green card. Under the 2022 Department of Homeland Security Public Charge Rule, Medicaid is not counted in a public charge determination unless the person has Medicaid funding for long-term institutionalization, such as residing in a nursing home and government expense. Home-based care does not count. In addition, family members' use of public benefits is never a factor in public charge determination. HHS had made it clear that public charge should not deter someone from applying for or renewing their Medicaid. Next slide.

Medicaid eligibility can be complicated for immigrants, and someone may be concerned about renewing coverage if their status has changed or applying for the first time. Medicaid eligibility workers will assess if someone is still eligible based on their status, though due to some policy changes in recent years, they may make mistakes. An applicant should avail themselves of appeals if needed if they are concerned that they have been wrongfully denied. While individual situations may vary, many categories of immigrants are eligible for Medicaid, including green card holders of at least five years in most states, humanitarian immigrants, and, in many states, pregnant people and children who are lawfully present. Income-eligible immigrants who are lawfully present but don't meet the Medicaid eligibility rules can generally get highly subsidized coverage under the Affordable Care Act. Some states have also, in recent years, expanded Medicaid eligibility for groups of previously ineligible immigrants, including those without immigration status using their own funds. [Healthcare.gov](https://www.healthcare.gov) has some detailed information about eligible immigration statuses, and we have several fact sheets at [nilc.org](https://www.nilc.org) on different types of eligibility for immigrants based on different programs and covering different states. Next slide.

Many people may avoid renewing their coverage because they do not know they can get help in their language. However, they have a right to that help under civil rights laws and the Affordable Care Act. At the very least, they should be able to get an interpreter through the phone, though many states provide applications or notices around Medicaid in Spanish. People may encounter some barriers to accessing help, and the HHS Office for Civil Rights accepts complaints if the state does not address these barriers. Next slide.

Affordable Care Act does also provide many protections that I mentioned for Medicaid. For example, data collected under the ACA must be protected more so, usually if not the same as Medicaid coverage. It is not shared with immigration enforcement. ACA subsidies are not a factor in public charge determinations. Some immigrants earning below the poverty line and residing in states that have not expanded Medicaid or expanded Medicaid may be eligible for ACA coverage. If you are unsure, people should still try to apply for coverage and see if they're eligible. There are many organizations in states, such as Federally Qualified Health Centers, community groups, and hospitals that work heavily with immigrant groups and have specific expertise about eligibility and access to Medicaid and coverage programs in your state, and we recommend that you contact them.

As I mentioned, overall, immigrants should not be deterred from applying for Medicaid, particularly because of concerns around their data, concerns around public charge, confusion around language access, or questions about their eligibility. We highly recommend that people work in their communities and work with their friends, their family members, their memberships to ensure that as many people are able to renew their Medicaid coverage as possible in the next year so we can ensure that health disparities are not exacerbated, and that everyone is able to access health care. Thank you very much.

Joanna Kuttothara: Hi. So my name is Joanna Kuttothara, and I am with UnidosUS, and I'm going to share a few of the best practices we've employed, as we are communicating about different health programs and information to Latino families and communities. So next slide, please. And I will be highlighting not only the work that we did for Medicaid Unwinding but also the work that we're doing under the Esperanza Hope for All campaign, which is a vaccine

education campaign in partnership with our affiliates, which are community-based organizations like Federally Qualified Health Centers, to really increase vaccine competence in the Latino community. So, the focus of our health awareness campaign, in general, is to disseminate culturally and linguistically appropriate information to Hispanics and Latinos across the United States. And what I mean by that, we want to go directly to hard-to-reach locations and neighborhoods and provide reliable information and resources both in Spanish and English. And so, you can see from the slide that some of the activities that we carry out as part of our 360-degree campaigns. And one of the key aspects that we focus on in Unidos is we're very strategic about the activities to make sure that they're scalable depending on the funding we have and the reach that we want, but also to think through our audience and then the markets that we're going at. And so, for example, a great example of that is if you see the print advertisement for our Esperanza Hope for All campaign, we selected locations, and we were very strategic in making sure that we went to local neighborhoods and vendors and restaurants and places of gathering for Latinos, and also we partnered with food trucks that were doing the same to take the messaging there. Next slide, please.

And one of the flagships of our campaign has been a mobile education tour that we launched in April 2021. And that has been running through to the end of year and we've visited over 16 different cities across the United States, where we've been present for over six weeks every weekend in partnership with our affiliates as I mentioned, so the local community organizations, to participate in local events and that can be from health fairs to flea markets. We've been to community gathering locations such as, for example, local churches, we've been to commercial spaces such as Walmart, for example. We've had a partnership with them where we've been able to reach, I know the slide says over 36,000 individuals, but we've reached over 76,000 individuals in the past two years with one-on-one interactions. The idea of this mobile education tour is to really create spaces and opportunities for individuals to reach out and address specific questions and concerns that they have. And then we are able, with the help of our community health workers, or promotores de salud, to provide answers and local referral and resources that they're able to use to feel more comfortable. So next slide, please.

And another particularly successful tactic that I want to highlight is our partnership with Latino content creators across various social media platforms. What we've done through this is we're engaging Latino millennials and Gen Zers as ambassadors to their communities, to their families, to their household. So, we've encouraged influencers that range from lifestyle to medical influencers to create fun, interactive content that engages with their followers and then their audience can then share out in their social media platforms. So, if you follow the Esperanza Hope for All hashtag, you'll see a lot of the content that they've created, which can vary from graphics to reels, to videos, and you'll be able to appreciate the level of engagement that they've garnered. Next slide, please.

We've also benefitted from the expertise and knowledge of our amazing digital and social media team at Unidos, who have helped boost our outreach efforts through our ads and digital advertising efforts. So, one of the features that they've been able to use in Meta platforms is this "call now" feature in our ads, where end users are able to directly contact call center numbers with a single click from the ad. And we've also been able to schedule those ads so that they only run when the affiliates are available to answer the call. Therefore, we're maximizing the impact.

We're making sure that people are there to answer the phone when those ads are on. And another, we've also been able to take advantage of the advanced targeting system that the platform offers to us so we are able to reach specific geographic locations and even target by language preference making sure that our message resonates with our audience. And we've been very successful with this digital advertisement strategy that we've even implemented them and adopted them for other campaigns and programs that we run, such as our housing program for Latinos. And we've seen the same level of engagement.

And so now, I'll turn it over to Justin Gust from El Centro to talk a little bit about their efforts. Thank you.

Justin Gust: Thank you, Joanna. Good afternoon, everyone. My name is Justin Gust, and I am the Director of Community Health here at El Centro. We are an affiliate of UnidoUS and have been doing a lot of work about the Medicaid Unwinding so happy to share some quick, brief comments about what we have been working on. Next slide. So, El Centro is a non-profit welcoming center for Latino immigrants and families, and we serve Wyandotte and Johnson counties here in Kansas, that is part of the Greater Kansas area. We have a 46-year history of working with our Latino community and are a proud affiliate of UnidosUS. Next slide.

Back in 2019, we started a new project that we called ¡Inscríbese! Get Enrolled. It's a combination of two different programs that we have. One is our promotores de salud who very much do a lot of our education outreach. Every week, they conduct classes and they're out at local Latino-owned stores and businesses to really engage with the community and bring different health topics to their awareness. We also have our Health Navigation Program, which offers the enrollment assistance in person in Spanish, and that's where we're able to help people connect. So, our promotores are out there talking about the Unwinding happening and connecting them back with our Health Navigators to then be able to help with the renewal process, but we also use a lot of different ways to get the word out. Next slide.

Last year, we developed a series of PSA videos on our website. I have the link at the end of my slide, and I believe these slides are going to be shared after the presentation today. But those videos we developed pretty early on before the renewals actually started happening, and they are really beneficial because they have very simple messages in the language that people are going to be able to understand. They're developed in Spanish and have English subtitles and we just recently with the national partner, Association of Maternal and Child Health Programs, created a couple of videos for people to be able to adapt and add their contact information at the closing slide. And we are going to actually watch an example video on this next slide that will be in Spanish with Spanish subtitles. (Speaking in Spanish.) All right, thank you. Next slide.

So, that video we made so people can on that closing screen people add their contact information and local information, so people are able to get help locally but we wanted to create that national video for anybody to be able to use and use as an outreach tool. Other ways we've also been working on getting the word out about the Unwinding are through television. So those other PSAs I mentioned we have put on our local channels here in Kansas City with Univision and Telemundo. We also work with a local radio channel here in Kansas City called La Mega and are doing Facebook interviews each week that also get broadcasted onto the radio channel. We are

working currently to place audio PSA ads on Spotify to get the word out, and we have also been doing a lot of Facebook live interviews with different experts to raise awareness. Next slide.

Our promotoras have also been attending a lot of events with everyone kind of coming back together. We've been doing a lot of health fairs. Back-to-school events are huge right now for us. I was just at one Saturday where we came across 2,500 individuals coming for free backpacks and school supplies. We also are working on developing some postcards that we can take to stores, pharmacies, different places that people go to connect them to this help if they are needing helping with the renewals. And then we are also working on a series of Facebook ads and videos to place and this is an example of one that we put online. We created a Linktree account and posted all of our state, national, and local contact information on that tree so that way they have all the different links and resources there, and that ad links to it. We just spent about \$200 on running that ad, and you can see the reach and the number of clicks. It really does pay off and it's a pretty easy way to get the word out there, at least on Facebook and Instagram. Next slide.

Then I just wanted to touch on importance of coalitions and working together. There were a lot of questions in the chat about who in your state you can reach out to. So here locally, we are working with our health department and their health improvement plan that they do every five years. They also have a committee, so we've been meeting pretty much every week since the Unwinding started to just help support each other and answer some of those questions. Our state here in Kansas has also put together an advisory committee that we participate in every other week to give the state feedback about what's working well and what needs fixed. And then nationally we've been participating with a funder, Community Catalyst and also UnidosUS, each month on different calls just to make sure we're up to date on our information and really to see what the experience is like in other states across the U.S. Next slide.

That is kind of a brief and quick introduction to some of the work we're doing. If you scan that QR code, it takes you to our social media Linktree. There, you'll find our website and we do have all those PSA videos on there under our Community Health tab. And if you have any questions, feel free to email me and reach out. But I will pass it back onto you, Hailey. Thank you.

Hailey Gutzmer: Great, thank you Justin and thank you Joanna and Ben and Stefanie for all that helpful information. So now we have a few minutes here to answer a couple of questions that have come in through the Q&A. So, I have seen a couple of questions about the slides and other resources that we have been dropping into the chat so we will send a follow-up email after this webinar with the link to the slides for you all to download, and we'll also share some of the resources that we've been dropping in the chat, so you all will have all of that after the webinar. We are also recording this webinar and we will be posting it so we will include the link to that recording in the follow-up email as well.

So, my first question here is for Stefanie. So, Stefanie, you had mentioned with some of the statistics that people who are still eligible for Medicaid may lose coverage. Could you explain why someone who's still eligible may lose Medicaid coverage?

Stefanie Costello: Yep. So, one of the reasons why people are going to lose Medicaid coverage but they're still eligible, and this came up a couple times in the chat, is that the Medicaid office is not able to find that individual. They might have moved in the last three years, or something is wrong with their address, and coupled with the fact that individuals might not know that they have to renew or update their contact information with the Medicaid office. And so, individuals like that who the Medicaid office is not able to contact, they might lose their coverage because there's not contact information to reach out to them. There could be a letter sent to someone saying that they need more information, and if the person doesn't read that letter or doesn't submit the information, then they will be removed from Medicaid as well. So, the calls to action that we have are try and help those individuals make sure that they stay covered and that's really where we need your help. We need the people in the community who are interacting with individuals who are on Medicaid or might be in a community center, or a library, or a food bank, or wherever those individuals might be, a place of worship, then having that information there letting them know that this is coming and that they need to update their contact information with their state and that they need to look out in the mail and return anything they have. So those messages that we went over—update, check out for your mail, make sure parents are submitting forms for their kids, and then looking for other coverage options—those are the things that we need to do to make sure that people stay covered.

Hailey Gutzmer: Great. Thank you, Stefanie. Our next question is for Ben. Ben, there were a couple questions about public charge. Is there a resource with people can go to learn a little bit more about public charge?

Ben D'Avanzo: Yes. So, I'll share the link for pifcoalition.org and the specific. There's some tools on there in multiple languages around understanding when public charge applies to someone. I'll share a couple things around public charge. One, it only applies to people applying for visas or green cards. It does not impact applications for citizenship, for example. Two, it is part of an overall assessment, use of any one benefit does not affect for sure your determination one way or another. It is called the Totality of the Circumstance and it is an overall assessment of a person's circumstances. And three, I will also share a page from the administration community living HCBS use, and other kinds of at-home nursing services does not count in use for public charge. It is only long-term institutionalization, which means not rehab, not short-term stays in an institution like a nursing home, a government expense, meaning Medicaid pays for it, and I will share the additional resources on that. I will note that if a parent uses those resources and their child is applying for a visa or green card, that parent's use of nursing home services is not relevant for the person's visa or green card application.

Hailey Gutzmer: Great. Thank you, Ben. And unfortunately, that is all the time we have for Q and A today. Thank you to everyone that submitted a question. We will use questions that we were not able to answer today to inform future discussions. And with that, I will pass it over to my colleague, Tasha Bradley, to close out the call today.

Tasha Bradley: Thank you, Hailey. We hope the webinar 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 networks 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

keep health coverage whether through Medicaid and CHIP or 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.

On the next slide you will see as mentioned earlier, we are holding a series of webinars during August focused on special populations and on this slide, you will see each of those webinars available. You can register for any of the webinars using the same link that you used to register for today's webinar. Our next webinar will be on August 10, this Thursday, at 3:00 PM, and it going to be focused on Black American populations. We have one next week, on August 17 at 3:00 PM, focused on reaching aging and disability populations, and then we have one on August 24, 2023, at 3:00 PM, focusing on reaching rural populations. I do want to also note that there is one going to be planned for September focused on Native Americans, and that was asked in the chat. So, I just want to make sure that folks know that and be on the lookout for additional webinars in the future.

And on the next slide, we also wanted 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 monthly webinars that are part of our ongoing series. The link to register for these webinars will be posted in the chat. So, the next webinar is August 23 at 12:00 PM, and our September webinar is on the 27th and its at 12:00. Again, we appreciate your partnership and commitment to help ensure that Hispanic and Latino people are connected to the best health coverage that they are eligible for. With that, I want to thank you all for attending today's webinar. We look toward to continuing to work alongside all of you and continuing to engage with you all. Thank you, and this concludes our webinar for today. Thank you. Bye everyone.