



Reaching Out to People Who Live in Rural Areas about Medicaid & CHIP Renewals

The Centers for Medicare & Medicaid Services (CMS) wants to make sure people continue to have health care coverage whether that's through Medicaid, Children's Health Insurance Program (CHIP), Medicare, [HealthCare.gov](https://www.healthcare.gov) (through the Affordable Care Act), or employer-sponsored coverage. We need your help as a trusted voice to help share information on yearly Medicaid and CHIP renewals. You can use this resource to help share important messages about what steps parents, families and individuals should take to ensure they remain covered.

How often do people with Medicaid or CHIP need to renew their coverage?

States check every year to find out if people with Medicaid or CHIP coverage still qualify for coverage. States will use the information they have to decide if a person or their family member(s) will keep their Medicaid or CHIP coverage. If the state needs more information, they will send a letter to that person electronically or in the mail. The person may also receive a call from their state Medicaid or CHIP agency.

What can YOU do to help people renew their Medicaid or CHIP coverage each year?

We need partners like YOU to help make sure that people enrolled in Medicaid and CHIP complete these steps each year:

- 1. Update their contact information with their state Medicaid or CHIP agency.** This includes current mailing address, phone number, email, or other contact information.
- 2. Check their mail and open any mail from their state Medicaid or CHIP agency.** The letter will let someone know if they need to complete a renewal form to find out if they're still eligible for Medicaid or CHIP.
- 3. Complete their renewal form (if they get one).** Fill out the form and return it to the state Medicaid or CHIP agency right away to help avoid a gap in coverage.
 - Even if a parent is no longer eligible for Medicaid, their child may still be eligible for Medicaid or CHIP. It is important to **always** return the renewal form so the state can see if a person or anyone in their family qualifies for coverage.

If someone is no longer eligible for Medicaid or CHIP, they should check if they can get coverage through their employer, through the Marketplace at [HealthCare.gov](https://www.healthcare.gov), or through Medicare.

What resources are available to share with people enrolled in Medicaid and CHIP?

CMS has a variety of resources to help raise awareness about renewing Medicaid and CHIP each year and other coverage options if people are no longer eligible for Medicaid or CHIP, including:

- **Medicaid Basics for Partners: Enrollment, Eligibility, and Renewals**
- Partner Tip Sheet ([English](#) and [Spanish](#))
- HealthCare.gov Postcard ([English](#), [Spanish](#), [Chinese](#), [Hindi](#), [Korean](#), [Tagalog](#), and [Vietnamese](#))
- Health Care Options Factsheet ([English](#), [Spanish](#), [Chinese](#), [Hindi](#), [Korean](#), [Tagalog](#), and [Vietnamese](#))
- Post Cards for Kids and Families ([English](#) and [Spanish](#))

The full list of resources can be found on the [Medicaid and CHIP Renewals Outreach and Educational Resources](#) webpage at [Medicaid.gov/renewals-outreach-education](https://www.Medicaid.gov/renewals-outreach-education). Resources can be downloaded or printed and shared broadly.

What strategies can I use to spread the word in my community?

People living in rural areas may have different needs such as longer travel distances and limited access to internet or cell service. Reaching this population requires unique strategies to help share information about Medicaid and CHIP renewals.

- Partner with trusted messengers and influencers, such as faith and community leaders, local providers including rural health clinics and federally qualified health centers, community centers, schools, childcare centers, libraries, neighborhood associations, grocery stores, small businesses, and other local organizations in your area to share resources and host outreach events.
- Share messages on different communications channels such as local newspapers, radio, tv, bulletin boards, and social media.
- Hand out materials at local events or health fairs with the help of enrollment assisters. To find enrollment assisters in your area, visit [LocalHelp.HealthCare.gov](https://www.LocalHelp.HealthCare.gov).

