



Medicaid and CHIP Renewals:
**Reaching Children
and Families in
School-Based and
Early Education
and Care Settings**

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About This Toolkit

Education and early education professionals like you are trusted partners in the community and often share important health information with families.

Many people with low and moderate incomes are enrolled in Medicaid and/or the Children’s Health Insurance Program (CHIP), and they may need to complete paperwork to maintain their coverage or their children’s coverage.

If someone in the household isn’t eligible for Medicaid/CHIP, there are other health insurance programs available, including many low-cost options. Getting the word out about Medicaid renewals is an all-hands-on-deck effort, and we are asking you for help.

You can help spread the word about this important issue with parents and children. Below, you’ll find the following ready-to-use resources:

- **Letter from School/Early Childhood Education (ECE) Leadership to Teachers, Nurses, Counselors, etc.**
- **Letter from Schools/ECE, Teachers, Nurses, Counselors, etc. to Parents/Students**
- **Social Media Messages**
- **“Three Things You Can Do” Checklist**
- **Robocall Script**
- **No Reply Text/Group Message/Email**
- **Materials (Flyers, Postcards, Fact Sheets) and Other Resources**

You’re in a unique position to help the children and families in your school or early learning community retain their health care coverage. Thank you for sharing this important message.

Letter from School/ECE Leadership to Teachers, Nurses, Counselors, etc.

How to Use: This letter is intended for school/ECE leadership to send to teachers, nurses, counselors, PTA, etc., asking them to share Medicaid/CHIP information with students and parents via email, home-to-school apps, and backpack flyers, or as talking points.

LETTER 1: HELPING PEOPLE GET READY TO RENEW THEIR MEDICAID AND CHIP HEALTH COVERAGE

Letter 1 can be sent before school starts and during the first weeks of school. This letter highlights helpful information about Medicaid and CHIP renewals for school staff and/or early learning professionals to share with families.

Dear [name of school] staff,

We care about the health of our entire school community, and so, we're asking for your help by sharing an important message about [name of your state Medicaid/CHIP program] with your students' parents and caregivers.

[Name of your state Medicaid/CHIP program] offers essential programs that provide health coverage to people who otherwise may not be able to afford it. This coverage has been continuous for everyone since 2020, so individuals may not know they need to renew coverage. Now every [name of your state Medicaid/CHIP program] member must go through the annual renewal process to find out if they are still eligible to remain covered in the program.

About half of the kids in the U.S. have health care coverage through Medicaid or CHIP. [Name of your state Medicaid/CHIP program] offers support services that are essential to student learning, such as medical care, mental health care, and therapies that are part of Individualized Education Programs (IEPs). Keeping students covered is essential for our entire school community, and we can help ensure that kids who are eligible stay covered.

As [educators or early education professionals], we are in a unique position to share this message with families in our community. Please share the following steps with parents. Easy ways to do this include an email, take-home flyer, home-to-school communication apps for teachers/parents/students, or a conversation during back-to-school nights, curriculum nights, PTA meetings, or parent-teacher conferences. [Link to flyer/other resources from your state Medicaid/CHIP program.]

Here's the information:

Do You Have Medicaid or CHIP Coverage?

Protect Yourself & Your Family: Renew Your Coverage & Your Children's Coverage

- **UPDATE your contact information with [name of your state Medicaid/CHIP program].** Use your phone, computer, or a local library computer to go to the [name of your state Medicaid/CHIP program] website and follow the provided steps to update your contact information. Make sure [name of your state Medicaid/CHIP program] has your current mailing address, phone number, email, or other contact information. This way, they'll be able to contact you when it's time to renew your/your children's coverage.
- **RESPOND to the [name of your state Medicaid/CHIP program] renewal form when it arrives to keep your coverage.** Be on the lookout for a letter from [name of your state Medicaid/CHIP program]. The letter may say that you need to fill out a form to renew your coverage. Fill it out and mail it in right away to help avoid a gap in your coverage or your child's coverage. If the letter says that you and your children were already renewed, you're all set!
- **PARENTS** should respond even if you don't think you're eligible—your kids could still be eligible!
- **CONSIDER OTHER COVERAGE OPTIONS.** If you are no longer eligible for Medicaid or CHIP, check if you can get coverage through your employer, through the Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or through Medicare—the program for people age 65 and older.

It's important that we get the word out so our students and their families don't lose access to these vital programs. Thank you for your help spreading this message.



LETTER 2: HELPING PEOPLE WHO HAVE LOST MEDICAID OR CHIP COVERAGE

Letter 2 can be sent as a follow-up message to school and/or early education professionals after Letter 1 has been sent. Letter 2 has information about other health coverage options for families who may have lost Medicaid or CHIP coverage. This letter can be sent throughout the school year to remind staff to share this information with families.

Dear **[name of school]** staff,

We recently asked for your help sharing important information about Medicaid and Children’s Health Insurance Program (CHIP) health insurance renewals. Thank you for your support!

The renewal process is underway, and some families have lost or will lose Medicaid and/or CHIP coverage. As educators, we’re in a unique position to help those affected navigate this situation.

Please share the following steps with parents when you talk or write to them:

Have You Lost **[Name of Your State Medicaid/CHIP Program]** Coverage?

If you, your child, or someone you know lost **[name of your state Medicaid/CHIP program]** coverage, you have other options. You may be able to get coverage through:

- **Your employer,**
- **The Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or**
- **Medicare, the program for people age 65 and older.**

For Health Insurance Marketplace® coverage, use your phone or computer to visit [HealthCare.gov](https://www.healthcare.gov), or call 1-800-318-2596, 24 hours a day, 7 days a week, for help in over 200 languages. The TTY number is 1-855-889-4325.

Assisters can help you learn about the cost savings available and even help you apply for health insurance coverage. You can also go to [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get in-person help. This service is free and can help you better understand your health care options.

For people 65 and older, visit [Medicare.gov](https://www.medicare.gov) or call 1-800-MEDICARE (1-800-633-4227) for more information about Medicare coverage. TTY users can call 1-877-486-2048. Call your State Health Insurance Assistance Program (SHIP) for free, personalized health insurance counseling. Visit [shiphelp.org](https://www.shiphelp.org) or call 1-800-MEDICARE to get your state’s SHIP phone number.

You can help families in our community retain access to vital health care programs. Thank you for your help spreading this message.

Letter from Schools/ECE, Teachers, Nurses, Counselors, etc. to Parents/Students

How to Use: This letter is intended for schools/ECE, teachers, nurses, counselors, etc. to send to parents to share Medicaid/CHIP information. The letter can be distributed via email, backpack flyers, or as talking points.

LETTER 1: HELPING PEOPLE GET READY TO RENEW THEIR MEDICAID AND CHIP HEALTH COVERAGE

Letter 1 can be sent before school starts and during the first weeks of school. This letter highlights helpful information for families enrolled in Medicaid and/or CHIP about the steps they need to take to renew their coverage or find another option for health coverage.

Dear parents,

Do you or your child have health insurance through **[name of your state Medicaid/CHIP program]**? If so, it's time to renew your coverage.

To ensure that you don't have a gap in coverage, follow these steps:

- **UPDATE your contact information with [name of your state Medicaid/CHIP program].** Use your phone, computer, or a local library computer to go to the **[name of your state Medicaid/CHIP program]** website and follow the provided steps to update your contact information. Make sure **[name of your state Medicaid/CHIP program]** has your current mailing address, phone number, email, or other contact information. This way, they'll be able to contact you when it's time to renew your/your children's coverage.
- **RESPOND to the [name of your state Medicaid/CHIP program] renewal form when it arrives to keep your coverage.** Be on the lookout for a letter from **[name of your state Medicaid/CHIP program]**. The letter may say that you need to fill out a form to renew your coverage. Fill it out and mail it in right away to help avoid a gap in your coverage or your child's coverage. If the letter says that you and your children were already renewed, you're all set!
- **PARENTS** should respond even if you don't think you're eligible—your kids could still be eligible!
- **CONSIDER OTHER COVERAGE OPTIONS.** If you are no longer eligible for Medicaid or CHIP, check if you can get coverage through your employer, through the Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or through Medicare—the program for people age 65 and older.

We care about the health of our students and their families and encourage you to be on the lookout for your letter and to take action to ensure that you retain access to health care coverage.

If you have questions about your Medicaid or CHIP coverage, you can contact the **[name of your state Medicaid/CHIP program]** at **[insert contact info]** or visit [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals).



LETTER 2: HELPING PEOPLE WHO HAVE LOST MEDICAID OR CHIP COVERAGE

How to Use: This letter is intended for schools/ECE, teachers, nurses, counselors, etc. to send to parents to share Medicaid/CHIP information. The letter can be distributed via email, backpack flyers, or as talking points.

We recently reached out to let you know that **[name of your state Medicaid/CHIP program]** health insurance renewals were underway.

If you, your child, or family member lost **[name of your state Medicaid/CHIP program]** health insurance coverage, you have other options. You may be able to get coverage through:

- **Your employer,**
- **The Affordable Care Act Marketplace at [HealthCare.gov](https://www.healthcare.gov), or**
- **Medicare, the program for people age 65 and older.**

For Health Insurance Marketplace® coverage, use your phone or computer to visit [HealthCare.gov](https://www.healthcare.gov), or call 1-800-318-2596, 24 hours a day, 7 days a week, for help in over 200 languages. The TTY number is 1-855-889-4325.

These folks can help you learn about the cost savings available and even help you apply for health insurance coverage. You can also go to [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get in-person help. This service is free and can help you better understand your health care options.

For people 65 and older, visit [Medicare.gov](https://www.medicare.gov) or call 1-800-MEDICARE (1-800-633-4227) for more information about Medicare coverage. TTY users can call 1-877-486-2048. Call your State Health Insurance Assistance Program (SHIP) for free, personalized health insurance counseling. Visit [shiphelp.org](https://www.shiphelp.org) or call 1-800-MEDICARE to get your state's SHIP phone number.

As **[educators or early education professionals]**, we care about the health of the children and families in our community. If you've lost Medicaid or CHIP coverage, we urge you to use these resources to explore other health insurance options.

Social Media Messages

How to Use: Go to the [HealthCare.gov](#) page on Facebook and LinkedIn and “share” their posts to your page. You can also share the approved Centers for Medicare & Medicaid Services (CMS) posts below.

Use the social media posts below to encourage and remind your followers to make sure their state’s Medicaid or CHIP program has their current mailing address.

URL for Posts: [Medicaid.gov](#), [Medicaid.gov/renewals](#), or state website.

SHARE HEALTHCARE.GOV POSTS

Facebook: www.facebook.com/HealthCare.gov

Twitter: <https://twitter.com/HealthCareGov>

SHARE PRE-APPROVED CMS POSTS

Share the posts below from CMS’ communications toolkit. Click [here](#) to find and download the graphics for use in your social media posts.

COPY

If you or your children have #Medicaid or CHIP, it’s time to pay attention to your health coverage! If you receive renewal information from your state, complete the forms and send them back right away. [URL]

#Medicaid consumers: Renewals are here! Ensure your state has your most up-to-date information. When you receive forms, be sure to fill them out and send them back ASAP: [URL]

GRAPHIC



COPY

Health insurance is important! If you use #Medicaid or CHIP, be sure to watch your mailbox for a renewal notice from your state. When it comes, complete the forms and send them back right away to avoid losing coverage. [URL]

Use #Medicaid? Listen up and stay covered!! Keep an eye on the mail for renewal forms from your state. When it comes, complete the forms and send them back right away: [URL]

GRAPHIC



ADDITIONAL GRAPHIC OPTIONS



COPY

Lost #Medicaid or #CHIP coverage? Act NOW to see if you qualify for a special enrollment period at [HealthCare.gov](https://www.healthcare.gov) to enroll in a health plan. You may receive financial help to lower your monthly costs! Most find a plan for less than \$10/month. [URL]

If you recently lost #Medicaid or #CHIP, you may qualify for a Special Enrollment Period to enroll in a [HealthCare.gov](https://www.healthcare.gov) health plan, but hurry – your time is limited! Most can find a plan for less than \$10 per month. [URL]

Recently lost or denied #Medicaid or #CHIP coverage? Visit [HealthCare.gov](https://www.healthcare.gov) now to see if you're eligible for a special enrollment period, and if you can get help lowering monthly premium costs: [URL] Most can find a plan for less than \$10 per month.

If you or someone in your household recently lost #Medicaid or #CHIP coverage, now's the time to go to [HealthCare.gov](https://www.healthcare.gov) to find out if you qualify for a special enrollment period and see what affordable options you're eligible for: [URL]

GRAPHIC



ADDITIONAL GRAPHIC OPTION



Tribal-focused graphic



“Three Things You Can Do” Checklist

Below, you’ll find easy ways to encourage your school or early education and care community to spread the word about Medicaid/CHIP renewals as well as health care options for families with children of all ages who may have lost coverage.

HOW YOU CAN HELP/HOW TO USE THIS TOOLKIT

You can help inform your community about the steps they need to take to retain their Medicaid and CHIP coverage by sharing information from this toolkit. Here are some ideas:

TEACHERS/EARLY CHILDHOOD EDUCATORS:

- Share during calls and meetings with parents/caregivers.
- Incorporate information into meeting agendas and distribute materials during back-to-school nights and other school events.
- Send students home with backpack flyers, such as CMS fillable flyers, or display a CMS fillable poster on your bulletin board or through your home-to-school communication app.

ADMINISTRATORS/PRINCIPALS/OFFICE STAFF:

- Display posters and flyers in the school office. Send a no-reply text to your school community.
- Share a short message during school announcements or using the robocall script in this toolkit.
- Send students home with a CMS fillable flyer and post them in hallways, sports facilities, etc.

SCHOOL NURSES:

- Display CMS fillable posters and flyers in your office. Visit www.medicaid.gov/resources-for-states/coronavirus-disease-2019-covid-19/unwinding-and-returning-regular-operations-after-covid-19/medicaid-and-chip-renewals-outreach-and-educational-resources/index.html. Then, click “Help People Get Ready to Renew Their Medicaid and CHIP Health Coverage.” Here, you’ll find fillable state-specific messaging. Just complete the fields with your state’s Medicaid and CHIP program name and contact information and display them to help spread the word.
- Distribute informative materials to students and parents/caregivers. Incorporate messaging into other communications, like vaccination updates or communications about health policies.
- Direct parents/caregivers to LocalHelp.HealthCare.gov to get help from someone in their area. This service is free and can help them better understand their health care options.



SCHOOL COUNSELORS/SOCIAL WORKERS:

- Schedule calls and meetings with parents/caregivers and use the robocall script in this toolkit as a guideline.
- Set up a table during a back-to-school night or curriculum planning event and provide flyers and assistance to parents/caregivers who need to update their contact information.
- Host an event (e.g., in the school library or a public library) for parents/caregivers to attend with a local navigator/ assister from [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get help from someone in their area. This service is free and can help them better understand their health care options.

PARENT-TEACHER ASSOCIATION/ORGANIZATION (PTA/PTO):

- Share letters, newsletters, and messaging with the parent/caregiver/teacher/coach community, including school sports teams, clubs, band, and other extracurricular activity groups, and encourage them to share the information.
- Set up a table during a back-to-school night or curriculum planning event and provide flyers and assistance to parents/caregivers who need to update their contact information.
- Host an event (e.g., at the school library or public library) or set up a booth/table at a school sporting event for parents/caregivers to meet with a local navigator/ assister from [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to get help from someone in their area. This service is free and can help them better understand their health care options.

It doesn't stop there. Here are five additional ways your education community can make a difference:

- Add a check box to your school application form or emergency contact form where people can indicate that they wish to receive additional information on this process.
- Include this outreach at special events.
- Create a resource center within your facility that provides free internet, where parents can update their address and research health care options.
- Post a web banner on your website and/or start a social media campaign.
- Team up with community groups and organizations or associations that you belong to.

People can find more information, including the CMS Communications Toolkit for external partners, at [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding) and [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals).

We are doing everything we can to help states to go above and beyond the minimum requirements to keep people covered. Thank you for your partnership in this effort.

Robocall Script

SCRIPT: HELPING PEOPLE GET READY TO RENEW THEIR MEDICAID AND CHIP HEALTH COVERAGE

Do you or a family member currently have health insurance through **[name of your state Medicaid/CHIP program]**? If so, here's what you need to know.

The **[name of your state Medicaid/CHIP program]** has begun checking to see if people enrolled in these programs still qualify for coverage. Be on the lookout for a renewal letter in the mail from the **[name of your state Medicaid/CHIP program]**.

To ensure you receive this critical piece of mail, make sure your address, email, and phone number are up to date with the **[name of your state Medicaid/CHIP program]**. Just visit the **[name of your state's Medicaid or CHIP program]** website and follow the provided steps to update your contact information.

You will be sent one of the following in the mail:

- a. A letter telling you that **[name of your state Medicaid/CHIP program]** is renewing your Medicaid or CHIP coverage, or
- b. A letter telling you that you no longer qualify for **[name of your state Medicaid/CHIP program]** and when your coverage is ending, or
- c. A Medicaid or CHIP renewal form asking you for more information to see if you or members of your family still qualify for Medicaid or CHIP. If you get a renewal form, fill it out and return it as soon as possible to help avoid a gap in your coverage. Parents should respond even if you don't think you're eligible—your kids could still be eligible!

Remember: Update your address. We don't want you to miss this important piece of mail.

If you have questions about your Medicaid or CHIP coverage, you can contact the **[name of your state Medicaid/CHIP program]** at **[insert contact info]** or visit [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals).

SCRIPT: HELPING PEOPLE WHO HAVE LOST MEDICAID OR CHIP COVERAGE

Have you, your child, or a family member lost **[name of your state Medicaid/CHIP program]** health insurance coverage? You have options!

- First, check if you can get coverage through your employer.
- Another option is the Health Insurance Marketplace®. Visit [HealthCare.gov](https://www.HealthCare.gov) or call the Marketplace Call Center at 1-800-318-2596 for details. TTY users can call 1-855-889-4325.
- A third option is Medicare—the program for people age 65 and older. To find out if you qualify, visit [Medicare.gov](https://www.Medicare.gov) or call 1-800-MEDICARE—that's 1-800-633-4227. TTY users can call 1-877-486-2048.

And remember:

- If your income level or medical needs change, you might qualify for Medicaid or CHIP in your state. You can apply any time, and there's no limit to the number of times you can apply. To re-apply for Medicaid or CHIP, visit **[name of your state Medicaid/CHIP program]** at **[insert contact info]** for next steps.
- If your child no longer qualifies for Medicaid, they might still be eligible for health coverage through your state's CHIP program.
- You may be able to get low-cost, quality health coverage through the Health Insurance Marketplace®. Most people qualify for health plans that lower their monthly premium and the cost of care. Savings are based on household income and size.



No Reply Text/Group Message/Email

Below, please find SMS/text/email message copy that can be distributed by your school or early education and care setting to 1) encourage parents/families to make sure their current contact information is on file with the state Medicaid office, and 2) to inform parents/families of their options if they've lost or will lose Medicaid or CHIP coverage.

PHASE I: HELPING PEOPLE GET READY TO RENEW THEIR MEDICAID AND CHIP HEALTH COVERAGE

[Link]: State's Medicaid office link or [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals)

- Make sure you get your Medicaid renewal letter – update your contact information if it changed recently: [Link]
- Don't miss your Medicaid renewal letter! Update your contact information if it changed recently: [Link]
- Have coverage through **[name of your state Medicaid/CHIP program]**? Make sure your address is up to date so you get your renewal letter: [Link]
- Medicaid/CHIP renewals are coming! Make sure your address is up to date: [Link]
- Changed your address in last 3 years? Update your address with us **[or "your state"]** so you get your Medicaid renewal letter: [Link]

PHASE II: HELPING PEOPLE WHO HAVE LOST MEDICAID OR CHIP COVERAGE

[Link]: [HealthCare.gov](https://www.HealthCare.gov)

- Lost or denied Medicaid or CHIP coverage? You may qualify for coverage with a Special Enrollment Period at [Link]
- Lost Medicaid or CHIP coverage recently? See if you qualify for [HealthCare.gov](https://www.HealthCare.gov) coverage. Most can find a plan for under \$10 per month at [Link]
- Need health coverage? Visit [HealthCare.gov](https://www.HealthCare.gov) to see if you qualify for Marketplace coverage & review your coverage options today! [Link]

In addition to sending these messages, you can also post a web banner on your website or home-to-school app.

Materials (Flyers, Postcards, Fact Sheets) and Other Resources

Materials to help you or other education professionals share the word with parents:

- **Partner Tip Sheet (English and Spanish):** Use this tip sheet to help people who have lost Medicaid or CHIP find other health coverage.
- **Health Care Options Fact Sheet (English and Spanish):** Use this fact sheet to teach people three things to know about their health care options.

Materials for your school:

- **Postcard for Kids with Medicaid or CHIP (English and Spanish):** Use this postcard to help families keep coverage for their kids.
- **Fillable Postcard for Kids with Medicaid or CHIP (English and Spanish):** Customize this postcard with state Medicaid information to help families keep coverage for their kids.
- **Postcard for Renewing Kids' Medicaid or CHIP (English and Spanish):** Use this small postcard to help families take steps to keep health coverage.
- **Fillable Postcard for Renewing Kids' Medicaid or CHIP (English and Spanish):** Customize this postcard with state Medicaid information to help families take steps to keep health coverage.
- **Fillable Flyer (English and Spanish):** Add information about your state's upcoming Medicaid or CHIP renewals to this customizable flyer.
- **Conference Card (English and Spanish):** Hand out this small, two-sided conference card to people who may need to renew their Medicaid or CHIP coverage in your state.
- **Cards for Display Stands (English and Spanish):** Put these state-specific rack cards in a display stand in the school office, guidance counselor's office, nurse's office, or other places people can easily access them.
- **HealthCare.gov Postcard (English and Spanish):** Use this postcard to help people learn about low-cost, quality health coverage through the Health Insurance Marketplace® at [HealthCare.gov](https://www.healthcare.gov).
- **Medicare SEP Fact Sheet (English and Spanish):** Use this fact sheet to help people find out if Medicare coverage is an option—the program for people age 65 and older.
- **Employer Fact Sheet (English and Spanish):** Use this fact sheet to help your employees and their families learn about health coverage options.
- **Web Banners from InsureKidsNow.gov (English and Spanish):** Use web banners and buttons to link online traffic to [InsureKidsNow.gov](https://www.insurekidsnow.gov), where visitors can find information about their states' programs. Each .zip folder includes three standard web banner and button sizes, as well as posting instructions. Place these banners and buttons on your website. Additional materials from CMS' Connecting Kids to Coverage National Campaign can be found on the [InsureKidsNow.gov](https://www.insurekidsnow.gov) Outreach Tool Library.



Free CMS Material Ordering Instructions

Select materials are now available to order for free through the [CMS Product Ordering website](#). Materials can be ordered in English and Spanish by following the steps below:

1. Visit productordering.cms.hhs.gov/pow and click "Request an Account."
2. Enter your information and click "save." [Accounts and all products are free of charge.](#)
3. Look for an email from CMS POW Support, who will notify you when your request has been approved.
4. Once you have been approved, visit productordering.cms.hhs.gov/pow and log in using your username and password. You will need to enroll in password verification the first time you log in.
5. After you have logged in, find the search term box in the upper right corner, and search for the phrase "Losing Medicaid or CHIP?"
6. You will see tear pad options for English and Spanish. Enter the number of copies you would like to order, then click "Add to Cart."

Click the "cart" icon in the upper right corner when you are ready to check out and follow the steps to place your order.