



Medicaid Continuous Coverage Unwinding: Messaging and Outreach Resources

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Introduction

State Medicaid agencies are beginning to unwind the Medicaid continuous coverage provisions enacted in early 2020 to adapt to the COVID-19 pandemic. With some states having begun terminations of coverage as early as April 1, 2023, advocates have an important role to play in messaging and outreach to prepare enrollees to renew their coverage. This document contains a comprehensive list of messaging and outreach resources for advocates related to the continuous coverage unwinding. Resources are compiled from the Centers for Medicare & Medicaid Services (CMS) and advocacy organizations.

Key Messages on Unwinding

- Medicaid eligibility is being reviewed for almost everyone (accounting for changes in circumstances and renewals that happened during the Public Health Emergency).
- Get ready by updating your contact information, checking your mail, and completing any renewal forms if received.
- If you no longer qualify for Medicaid, you may qualify for a Marketplace plan. You can apply right away. You do not have to wait for open enrollment.
- For more information about Medicaid renewals, contact your [state Medicaid office](#).

Recommendations for Messaging and Outreach on Unwinding

- Default to messaging consistent with and specific to your state. For example, reference state Medicaid office and state-based exchange (SBE) contact information.
- Highlight that enrollment assistance is available and include references to state-specific resources.
- Include specific dates and timeframes whenever possible.
- Include information about enrollees' due process rights.
- Ensure communications are accessible for people with disabilities and people with limited English proficiency.
- Move away from "Public Health Emergency" phrasing.

CMS Resources

Medicaid and CHIP Eligibility Renewals: A Communications Toolkit

- Available languages: [English](#), [Spanish](#), [Chinese](#), [Hindi](#), [Korean](#), [Tagalog](#), [Vietnamese](#)

Medicaid and CHIP Eligibility Renewals Toolkit Supporting Materials

- [Supporting Materials](#): Flyers, Postcards, Conference Cards, Rack Cards, Tear Cards, Graphics (available to download in above languages and for tribal communities)
- Fact Sheet on Health Care Options for Individuals Losing Medicaid/CHIP: [English](#)
- Fact Sheet for Employers with Employees Losing Medicaid/CHIP: [English](#), [Spanish](#)
- Fact Sheet for Medicaid to Medicare Transitions: [English](#)
- Graphics for Providers: [Full Page](#) and [Half Page](#)
- Connecting Kids to Coverage: [2022 Back-to-School Toolkit](#) and [Graphics](#)

Consumer Research on Unwinding

- [Consumer Research: Messaging to Promote the Use of HealthCare.gov](#) (Nov. 11, 2022)
- [Consumer Research on Unwinding Phase I: Preventing Churn](#) (Mar. 2022)

Other Resources

Advocate Messaging and Outreach Resources

Medicaid Continuous Coverage Unwinding Toolkit (Young Invincibles, Mar. 2023)

- [YI Medicaid Continuous Coverage Unwinding Toolkit](#)
 - [YI Unwinding Toolkit: A Guide to the End of Medicaid Continuous Coverage](#)
 - [YI Unwinding Social Media Graphics](#)

FAQs and Tips for Community Partners on Unwinding Medicaid Continuous Coverage (Center on Budget and Policy Priorities, Feb. 2023)

- [FAQ: Unwinding Medicaid Continuous Coverage](#)
- Tips for Community Partners: [English](#), [Spanish](#), [Simplified Chinese](#), [Korean](#), [Vietnamese](#), [Tagalog](#), [Russian](#), [Arabic](#)

Continuous Coverage Messaging Resources (Community Catalyst)

- [Organizing for Outreach: Continuous Coverage Messaging Resources](#)
 - End of Continuous Medicaid Coverage Phone Script: [English](#), [Spanish](#) (Feb. 2023)
 - End of Continuous Medicaid Coverage PSAs: [English](#), [Spanish](#) (Feb. 2023)
 - 2023 Medicaid Rule Change Hustle Scripts: [Arabic](#), [English](#), [Spanish](#) (Jan. 2023)
 - PHE Unwinding Message Guide/Talking Points: [English](#), [Spanish](#) (Oct. 2022)

- [Organizing for Outreach Social Media Graphics and Materials](#)
 - Continuous Coverage Ending Graphics: [Arabic](#), [Burmese](#), [Chinese Simplified](#), [Chinese Traditional](#), [English](#), [Korean](#), [Marshallese](#), [Spanish](#), [Thai](#), [Tongan](#), [Vietnamese](#), [Alt Text](#) (Jan. 2023)
 - Rules Have Changed Graphics: [Arabic](#), [Burmese](#), [English](#), [Marshallese](#), [Spanish](#), [Thai](#), [Vietnamese](#), [Social Media Copy](#) (Dec. 2022)
- [Organizing for Outreach: Enrolling in Health Coverage Message Guide](#)
 - Message Guide: [English](#), [Spanish](#) (Nov. 2022)

2023 Medicaid Renewals Toolkit (The Arc, Feb. 2023)

- [2023 Medicaid Renewals Toolkit](#)
 - [Policy Explainer: The End of Medicaid’s Continuous Enrollment Requirements](#)
 - Know Your Rights: 2023 Medicaid and CHIP Renewals ([English](#), [Spanish](#))
 - [Sample Email to People and Families on Medicaid and CHIP Renewals](#)
 - [Social Media Graphics and Alt Text](#)

Protect What’s Precious: Medicaid and CHIP Redeterminations Toolkit (Catholic Health Association, Feb. 2023)

- [Protect What’s Precious Toolkit](#)
 - Talking Points ([English](#), [Spanish](#))
 - Posters ([English](#), [Spanish](#))
 - Postcards ([English](#), [Spanish](#))
 - Videos ([with music](#), [without music](#))

Unwinding: Provider Resources (Georgetown Center for Children & Families)

- [Fact Sheet: Get Ready! Medicaid Changes Are Coming](#) (Georgetown CCF, American Academy of Pediatrics, Nov. 2022)
- [Fact Sheet: Get Ready! Medicaid Changes Are Coming](#) (Georgetown CCF, American Academy of Family Physicians, Nov. 2022)

PHE Unwinding: Renew Your Coverage Toolkit (GMMB, Oct. 14, 2022)

- [Toolkit for Consumer-Facing Communications: Keep Your Coverage](#)
 - [Sample Social Media Post Language](#) (Available in English and Spanish)
 - Social Media Graphics: Facebook/Instagram ([English](#), [Spanish](#)), Twitter/LinkedIn ([English](#), [Spanish](#))

Messaging Insights in Focus Group Research (Betty & Smith, PerryUndem, Aug. 2022)

- [Message Guide: How to Talk about the End of the Public Health Emergency](#)
- [Insights from Focus Groups: Testing Materials to Prepare Medicaid Enrollees to Renew](#)

State Messaging and Communications Resources

Planning for the End of the Continuous Coverage Requirement: Communications Resources for States (State Health & Value Strategies)

- [Unwinding Social Press Kit](#)
 - [Template Renewal Communications Materials](#)
 - Sample Messages: [English](#), [Spanish](#)
 - Social Graphics: [English](#), [Spanish](#)
 - Key Messages for Renewals: [English](#), [Spanish](#)
 - [Sample Messages for Priority Renewal Populations](#)
 - [Template Notices for Renewals](#)
 - Supporting Materials (available in English and Spanish): [Template Flyers](#), [Rack Cards](#), [Website Text](#), [Text Messages](#), [Email Copies](#), [Call Scripts](#)
 - [Messages for Enrollees to Update Contact Information](#)
 - Template Flyers: [English](#), [Spanish](#)
 - Social Graphics: [English](#), [Spanish](#)
 - Text Messages: [English](#), [Spanish](#)
 - Email Text: [English](#), [Spanish](#)
 - Call Script: [English](#), [Spanish](#)
 - [Messages for Marketplace & CHIP Transitioning Populations](#)
 - Sample Messages: [English](#), [Spanish](#)
 - Social Graphics: [English](#), [Spanish](#)
 - [Messages for Medicare Transitioning Populations](#)
 - [Sample Messages](#)
 - [Social Graphics](#)
 - Enrollee Outreach Videos: [English](#), [Spanish](#)
 - [Communications Planning Materials](#)
 - [Unwinding the Continuous Coverage Requirement: Developing a Communications Plan](#) (GMMB, Jan. 2023)
 - PHE Unwinding Message Guide: [English](#), [Spanish](#), [Mandarin](#), [Cantonese](#), [Arabic](#), [Hindi](#), [Urdu](#), [Gujarati](#), [Korean](#), [Tagalog](#), [Polish](#)
 - [Recommended Terms for Direct-to-Consumer Communications](#)
 - [Sample Messaging for Employers on Employer-Sponsored Coverage](#)
- [One-Stop Resource Page for State Consumer Communications and Outreach](#)
- [Infographics on the Unwinding Provisions in the Consolidated Appropriations Act \(CAA\)](#) (Manatt Health, Feb. 17, 2023)

- Expert Perspectives:
 - [State Dashboards to Monitor Unwinding of the Medicaid Continuous Coverage Requirement](#) (Elizabeth Lukanen & Emily Zylla, SHADAC, Apr. 19, 2023)
 - [Communicating the PHE Unwinding: How States Are Collaborating With Community Partners](#) (Becky Lopez & Laura Buddenbaum, SHVS, Dec. 16, 2022)
 - [Communicating the PHE Unwinding: How States Are Conducting Outreach and Planning](#) (Becky Lopez, SHVS, Nov. 17, 2022)
 - [Recommended Terms for Direct-to-Consumer Unwinding Communications](#) (Julie Bataille & Kevin Caudill, GMMB, Oct. 31, 2022)
 - [State Strategies for Sequencing Enrollee Communications When Medicaid Continuous Coverage Ends](#) (Julie Bataille & Kevin Caudill, GMMB, Aug. 3, 2022)

Blogs, Articles, and Podcasts on Outreach Strategies

FCC Ruling Allowing Automated Text Messaging Will Help State and Local Agencies with Unwinding Medicaid Continuous Coverage (Maani Stewart, Center on Budget and Policy Priorities, Mar. 16, 2023) <https://www.cbpp.org/blog/fcc-ruling-allowing-automated-text-messaging-will-help-state-and-local-agencies-with-unwinding>

Preparing for the Unwinding of Medicaid Continuous Coverage (Center for Health Law and Policy Innovation, Law & Policy Technical Assistance Podcast, Mar. 9, 2023) <https://soundcloud.com/chlpi/medicaid-unwinding>

Unwinding Medicaid's Continuous Coverage Requirement: State Communication Strategies (National Academy for State Health Policy, Sept. 8, 2022) <https://nashp.org/unwinding-medicaids-continuous-coverage-requirement-state-communication-strategies/>

Experts: Texts Could Help Shrink Post-COVID Health-Coverage Gap (Nadia Ramlagan, Public News Service, May 31, 2022) <https://www.publicnewsservice.org/2022-05-31/health/experts-texts-could-help-shrink-post-covid-health-coverage-gap/a79302-1>