



Medicaid Continuous Coverage Unwinding: Messaging and Outreach Resources

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Introduction

State Medicaid agencies are unwinding 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

CMS Medicaid and CHIP Renewals Outreach and Educational Resources

- [Medicaid and CHIP Renewals Outreach and Educational Resources Landing Page](#)
- Full Communications Toolkit: [English](#), [Spanish](#)
- Abbreviated Communications Toolkit: [Chinese](#), [Hindi](#), [Korean](#), [Tagalog](#), [Vietnamese](#)
- [Additional Translated Materials](#) (Chinese, Hindi, Korean, Tagalog, Vietnamese, Ukrainian, Dari, Pashto)
- [Health Insurance Marketplace Open Enrollment Partner Resources](#)

CMS Medicaid and CHIP Renewals: Additional Materials and Resources

- General Messaging
 - Non-fillable Flyer: [English](#), [Spanish](#)
 - Postcard: [English](#), [Spanish](#)
 - Tear-Off Pad: [English](#), [Spanish](#)
 - Social Media: [Phase 1](#), [Phase 2](#), [Fraud and Scams](#)
 - Educational Videos: English (:30, :15, :06 sec), Spanish (:30, :15, :06 sec)
 - Partner Call to Action: [All Hands-On-Deck Resource](#)
 - Training Slides for Partners to Use: [What is Happening with Medicaid and CHIP?](#)
- Fillable State-Specific Messaging
 - Fillable Flyer: [English](#), [Spanish](#)
 - Conference Card: [English](#), [Spanish](#)
 - Rack Cards for Display Stands: [English](#), [Spanish](#)
- Helping People Who Have Lost Medicaid or CHIP Coverage
 - [Medicaid Fair Hearings Partner Resource](#)
 - Partner Tip Sheet: [English](#), [Spanish](#)
 - Health Care Options Fact Sheet: [English](#), [Spanish](#)
 - Medicare SEP Fact Sheet: [English](#), [Spanish](#)
 - Employer Fact Sheet: [English](#), [Spanish](#)
 - HealthCare.gov Postcard: [English](#), [Spanish](#)
 - Tear Off Pad: [English](#), [Spanish](#)
- Fraud and Scams Messaging
 - Customizable Scam Alerts: [English](#), [Spanish](#)
 - [Protect Yourself from Marketplace Fraud](#)
- Outreach to Special Populations (One-Pagers, Webinars)
 - Reaching Out to AANHPI about Renewals: [English](#), [Webinar](#)
 - Reaching Out to Black Americans about Renewals: [English](#), [Webinar](#)
 - Reaching Out to Hispanic or Latino People Renewals: [English](#), [Spanish](#), Webinar ([English](#), [Spanish](#))

- Reaching Out to American Indian and Alaska Native People: [English](#), [Webinar](#)
- Messaging for American Indians and Alaska Natives: [Fillable Flyer](#), [Tribal Graphic](#)
- Reaching Out to People with Disabilities: [English](#), [Webinar](#)
- Reaching Out to People Who Live in Rural Areas: [English](#), [Webinar](#)
- Messaging and Resources for Kids and Families
 - [School-Based Communications Toolkit](#) (Letters from School, Checklists, etc.)
 - [Slide Deck for Outreach to Children and Families on Medicaid Renewals](#)
 - Postcard for Kids with Medicaid or CHIP: [English](#), [Spanish](#)
 - Fillable Postcard for Kids with Medicaid or CHIP: [English](#), [Spanish](#)
 - Postcard for Renewing Kids' Medicaid or CHIP: [English](#), [Spanish](#)
 - Fillable Postcard for Renewing Kids' Medicaid or CHIP: [English](#), [Spanish](#)
 - Connecting Kids to Coverage: [Back-to-School Initiative](#), [Back-to-School Toolkit](#), [School-Based Outreach and Enrollment Toolkit](#), and [Graphics](#)
 - InsureKidsNow.gov: [Outreach Tool Library](#), [Outreach Video Library](#)
- Faith-Based Communications and Outreach
 - [Faith-Based Communications Toolkit](#) (Bulletin Inserts, Pulpit Messages, etc.)
 - [Public Service Announcement for Faith Leaders](#)
- Patient-Centered and Provider Communications and Outreach
 - [Patient-Centered Messaging for Clinical Office and Health Care Settings Toolkit](#) (FAQs, Recorded Phone Messages, E-Newsletter & Patient Portal Messages, etc.)
 - Messaging for Providers: [Full Page](#), [Half Page](#)
- HealthCare.gov YouTube Videos (:30 sec)
 - [Complete Your Medicaid or CHIP Renewal Form To Keep Your Coverage](#)
 - [Lost Medicaid or CHIP? HealthCare.gov Is Here For You](#)
- Consumer Research on Unwinding
 - [Consumer Research on Unwinding Phase I: Preventing Churn](#)
 - [Consumer Research: Messaging to Promote the Use of HealthCare.gov](#)

HHS Medicaid and CHIP Renewal and Transition Resources for Partners Hub

- [HHS Medicaid and CHIP Renewal and Transition Resources for Partners Landing Page](#)
- All Hands-On-Deck: [Call to Action](#), [Fact Sheet](#)
- Helping Others with Coverage
 - Renew Medicaid and CHIP Coverage
 - CMS General & Fillable State-Specific Messaging (listed above)
 - Assist People Who No Longer Qualify for Medicaid or CHIP Coverage
 - CMS Helping People Who Have Lost Medicaid or CHIP (listed above)
 - Transition to ACA Marketplace Coverage and Employer Sponsored Insurance
 - [CMS Agent Broker Toolkit: Transitions in Coverage](#)
 - [CMS Partner Tools and Toolkits](#)

- [CMS Marketplace Unwinding SEP FAQ](#)
- [Agent Broker Resources](#)
- [Transitions in Coverage FAQs](#) for Agents and Brokers
- [DOL FAQs](#) about the Families First Coronavirus Response Act, Coronavirus Aid, Relief, and Economic Security Act, and Health Insurance Portability and Accountability Act Implementation Part 58
- [DOL Blog](#) on Key Changes Employees Should Expect After COVID-19 PHE
- [DOL Flyer](#) on Transitioning to Other Health Coverage for Employees
- Outreach Materials by Population Category
 - Kids and Families
 - CMS Messaging and Resources for Kids and Families (listed above)
 - Educators and Students
 - [3-Minute Video](#) from HHS Secretary Becerra and Ed Secretary Cardona
 - [Joint Letter](#) from HHS Secretary Becerra and Ed Secretary Cardona
 - [Dear Colleague Letter](#) from Ed Secretary Cardona
 - [School District Medicaid & CHIP Enrollment & Renewal Checklist](#)
 - [Program Memo](#) to Institutions of Higher Education and State Higher Education Agencies
 - CMS School-Based Communications Toolkit & Connecting Kids to Coverage Resources (listed above)
 - Clinicians and Patients
 - CMS Patient-Centered and Provider Communications and Outreach (listed above)
 - Racial and Ethnic Populations
 - CMS Outreach to Special Populations (listed above)
 - People with Disabilities and Older Adults
 - [ACL Blog](#) on Changes to Medicaid Enrollment and Eligibility
 - [ACL Blog](#) on Steps Medicaid Beneficiaries Must Take to Keep Coverage
 - [ACL Unwinding Guidance](#) to State Units on Aging
 - CMS Outreach to Special Populations (listed above)
 - Faith-Based Populations
 - CMS Faith-Based Communications Toolkit (listed above)
 - Rural Populations
 - CMS Outreach to Special Populations (listed above)
- Key Government Actions Taken to Support Medicaid Renewals and Transitions
 - State Officials
 - [Letter to Governors](#) from HHS Secretary Becerra
 - [Letter to State Medicaid Directors](#) from CMCS Director Tsai

- [Letter to State Health Officials](#) from HHS OCR on Language Access for LEP Individuals and Effective Communication for Individuals with Disabilities
- Federal Nutrition Program Beneficiaries
 - Letter to Nutrition State Agencies from USDA ([English](#), [Spanish](#))
 - [WIC Works Newsletter](#) from USDA
 - [SNAP E&T Newsletter](#) from USDA
- Small Business Owners
 - [Letter](#) to Small Business Owners from SBA
- Housing Authorities
 - [Public Housing Agency Messaging](#) from HUD
 - [FHA Lender Messaging](#) to Single-Family Mortgagees
- Post Offices
 - CMS Partnered with USPS to Design and Put Up Posters in Post Offices
- Grantees and Other Key Stakeholders
 - [Webinar](#) for Americorp Grantees
 - [Letter](#) to SAMHSA Grantees
 - [Letter](#) to Maternal and Child Health Stakeholders from HRSA
 - [Letter](#) to Title V Maternal and Child Health and State Medicaid Partners from HRSA
 - [Letter](#) to Ryan White HIV/AIDS Program Providers from HRSA
- Other Resources
 - Messaging to Combat Fraud and Scams
 - [Senior Medicare Patrol Consumer Fraud Alert: Medicaid Renewal](#)
 - Bookmarks ([English](#), [Spanish](#))
 - CMS Social Media Frauds and Scams (listed above)
 - CMS Customizable Scam Alerts (listed above)
 - Helpful Links
 - [CMS Unwinding and Returning to Regular Operations after COVID-19](#)
 - [CMS Renew Your Medicaid or CHIP Coverage](#)
 - [COVID-19 PHE Unwinding Section 1902\(e\)\(14\)\(A\) Waiver Approvals](#)
 - [HHS Office for Civil Rights](#)
 - Key Data
 - [Medicaid Monthly Data Reports](#)
 - [NCHS Data Linkage – Medicaid Enrollment and Claims Data](#)
 - [Medicaid Continuous Enrollment Unwinding: Preparing to Support Patients Served by HRSA Programs](#)

Other Resources

Advocate Messaging and Outreach Resources

Spanish-Language PSAs on Medicaid Unwinding (El Centro Inc.)

- [Spanish-Language PSAs on Public Health Emergency Unwinding](#)

Hands Off Our Health Care Toolkit (NAACP)

- [Hands Off Our Health Care: The End of the COVID-19 Public Health Emergency](#)

Avoiding Scams During the Unwinding Toolkit (GMMB, May 2023)

- [GMMB Scams Toolkit for 2023](#)
 - Graphics: Facebook/Instagram ([English](#), [Spanish](#)), X/LinkedIn ([English](#), [Spanish](#))

Community Outreach Materials to Counter Public Charge-Related Fears (Protecting Immigrant Families, May 2023)

- [Connected to Health Care Materials](#) (Unwinding One-Pager, Template Community Presentation, Social Media Posts, Sample Presentation Scripts)
 - [English](#), [Spanish](#), [Arabic](#), [Chinese \(Simplified\)](#), [French](#), [Haitian Creole](#), [Korean](#), [Tagalog](#), [Vietnamese](#)

Resuming Medicaid Redeterminations: State Insurance Regulator Guide (National Association of Insurance Commissioners, May 2023)

- [NAIC State Insurance Regulator Guide](#)

Medicaid Unwinding Resources (UnidosUS, Mar. 2023)

- [Medicaid Unwinding Toolkit](#)
- [Fact Sheet: Important Steps to Protect Families from Losing Coverage](#)

Unwinding Toolkit for Schools (AASA, The School Superintendents Association, Mar. 2023)

- [Unwinding Toolkit](#): Email templates, Graphics, Social Media Posts, One-Pagers, etc.

Unwinding: Provider Resources (Georgetown Center for Children & Families, American Academy of Pediatrics, Mar. 2023)

- [Medicaid Changes Are Coming: How Pediatricians Can Help Children Stay Covered](#)
- State-Specific One-Pagers: 3 Steps to Keep Your Coverage ([English](#), [Spanish](#))

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](#)

Unwinding: Partner Resources (Center on Budget and Policy Priorities, Feb. 2023)

- [FAQ: Unwinding Medicaid Continuous Coverage](#)
- [Public Awareness Talking Points on Medicaid Unwinding for Impacted Communities](#)
- Tips: [English](#), [Spanish](#), [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](#))

PHE Unwinding: Renew Your Coverage Toolkit (GMMB, Jan. 2023)

- [Consumer-Facing Communications: Staying Covered Through the Unwinding](#)
- [Messages on 12-Month Continuous Coverage](#)
- Graphics: Facebook/Instagram ([English](#), [Spanish](#)), X/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

State Medicaid and CHIP Outreach Resources and Enrollment Assistance Snapshot

(Georgetown Center for Children & Families, May 9, 2024)

- [State Medicaid and CHIP Outreach Resources and Enrollment Assistance Snapshot](#)

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

- [Unwinding Social Press Kit](#)
 - [2024 Template Renewal Communications Materials](#)
 - Key Messages: [All Languages](#)
 - Social Graphics & Copy: [English](#), [Spanish](#), [Traditional Chinese](#), [Creole](#), [French](#), [German](#), [Gujarati](#), [Hindi](#), [Italian](#), [Japanese](#), [Korean](#), [Polish](#), [Portuguese](#), [Russian](#), [Tagalog](#), [Vietnamese](#)
 - [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](#)
 - [Template Open Enrollment Materials](#)
 - Social Graphics: [English](#), [Spanish](#)
 - Social Copy: [English](#), [Spanish](#)
 - [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:
 - [Optimizing SMS Strategies for Outreach to Medicaid and Marketplace Enrollees](#) (Melissa Morales & Kenzie Perrow, GMMB; Kaylee O'Connor, Manatt, May 16, 2024)
 - [Rapid Message Test Insights to Inform 2024 Medicaid Renewal Messaging](#) (Melissa Morales & Kevin Caudill, GMMB, Jan. 18, 2024)
 - [States' Reporting of Medicaid Unwinding Reinstatement Data](#) (Emily Zylla & Elizabeth Lukanen, SHADAC, Jan. 17, 2024)
 - [State Reporting to Monitor the Unwinding of Medicaid Continuous Coverage Requirement](#) (Emily Zylla, Elizabeth Lukanen, & Lindsey Theis, SHADAC, Jan. 11, 2024)
 - [State-Based Marketplace Transition Data During the Unwinding](#) (Elizabeth Lukanen & Emily Zylla, SHADAC, Jan. 11, 2024)
 - [Best Practices for Publicly Reporting State Unwinding Data](#) (Elizabeth Lukanen & Emily Zylla, SHADAC, Jun. 30, 2023)
 - [Communications Recommendations for Medicaid Agencies to Help Identify and Report Scams](#) (Mark Alves & Kelvin Caudill, GMMB, Jun. 2, 2023)
 - [State Dashboards to Monitor the Unwinding of Medicaid Continuous Coverage](#) (Emily Zylla, Elizabeth Lukanen & Lindsey Theis, SHADAC, May 24, 2023)

- [Sequencing Communications to Encourage Coverage Transitions](#) (Julie Bataille & Kevin Caudill, GMMB, May 12, 2023)
- [Federal Ruling Provides Text Messaging Flexibility to Support Unwinding Efforts](#) (Patricia Boozang, Kinda Serafi, & Alex Dworkowitz, Manatt, Jan. 27, 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>