

MEDICAID OUTREACH PARTNERSHIP

COMMUNICATIONS TOOLKIT



Welcome!

The Medicaid Outreach Partnership is an initiative to increase Medicaid outreach efforts across the country and in targeted states, including Michigan, New Jersey, Florida, and Texas. The Partnership encourages more individuals to enroll themselves and their families in Medicaid and the Children’s Health Insurance Program (CHIP). The Partnership is convened by Community Catalyst with funding from the Robert Wood Johnson Foundation*.

The core partners participating in the Medicaid Outreach Partnership include:

- Arab Community Center for Economic and Social Services (ACCESS)
- American Association on Health and Disability (AAHD)
- American Library Association (ALA)
- Asian & Pacific Islander American Health Forum (APIAHF)
- CenterLink
- Farmworker Justice
- Feeding America
- NAACP
- National Association of Community Health Centers (NACHC)
- National Urban League
- UnidosUS
- Raising Women’s Voices

About this Toolkit

This toolkit includes a wide array of turnkey communications resources to help you spread the word about Medicaid and encourage those in your community to enroll.

Additional resources, including a message guide, downloadable materials and shareable graphics can be found at [MedicaidOutreachPartnership.org](https://www.MedicaidOutreachPartnership.org).

Spanish translations can be found beginning on **page 19**.

*The views expressed here do not necessarily reflect the views of the Foundation.

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Medicaid Outreach and Enrollment Messaging

Core Message

The following provides the primary frame and key points to highlight in any messaging about Medicaid.

Health insurance gives you the peace of mind of knowing you're covered if you get sick or injured. Medicaid is low-cost or free health insurance that can help you get the care you need and protects you from large medical bills. It covers doctor visits, hospital care, prescriptions, mental health care, and more. If the cost of health insurance feels out of reach, check out Medicaid [STATE NAME].

Key Talking Points

The following provides an example of how to talk to someone about their health insurance status, Medicaid, and whether Medicaid is a program that can help them and their family.

- Do you and your family have health insurance?
- If not, I wanted to let you know that there are free or low-cost options for health insurance through Medicaid (or state name).
- Medicaid (or state name) can help you and your loved ones get the care you need when you need it and protects you from large medical bills. You never know when you might get sick or injured – having health insurance offers protection and peace of mind.
- Health insurance through Medicaid (or state name) offers comprehensive coverage. It covers doctor visits, hospital care, prescriptions, mental health care, and more.
- Even if you've applied in the past, it may be worth trying again. If your circumstances have changed – such as changing jobs or losing hours and income, you may now qualify.
- If the cost of health insurance feels out of reach for you or your family, check out Medicaid (or state name).
- There are several ways to apply. You can apply online at [URL]. Help is also available over the phone or in-person at [PHONE NUMBER OR LOCATION].

To find more information about Medicaid outreach and enrollment messaging, along with answers to frequently asked questions, download the Medicaid Outreach Partnership message guide [here](#).

Social Media

Find downloadable graphics for social media at [MedicaidOutreachPartnership.org/materials](https://www.MedicaidOutreachPartnership.org/materials).

Twitter & Instagram

Twitter is a great platform to post quick, digestible updates that can be easily shared and contain important enrollment information upfront. Instagram is great for campaign graphics or photos and videos from your community outreach efforts. Use the caption areas on both to share important call to action information.


Sample Tweets and use of graphics:

Tweet
One less thing to worry about! Medicaid offers free or low-cost health insurance. Enroll online at any time. Help is available over the phone and in-person. Visit URL or call PHONE NUMBER.



Worry less about getting sick or injured.
Get free or low-cost health insurance through Medicaid.

Tweet
Find a little peace of mind. Get free or low-cost health insurance with Medicaid today. Enroll online at any time. Help is available over the phone and in-person. Visit URL or call PHONE NUMBER.



Get the care you need when you need it.
Get free or low-cost health insurance through Medicaid.

Tweet
Get free or low-cost health insurance through Medicaid. It covers doctor visits, prescriptions, immunizations, hospital visits, mental health care, and more. Visit URL or call PHONE NUMBER to enroll today.



FOR ME, HAVING HEALTH INSURANCE THROUGH MEDICAID MEANS *peace of mind.*

Tweet
What can health insurance give YOU? Get free or low-cost health insurance through Medicaid today. Enroll online with help available over the phone and in-person. Visit URL or call PHONE NUMBER.



FOR ME, HAVING HEALTH INSURANCE THROUGH MEDICAID MEANS *protection.*

More suggested Tweets:

Tweet

If the cost of health insurance feels out of reach, try free or low-cost health insurance through Medicaid today. Visit URL or call PHONE NUMBER for more information.

Tweet

Life is unpredictable – especially during these tough times. Low cost or free health insurance through Medicaid gives you the peace of mind knowing you’re covered if you get sick or injured. Check out your options at URL.

Tweet

Having affordable, quality health insurance means you have one less thing to worry about. Medicaid offers you and your family peace of mind during COVID-19. Enroll today by visiting URL or calling PHONE NUMBER.

Tweet

For many of us, life has changed on a dime. If you’ve lost your job-based health insurance or had another big life change, you can enroll in health insurance through Medicaid at any time. Visit URL or call PHONE NUMBER for more information.

Sample Instagram posts and use of graphics:



Instagram Caption

Find a little peace of mind. Get free or low-cost health insurance with Medicaid. Doctor visits, prescriptions, and immunizations are all covered. Enroll online at any time. Help is available over the phone and in-person. Visit URL or call PHONE NUMBER.



Instagram Caption

Medicaid offers low-cost or free health insurance, even if it’s temporary. While the economy is uncertain, enroll yourself and your family and avoid large medical bills if you get sick or injured. Visit URL or call PHONE NUMBER to enroll today.



Instagram Caption

What can health insurance give YOU? Get free or low-cost health insurance through Medicaid today. Enroll online with help available over the phone and in-person. Visit URL or call PHONE NUMBER.

More suggested Instagram captions:

Instagram Caption

Medicaid means you have one less thing to worry about. Enroll online today and get free or low-cost health insurance. Help is available over the phone and in-person. Visit URL or call PHONE NUMBER.

Instagram Caption

[Peace of mind/relief/protection/security] for you and your family. Enroll in Medicaid today and get free or low-cost health insurance for those who matter most. Visit URL or call PHONE NUMBER to enroll today.

Instagram Caption

Having affordable, quality health insurance means you have one less thing to worry about. Medicaid offers you and your family peace of mind during COVID-19. Enroll today by visiting URL or calling PHONE NUMBER.

Instagram Caption

Life is unpredictable – especially during these tough times. Low cost or free health insurance through Medicaid gives you the peace of mind knowing you're covered if you get sick or injured. Check out your options at URL.

Instagram Caption

For many of us, life has changed on a dime. If you've lost your job-based health insurance or had another big life change, you can enroll in health insurance through Medicaid at any time. Visit URL or call PHONE NUMBER for more information.

Or create your own!

Don't forget to customize each post with the appropriate Medicaid program name in your state.

Facebook

Facebook is a great platform to share longer-form content that allows you to provide more in-depth information than a quick Tweet or Instagram post.

Sample Facebook posts and use of graphics:

Facebook Post

Find a little peace of mind today by enrolling in free or low-cost health insurance through Medicaid. Your doctor visits, prescriptions, immunizations, hospital visits, mental health care services, and more are all covered. Even if it's temporary while the economy is uncertain, it's important to have affordable, quality health insurance so you and your family can get the care you need when you need it.

Visit URL or call PHONE NUMBER to enroll today. Help is available over the phone and in-person.

Facebook Post

What can health insurance give you? And your family?

If the cost of health insurance feels out of reach, Medicaid offers low-cost or free coverage. With comprehensive health plans, it covers doctor visits, hospital care, prescriptions, mental health care, and more.

This can make all the difference in giving you and your family one less thing to worry about. Visit URL or call PHONE NUMBER to enroll today. Help is available over the phone and in-person.



More suggested Facebook posts:

Facebook Post

Your family depends on you and wants you to stay healthy. Affordable, quality health insurance through Medicaid helps you get the care you need, so you can be there for those you love. Medicaid covers doctor visits, hospital care, prescriptions, mental health care, and more.

Enroll today for free or low-cost coverage. Visit URL or call PHONE NUMBER. Help is available over the phone and in-person.

Facebook Post

Having health insurance gives you the peace of mind knowing that if you get sick or injured, you will be able to get the care you need and avoid large medical bills.

Find that peace of mind today with Medicaid. Medicaid offers low-cost and free health insurance that covers doctor visits, hospital care, prescriptions, mental health care, and more. Visit URL or call PHONE NUMBER to enroll.

Facebook Post

Medicaid means you have one less thing to worry about. Get affordable, quality health insurance that covers doctor visits, hospital care, prescriptions, mental health care, and more.

With low-cost or free coverage, you and your family will have peace of mind knowing that if you get sick or injured, you will be able to get the care you need and avoid large medical bills. Visit URL or call PHONE NUMBER to enroll today.

Newsletter/Blog Post/Article

We know all too well that these tough times have had a serious impact on our [STATE]. Of the many consequences we're facing from the pandemic and resulting economic downturn, one that is important to pay attention to is the rising number of people who are uninsured. As people lose work or have their hours cut back, they often lose benefits like their health insurance too. Nationwide, over 10 million people have lost their health coverage. In [STATE] alone, XX people have lost access to their health insurance.

Health insurance is an essential part of keeping ourselves and our families safe and healthy. It gives you the peace of mind knowing you're covered if you get sick or injured, so you can get the care you need when you need it and avoid large medical bills. Fortunately, there are low-cost or free options to help keep [STATE RESIDENTS] covered during these turbulent times. Medicaid [STATE NAME] is low-cost or free health insurance that covers doctor visits, hospital care, prescriptions, mental health care, and more.

[INSERT BRIEF PERSONAL STORY HERE – EXAMPLES BELOW]

- Someone who recently lost coverage
- Someone who is newly gaining coverage
- Someone who was able to access special services upon enrolling in Medicaid
- Someone who enrolled in Medicaid temporarily while unemployed

Of course, many [STATE RESIDENTS] continue to adapt during these times – looking for new jobs, new supports, new ways to take care of themselves and their families. Medicaid can offer temporary coverage while the economy is uncertain, so families can protect both their health and their wallet. That means people who suffer from chronic conditions can afford the medications they need, or see a mental health care professional to help with the stress and anxiety that many of us are facing during this time.

There are many ways to get Medicaid [STATE NAME]. Visit [URL](#) or call [PHONE NUMBER](#) to learn more. If you need help, there are options for assistance over the phone and in-person. Enroll today and find a little peace of mind.

Tip: Check out this recent [Families USA report](#) for the number of individuals who have become uninsured in your state.

Email

Subject: Find a little peace of mind with Health Insurance through Medicaid [STATE NAME]

Dear _____,

In uncertain times like these, we can all use a little peace of mind. For many, knowing you have affordable, quality health insurance if you or a family member gets sick or injured, or that you can afford your next prescription, offers that sense of stability and protection we all need.

But for too many, the price of health insurance feels out of reach. Fortunately, in [STATE], Medicaid [STATE NAME] offers free or low-cost health insurance that helps you get the care you need and protects you and your family from large medical bills. It covers doctor visits, hospital care, prescriptions, mental health care, and more.

You can enroll in and disenroll from the program at any time. For many, Medicaid [STATE NAME] can be a helpful temporary option while they search for a new job, are between jobs, or simply need some assistance affording health insurance in this moment. Even if you've applied before, it may be worth trying again. Medicaid eligibility is based on your monthly income, so if you've lost or changed jobs, had your hours cut back, or any other change in circumstances, be sure to check out your options.

There are many ways to get Medicaid [STATE NAME]. Visit [URL] or call [PHONE NUMBER] to learn more.

If you need help, there are options for assistance over the phone and in-person.

With health insurance through Medicaid [STATE NAME], there's one less thing to worry about.

Wishing you and your family good health,
[ORG NAME]

Sample Scripts

Use the following scripts for opportunities such as Radio Public Service Announcements (PSAs), PA announcements played in stores or other locations, pre-recorded hold messages on phone lines, or live announcements during events.

What Medicaid Means to Me (60-second version)

Peace of mind. Protection. Relief. Security.

That's what it means to have health insurance.

Get free or low-cost health insurance through Medicaid [STATE NAME] today and make sure you and your family are covered.

That's right, Medicaid [STATE NAME] offers free or low-cost health insurance so you can protect your health and your wallet.

Medicaid [STATE NAME] covers doctor visits, hospital care, prescriptions, mental health care, and more.

So, if you get sick or injured, you can get the care you need and avoid large medical bills.

You can enroll at any time and help is available over the phone or in-person.

Just visit [URL] or call [phone number].

What Medicaid Means to Me (30-second version)

Peace of mind. Protection. Relief.

That's what it means to have health insurance.

Get free or low-cost health insurance through Medicaid [STATE NAME] today and make sure you and your family are covered.

Medicaid [STATE NAME] covers doctor visits, hospital care, prescriptions, mental health care, and more.

So, if you get sick or injured, you can get the care you need and avoid large medical bills.

Visit [URL] or call [phone number] to enroll today.

What Medicaid Means to Me (15-second version)

Peace of mind. Protection. Relief.

That's what it means to get free or low-cost health insurance through Medicaid [STATE NAME].

It covers doctor visits, hospital care, prescriptions, and more.

So, you can get the care you need and avoid big bills.

Visit [URL] or call [phone number] to enroll today.

Find a Little Peace of Mind (60-second version)

Find a little peace of mind with free or low-cost health insurance through Medicaid [STATE NAME].

Worry less about getting sick or injured. Avoid big medical bills. Protect your health and your wallet.

And get the care you need when you need it.

Medicaid [STATE NAME] covers doctor visits, prescriptions, hospital stays, immunizations, mental health care and more.

It can provide temporary coverage so that you and your family are protected in these uncertain times.

Now that's one less thing to worry about.

You can enroll at any time and help is available over the phone or in-person.

Visit [URL] or call [phone number] to learn more.

Find a Little Peace of Mind (30-second version)

Find a little peace of mind with free or low-cost health insurance through Medicaid [STATE NAME].

Worry less about getting sick or injured. Avoid big medical bills. Protect your health and your wallet.

And get the care you need when you need it.

Medicaid [STATE NAME] covers doctor visits, prescriptions, hospital stays, immunizations, mental health care and more.

Now that's one less thing to worry about.

Visit [URL] or call [phone number] to enroll today.

Find a Little Peace of Mind (15-second version)

Find a little peace of mind with free or low-cost health insurance through Medicaid [STATE NAME].

Medicaid [STATE NAME] helps protect your health and your wallet.

So, you can get the care you need when you need it and avoid big medical bills.

Visit [URL] or call [phone number] to enroll today.

Earned Media

Tips for a Successful Op-Ed

An op-ed (opinion editorial) is a written piece that expresses the opinion of an author typically not affiliated with the publication. Op-eds are a great opportunity to highlight your point of view in a reputable newspaper, on a website, in a magazine or other news outlet. Op-eds may be submitted through a publication's website or by email. Submission instructions are generally found in the Opinion or Commentary section of the outlet's website.

- **Focus on timing.** Use big moments in the news as an opportunity to amplify the importance of Medicaid. Editors are more likely to publish – and audiences are more likely to read – an op-ed that ties into relevant current events. Explicitly linking your issue to something happening in the news will give it traction in an increasingly crowded and rapidly evolving landscape. For example, if there is a news report on the impact of job loss on health coverage in your community, start off by referencing what's in the news, a personal story of someone who has been affected, or relevant data.
- **Keep it short and sweet.** An op-ed that is simple, clear, and compelling will make the most impact. Aim for no more than 750 words and make your point clearly and persuasively. News outlets have strict guidelines on the length of op-eds, and editors generally won't spend time to cut a long article down. Try and stay away from long paragraphs – split them up into shorter sections if possible. Back your opinion up with facts and strong examples that bring your arguments to life. Grab the reader's attention with a strong opening claim, a surprising fact, or a metaphor that draws the reader in to learn more. Keep your style and tone consistent throughout the piece.
- **Embrace your personal voice.** This is your opportunity to share your opinion and spread awareness around Medicaid. An op-ed should be written in your own voice and describe your personal experience, or the experience of a loved one, with Medicaid or being uninsured. Talk about how Medicaid offers peace of mind to families facing economic uncertainty. If you are an advocacy group, describe the struggles of those who are uninsured and how Medicaid will allow them to avoid large medical bills and afford the care they need.
- **Avoid jargon.** Simple, straightforward language will reach the broadest audience. Leave out technical details that may be less familiar and digestible to members in your community. This will show you are being considerate and inclusive of readers who may lack your specific expertise and are coming across your op-ed at the dinner table or on their phones. Use active verbs rather than passive phrasing.

Below is an op-ed template with sample text. Please update to reflect your organization's goals, contact information, and tone.

Sample Op-ed

For many [STATE RESIDENTS], losing a job can also mean losing your health insurance. More than [NUMBER] of us are living without health insurance, worried that one accident or illness could mean financial ruin. According to a recent [report from the Urban Institute](#), over 3 million adults lost employer-sponsored insurance between late April and mid-July.

[INSERT BRIEF PERSONAL STORY HERE, such as experience of someone going without health insurance, someone who recently got covered, or a healthcare provider who can speak to the challenges associated with soaring uninsurance rates]

People across this country need health care coverage now for themselves and their families. With COVID-19 cases reaching an all-time high, affordable, quality health insurance is more important than ever. It offers you the peace of mind of knowing you're covered if you or a loved one gets sick or injured. We've seen many examples in [STATE] of families without health insurance delaying essential medical care, not filling their needed prescriptions, and postponing treatment for chronic conditions. Often, the cost of coverage feels out of reach. It is essential that members of our community have the affordable option they need to stay healthy and thrive.

Medicaid offers a solution. It provides low-cost or free health insurance, so that people can get the care they need when they need it and avoid big medical bills. It covers doctor visits, hospital care, prescriptions, mental health care, and more. It can even serve as temporary coverage while the economy recovers and until people are able to find jobs with benefits again.

[INSERT BRIEF PERSONAL STORY HERE – Highlight experience of someone who is newly gaining coverage.]

Medicaid health insurance covers lower-income children and families, seniors and people with disabilities, and pregnant people. In states that have expanded Medicaid, lower-income adults without children whose household income falls below 133% Federal Poverty Level can also qualify. For an individual, that means making about [XX] per month or less. For a family of three, that is a monthly income of about [XX] or less.

Spread the word in your communities. If you know someone who recently lost their job or is struggling with the cost of health insurance, help them enroll in Medicaid today. Visit URL or call XXX-XXX-XXXX to learn more. Help is available over the phone and in-person.

Together, we can help our communities find a path to peace of mind.

Tips for a Successful Letter to the Editor

A letter to the editor (LTE) is a written letter sent to a publication about issues of concern to readers. LTEs are addressed "To the Editor" and usually appear alongside opinion columns and commentaries. Letters may be submitted through a publication's website or by email. Submission instructions are generally found in the Letters or Opinion section of the outlet's website.

- **Address one subject.** Most publications have limits on the length of the letters they publish. If a letter is too long, they may pass on it or edit the content and shorten for space. Keep your letter short and simple to ensure that your important points are not cut out. Aim for a maximum of 300 words, while keeping in mind that some publications limit you to only 150 words.
- **Personalize it.** Editors are drawn to publish letters that sound authentic and personal. Don't hesitate to use your own voice. Focus your letter on your own or a loved one's experience with Medicaid or being uninsured. Highlight how Medicaid helps to ensure that families have one less thing to worry about. If you are an advocacy group, consider incorporating stories gathered from outreach efforts, story banking, or directly from community members.
- **Make connections to previous articles.** Many publications will only print letters that reference a specific article they have previously printed. Whenever possible, highlight a previous story that discusses Medicaid coverage or the experience of being uninsured. This will reinforce your message, emphasize the ongoing problem, and convey that action is needed now. If you don't find a specific article to reference, reiterate that affordable, quality health insurance is an important issue for people in your community and state.
- **Finish with a call to action.** After describing your experience with Medicaid and the importance of members of your community affording the care they need, be sure to end your letter with specific guidance. Include resources for readers of your letter to learn more about Medicaid and get assistance with their enrollment. Provide both online, over the phone, and in-person resources.
- **Send letters to local publications.** The smaller the publication's circulation, the easier it is to get your letter printed. This will also help ensure your critical outreach efforts are heard across all levels.

See the next page for a letter to the editor template with sample text. Please update to reflect your organization's goals, contact information, and tone.

Sample Letter to the Editor

Editor's Name

Publication Name

Address

Date

To The Editor,

In [STATE], we take care of each other – our neighbors, communities, and especially those in need. During these uncertain times, it's no different. As we weather the storm created by COVID-19, we've seen countless examples of [STATE RESIDENTS] stepping up – supporting small businesses, delivering groceries to the elderly, and working to ensure our communities are safe.

In recent months, too many hardworking [STATE RESIDENTS] have lost their jobs and subsequently their health insurance. In my work at [COMMUNITY ORG], I see the challenges this creates for families every day. I've seen a mother unable to take her child to the doctor because of what it might cost. And a man trying to choose between filling his prescription or buying groceries. [STATE RESIDENTS] meet these challenges with grit and resilience, but in tough times like these, we all need resources that help us take care of ourselves and our families.

[MEDICAID NAME] offers free or low-cost health insurance that helps you get the care you need and protects you from big medical bills. Knowing that you and your family are covered if one of you gets sick or injured can provide the peace of mind we all need to keep ourselves going. That's why it's imperative that our fellow [STATE RESIDENTS] know their options for getting coverage, even if it's temporary while the economy recovers. [MEDICAID NAME] covers doctor visits, hospital care, prescriptions, mental health care, and more. Even if you've applied before, it may be worth trying again, as many people's circumstances have changed.

Helping [STATE RESIDENTS] understand what their free or low-cost coverage options are through [MEDICAID NAME] is one more way we can keep taking care of each other.

Visit [URL] or call [PHONE NUMBER] to learn more and enroll.

Sincerely,

Name

Organization

Email

Phone Number

Press Release Guidance

A press release is an official statement released to the news media, often to announce a launch, provide new information, or share organizational updates.

Outlined here are a few ideas for what you could include in a press release for the purposes of this project.

- Share new data on uninsured populations.
- Announce new outreach and enrollment efforts.
- Invite community members to virtual enrollment events.
- Highlight a recent research study or news report related to Medicaid or insurance coverage.

See the next page for a press release template with sample text. Please update to reflect your organization's goals, contact information, and tone.

Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT: XXX
PHONE: XXX-XXX-XXXX
EMAIL: XXX

[ORGANIZATION/COALITION] ANNOUNCES NEW MEDICAID OUTREACH INITIATIVE

Recent Job Losses Means Loss of Health Insurance for Thousands of [STATE RESIDENTS]

[LOCATION] [DATE] – Nearly every state in the country has seen historic levels of unemployment as the COVID-19 pandemic has affected our communities and our economy. And for too many [STATE RESIDENTS], job loss also means loss of health coverage. In response, [ORGANIZATION] today announced a new outreach initiative to educate [STATE RESIDENTS] about the availability of low-cost and free health insurance through Medicaid and the Children’s Health Insurance Program (CHIP). This new effort is made possible through a grant in partnership with Community Catalyst with funding from the Robert Wood Johnson Foundation.

With COVID-19 cases reaching an all-time high, affordable, quality health insurance is more important than ever. It offers [STATE RESIDENTS] peace of mind knowing they’re covered if they – or a family member – get sick or injured. Living without health insurance is a health and financial risk. Uninsured residents are more likely to delay essential medical care, skip doses of prescription drugs, and postpone treatment for chronic conditions until a minor issue becomes a major and costly problem. Still, the cost of health insurance often feels out of reach for [STATE RESIDENT] families.

[NAME], [TITLE at ORGANIZATION], states, “This is a pivotal moment to ensure individuals and families across this country have access to the treatment and medicine they need. Having affordable, quality health insurance offers families much-needed peace of mind – especially during COVID-19.”

ALT QUOTE FROM HEALTH CARE PROVIDER:

"As we face the COVID-19 crisis, it is so important that individuals and families have access to affordable, quality care. Patients should feel confident coming to seek medical help, knowing that a large medical bill isn't around the corner."

[ORGANIZATION] is working with community partners to spread the word about the availability of free or low-cost health insurance and provide them with accurate, simple, and consistent information to help them enroll in Medicaid.

[NAME], [TITLE at ORGANIZATION] explains, “We are seeing an alarming trend in uninsured levels across the country, with any progress moving too slowly. Encouraging individuals and families in [STATE] to enroll in Medicaid is a critical first step towards reversing this trend.”

ALT QUOTE FROM MEDICAID BENEFICIARY:

"Medicaid gives me the affordable, quality health insurance my family and I need. Now, we can go to the doctor and pick up our prescriptions without worrying about a large medical bill. While I may not need it once the economy recovers, it offers me coverage now while things are uncertain."

Now more than ever, it is essential that members of our community have the affordable option they need to stay healthy and thrive.

ABOUT [YOUR ORGANIZATION]

[Provide short 2-3 sentence blurb describing your organization’s general goals and mission.]

The views expressed here do not necessarily reflect the views of the Robert Wood Johnson Foundation.



Mensajes de divulgación e inscripción en Medicaid

Posicionamiento Central

El seguro médico le da la tranquilidad de saber que está cubierto si se enferma o se lesiona. Medicaid es un seguro de salud de gratuito o de bajo costo que puede ayudarle a obtener la atención médica que necesita y le protege de las facturas médicas elevadas. Cubre las visitas al médico, la atención hospitalaria, las recetas, la atención de salud mental y más. Si el costo del seguro médico le parece imposible, infórmese sobre Medicaid de [NOMBRE DEL ESTADO].

Key Talking Points

- ¿Usted y su familia tienen seguro médico?
- Si no tienen, quiero que sepa que hay opciones gratuitas o de bajo costo para el seguro médico a través de Medicaid (o el nombre del estado).
- Medicaid (o el nombre del estado) puede ayudarle a usted y a sus seres queridos a recibir la atención que necesitan cuando la necesiten y les protege de las facturas médicas elevadas. Nunca se sabe cuándo uno puede enfermarse o lesionarse: tener un seguro médico le ofrece protección y tranquilidad.
- El seguro médico a través de Medicaid (o el nombre del estado) ofrece una cobertura completa. Cubre las visitas al médico, la atención hospitalaria, las recetas, la atención a la salud mental y mucho más.
- Incluso si ya lo ha solicitado en el pasado, vale la pena volver a intentarlo. Si sus circunstancias han cambiado, como un cambio de trabajo o una pérdida de horas e ingresos, es posible que ahora cumpla los requisitos.
- Si el costo del seguro médico le parece imposible para usted o su familia, infórmese sobre Medicaid (o el nombre del estado).
- Hay varias formas de solicitarlo. Puede solicitarlo en línea en [URL]. También puede solicitar asistencia por teléfono o en persona en [NÚMERO DE TELÉFONO O LUGAR].

Social Media

Please find Spanish social media graphics in both campaign designs [HERE](#) and [HERE](#).

Twitter y Instagram

Ejemplos de tweets:

Tweet

¡Una preocupación menos! Medicaid ofrece un seguro médico gratuito o de bajo costo. Inscríbese en línea en cualquier momento. Servicio de asistencia por teléfono y en persona. Visite URL o llame al XXX-XXX-XXXX.

Tweet

Tenga la tranquilidad de un seguro médico gratuito o de bajo costo con Medicaid hoy. Inscríbese en línea en cualquier momento. Servicio de asistencia por teléfono y en persona. Visite URL o llame al XXX-XXX-XXXX.

Tweet

Obtenga un seguro médico gratuito o de bajo costo a través de Medicaid. Cubre las visitas al médico y al hospital, las recetas, las vacunas, la atención a la salud mental y mucho más. Visite URL o llame al XXX-XXX-XXXX para inscribirse hoy mismo.

Tweet

¿Qué le puede aportar a USTED un seguro médico? Obtenga hoy mismo un seguro médico gratuito o de bajo costo a través de Medicaid. Inscríbese en línea con ayuda disponible por teléfono y en persona. Visite URL o llame al XXX-XXX-XXXX.

Tweet

¿El costo del seguro médico le parece imposible? Pruebe hoy mismo un seguro médico gratuito o de bajo costo a través de Medicaid. Visite URL o llame al XXX-XXX-XXXX para obtener más información.

Tweet

La vida es imprevisible, especialmente en estos tiempos difíciles. El seguro médico de bajo costo o gratuito a través de Medicaid le da la tranquilidad de saber que está cubierto si se enferma o se lesiona. Consulte sus opciones en URL.

Tweet

Tener un seguro médico económico y de calidad es tener una preocupación menos. Medicaid le ofrece a usted y a su familia tranquilidad durante el COVID-19. Para inscribirse hoy mismo, visite URL o llame al XXX-XXX-XXXX.

Tweet

Para muchos de nosotros, la vida ha cambiado de golpe. Si perdió su seguro médico del trabajo o tuvo otro cambio importante en su vida, puede inscribirse en un seguro médico a través de Medicaid en cualquier momento. Visite URL o llame al XXX-XXX-XXXX para más información.

Ejemplos de publicaciones en Instagram:

Instagram

Tenga la tranquilidad de un seguro médico gratuito o de bajo costo con Medicaid. Las visitas al médico, las recetas, y las vacunas están cubiertos. Inscríbese en línea en cualquier momento. Servicio de asistencia por teléfono y en persona. Visite URL o llame al NÚMERO DE TELÉFONO.

Instagram

Medicaid ofrece un seguro médico gratuito o de bajo costo, aunque sea temporal. Mientras la economía es incierta, inscríbese junto con su familia y evite facturas médicas elevadas si se enferman o se lesionan. Visite URL o llame al NÚMERO DE TELÉFONO para inscribirse hoy mismo.

Instagram

¿Qué le puede aportar a USTED un seguro médico? Obtenga hoy mismo un seguro médico gratuito o de bajo costo a través de Medicaid. Inscríbese en línea con ayuda disponible por teléfono y en persona. Visite la URL o llame al NÚMERO DE TELÉFONO.

Instagram

Elimine una preocupación más de su vida con Medicaid. Inscríbese en línea hoy para obtener un seguro médico gratuito o de bajo costo. Servicio de asistencia por teléfono y en persona. Visite URL o llame al NÚMERO DE TELÉFONO.

Instagram

[Tranquilidad/alivio/protección/seguridad] para usted y su familia. Inscríbese en Medicaid hoy mismo y consiga un seguro médico gratuito o de bajo costo para sus seres más queridos. Visite URL o llame al NÚMERO DE TELÉFONO para inscribirse hoy mismo.

Instagram

Tener un seguro médico económico y de calidad es tener una preocupación menos. Medicaid le ofrece a usted y a su familia tranquilidad durante el COVID-19. Inscríbese hoy mismo visitando la URL o llamando al NÚMERO DE TELÉFONO.

Instagram

La vida es imprevisible, especialmente en estos tiempos difíciles. El seguro médico de bajo costo o gratuito a través de Medicaid le da la tranquilidad de saber que está cubierto si se enferma o se lesiona. Consulte sus opciones en URL.

Instagram

Para muchos de nosotros, la vida ha cambiado de golpe. Si ha perdido su seguro médico del trabajo o ha tenido otro cambio importante en su vida, puede inscribirse en un seguro médico a través de Medicaid en cualquier momento. Visite URL o llame al NÚMERO DE TELÉFONO para obtener más información.

¡O cree su propio mensaje!

No olvide personalizar cada publicación con el nombre del programa de Medicaid correspondiente a su estado.

Facebook

Ejemplos de publicaciones en Facebook:

Facebook

Para tener un poco de tranquilidad, inscríbese hoy en un seguro médico gratuito o de bajo costo a través de Medicaid. Las visitas al médico, las recetas, las vacunas, las visitas al hospital, los servicios de salud mental y mucho más están cubiertos. Aunque sea de forma temporal mientras la economía sea incierta, es importante tener un seguro médico asequible y de calidad para que usted y su familia puedan recibir la atención que necesitan cuando la necesiten.

Visite URL o llame al NÚMERO DE TELÉFONO para inscribirse hoy mismo. La ayuda está disponible por teléfono y en persona.

Facebook

¿Qué puede aportarle a usted el seguro médico? ¿Y a su familia?

Si el costo del seguro médico le parece imposible, Medicaid le ofrece una cobertura gratuita o de bajo costo. Con planes de salud completos, cubre las visitas al médico, la atención hospitalaria, las recetas, la atención de salud mental y mucho más.

De este modo, usted y su familia tendrán una preocupación menos. Visite URL o llame al NÚMERO DE TELÉFONO para inscribirse hoy mismo. La ayuda está disponible por teléfono y en persona.

Facebook

Su familia depende de usted y desea que se mantenga sano. Un seguro médico económico y de calidad a través de Medicaid le ayuda a obtener la atención que necesita, para que pueda apoyar a sus seres queridos. Medicaid cubre las visitas al médico, la atención hospitalaria, las recetas, la atención a la salud mental y mucho más.

Inscríbese hoy mismo para obtener una cobertura gratuita o de bajo costo. Visite URL o llame al NÚMERO DE TELÉFONO. La ayuda está disponible por teléfono y en persona.

Facebook

Tener un seguro médico le da la tranquilidad de saber que, si se enferma o se lesiona, podrá recibir la atención que necesita y evitar facturas médicas elevadas.

Siéntase tranquilo hoy mismo con Medicaid. Cubre las visitas al médico y al hospital, las recetas, las vacunas, la atención a la salud mental y mucho más. Visite URL o llame al NÚMERO DE TELÉFONO para inscribirse hoy mismo.

Facebook

Con Medicaid, tiene una preocupación menos. Obtenga un seguro médico económico y de calidad que cubra las visitas al médico, la atención hospitalaria, las recetas, la atención de salud mental y mucho más.

Con una cobertura de bajo costo o gratuita, usted y su familia tendrán la tranquilidad de saber que si se enferman o se lesionan, podrán recibir la atención que necesitan y evitarán las facturas médicas elevadas. Visite URL o llame al NÚMERO DE TELÉFONO para inscribirse hoy mismo.

Sample Op-ed

Para muchos [RESIDENTES DEL ESTADO], perder el trabajo significa perder también el seguro médico. Más de [NÚMERO] de nosotros vivimos sin seguro médico, preocupados por que un accidente o una enfermedad puedan significar la ruina financiera. Según [un informe reciente del Urban Institute](#), más de 3 millones de adultos perdieron el seguro patrocinado por el empleador entre finales de abril y mediados de julio.

[INSERTE UNA BREVE HISTORIA PERSONAL AQUÍ, como la experiencia de alguien que se quedó sin seguro médico, alguien que recientemente obtuvo cobertura, o un proveedor de atención médica que pueda hablar de los desafíos asociados con el crecimiento altísimo de la cantidad de personas que no tienen seguro]

La gente de todo el país necesita una cobertura médica ahora para ellos y sus familias. Ahora que los casos de COVID-19 alcanzan un máximo histórico, es más importante que nunca contar con un seguro médico económico y de calidad que le dé la tranquilidad de saber que está cubierto si usted o un ser querido enferma o se lesiona. Hemos visto muchos ejemplos en [ESTADO] de familias sin seguro médico que retrasan la atención médica esencial, no surten sus recetas necesarias y posponen el tratamiento de enfermedades crónicas. A menudo, el costo de la cobertura parece imposible. Es esencial que los miembros de nuestra comunidad tengan la opción económica que necesitan para mantenerse sanos y prosperar.

Medicaid ofrece una solución. Proporciona un seguro médico gratuito o de bajo costo para que la gente pueda recibir la atención que necesita cuando la necesita y evitar las facturas médicas elevadas. Cubre las visitas al médico, la atención hospitalaria, las recetas, la atención a la salud mental y mucho más. Incluso puede servir como cobertura temporal mientras la economía se recupera y hasta que la gente pueda volver a encontrar trabajos con beneficios.

[INSERTAR BREVE HISTORIA PERSONAL AQUÍ. Destacar la experiencia de alguien que acaba de obtener cobertura].

El seguro médico de Medicaid cubre a los niños y familias con menores ingresos, a las personas mayores y discapacitadas y a las embarazadas. En los estados que han ampliado Medicaid, los adultos de bajos ingresos sin hijos cuyos ingresos familiares sean inferiores al 133 % del nivel federal de pobreza también cumplen los requisitos. Para un individuo, esto significa ganar alrededor de [XX] al mes o menos. En el caso de una familia de tres miembros, eso supone unos ingresos mensuales de [XX] o menos.

Difunda el mensaje en su comunidad. Si conoce a alguien que haya perdido recientemente su trabajo o que tenga problemas con el costo del seguro médico, ayúdalo a inscribirse en Medicaid hoy mismo. Visite URL o llame al XXX-XXX-XXXX para obtener más información. La ayuda está disponible por teléfono y en persona.

Juntos, podemos ayudar a nuestras comunidades a encontrar la manera de estar tranquilos.

Sample Letter to the Editor

Nombre del editor

Nombre de la publicación

Dirección

Fecha

Estimado editor:

En [ESTADO], nos cuidamos los unos a los otros; cuidamos a nuestros vecinos, a nuestras comunidades y especialmente a los necesitados. Y en estos tiempos de incertidumbre, no es diferente. Mientras sobrellevamos la tormenta creada por el COVID-19, hemos visto innumerables ejemplos de [RESIDENTES DEL ESTADO] dando un paso adelante: apoyando a los pequeños negocios, entregando comestibles a los ancianos y trabajando para garantizar la seguridad de nuestras comunidades.

En los últimos meses, ha habido demasiados trabajadores [RESIDENTES DEL ESTADO] que han perdido sus empleos y, por tanto, su seguro médico. En mi trabajo en [ORGANISMO COMUNITARIO], veo cada día los desafíos que esto supone para las familias. He visto a una madre que no se atrevía a llevar a su hijo al médico por lo que podía costar. Y a un hombre que trataba de elegir entre surtir su receta o comprar alimentos. Los [RESIDENTES DEL ESTADO] afrontan estos retos con valentía y resistencia, pero en tiempos difíciles como estos, todos necesitamos recursos que nos ayuden a cuidar de nosotros mismos y de nuestras familias.

[NOMBRE DE MEDICAID] ofrece un seguro médico gratuito o de bajo costo que lo ayuda a obtener la atención que necesita y lo protege de las facturas médicas elevadas. La certeza de que usted y su familia disponen de cobertura en caso de que uno de ustedes se enferme o lesione puede proporcionar la tranquilidad que todos necesitamos para seguir adelante. Por eso es imprescindible que nuestros vecinos de [RESIDENTES DEL ESTADO] conozcan sus opciones para obtener cobertura, aunque sea temporal mientras se recupera la economía. [NOMBRE DEL MEDICAID] cubre las visitas al médico, la atención hospitalaria, las recetas, la atención a la salud mental y mucho más. Incluso si ya lo ha solicitado antes, puede valer la pena volver a intentarlo, ya que las circunstancias de muchas personas han cambiado.

Ayudar a [RESIDENTES DEL ESTADO] a entender cuáles son sus opciones de cobertura gratuita o a bajo costo a través de [NOMBRE DEL MEDICAID] es una forma más de seguir cuidando a los demás.

Visite [URL] o llame al [NÚMERO DE TELÉFONO] para obtener más información e inscribirse.

Atentamente,

Nombre

Organización

Correo electrónico

Número de teléfono

Sample Press Release

PARA SU PUBLICACIÓN INMEDIATA

PÓNGASE EN CONTACTO CON XXX
TELÉFONO XXX-XXX-XXXX
CORREO ELECTRÓNICO: XXX

[ORGANIZACIÓN/COALICIÓN] ANUNCIA UNA NUEVA INICIATIVA DE DIVULGACIÓN DE MEDICAID

Las recientes pérdidas de empleo suponen la pérdida del seguro médico para miles de [RESIDENTES DEL ESTADO]

[LOCALIDAD] [FECHA]: en casi todos los estados del país se han registrado niveles históricos de desempleo a medida que la pandemia del COVID-19 ha afectado a nuestras comunidades y a nuestra economía. Y para demasiados [RESIDENTES DEL ESTADO], la pérdida del empleo también significa la pérdida de la cobertura de salud. En respuesta, [ORGANIZACIÓN] ha anunciado hoy una nueva iniciativa de divulgación para educar a los [RESIDENTES DEL ESTADO] sobre la disponibilidad de un seguro médico de bajo costo y gratis a través de Medicaid y el Seguro Médico para los Niños (CHIP). Este nuevo esfuerzo es posible gracias a una subvención en asociación con Community Catalyst con financiación de la Fundación Robert Wood Johnson.

El número de casos de COVID-19 está en su punto más alto, y, por eso, resulta más importante que nunca tener un seguro médico de calidad. A los [RESIDENTES DEL ESTADO] les da tranquilidad saber que están cubiertos si ellos o un miembro de su familia se enferma o lesiona. Vivir sin seguro médico es un riesgo sanitario y económico. Los residentes sin seguro son más propensos a retrasar la atención médica esencial, omitir dosis de medicamentos recetados y posponer el tratamiento de enfermedades crónicas hasta que un problema menor se convierte en un problema mayor y costoso. El costo del seguro médico a menudo parece estar fuera del alcance de las familias de [RESIDENTE DEL ESTADO].

[[NOMBRE], [PUESTO en la organización], afirma: "Este es un momento crucial para garantizar que las personas y las familias de todo el país tengan acceso al tratamiento y a los medicamentos que necesitan. Disponer de un seguro médico económico y de calidad ofrece a las familias la tranquilidad que tanto necesitan, especialmente durante el COVID-19".

FRASE ALTERNATIVA DE UN PROVEEDOR DE SERVICIOS DE SALUD:

"Mientras nos enfrentamos a la crisis del COVID-19, es muy importante que las personas y las familias tengan acceso a una atención económica y de calidad. Los pacientes deben sentirse seguros al acudir a buscar ayuda médica y deben tener la certeza de que no les espera una factura médica elevada".

[ORGANIZACIÓN] está trabajando con colaboradores de la comunidad para difundir la disponibilidad de seguros médicos gratuitos o de bajo costo y proporcionarles información precisa, sencilla y coherente para ayudarles a inscribirse en Medicaid.

[NOMBRE], [PUESTO EN LA ORGANIZACIÓN] explica: "Estamos viendo una tendencia alarmante en los niveles de personas sin seguro médico en todo el país, y cualquier avance en este sentido es demasiado lento. Motivar a las personas y familias de [ESTADO] para que se inscriban en Medicaid es un primer paso fundamental para invertir esta tendencia".

FRASE ALTERNATIVA DE UN BENEFICIARIO DE MEDICAID:

"Medicaid me proporciona el seguro médico económico y de calidad que mi familia y yo necesitamos. Ahora podemos ir al médico y recoger nuestras recetas sin preocuparnos por una factura médica elevada. Aunque tal vez no lo necesite una vez que la economía se recupere, me ofrece cobertura ahora mientras las cosas son inciertas".

Ahora más que nunca, es esencial que los miembros de nuestra comunidad tengan la opción económica que necesitan para mantenerse sanos y prosperar.

ACERCA DE [SU ORGANIZACIÓN]

[Proporcione una breve reseña de 2 o 3 frases que describa los objetivos generales y la misión de su organización].

Las opiniones que se expresan aquí no representan necesariamente los puntos de vista de la Fundación Robert Wood Johnson.