



**Connecting Kids to Medicaid and CHIP
June 15, 2016**

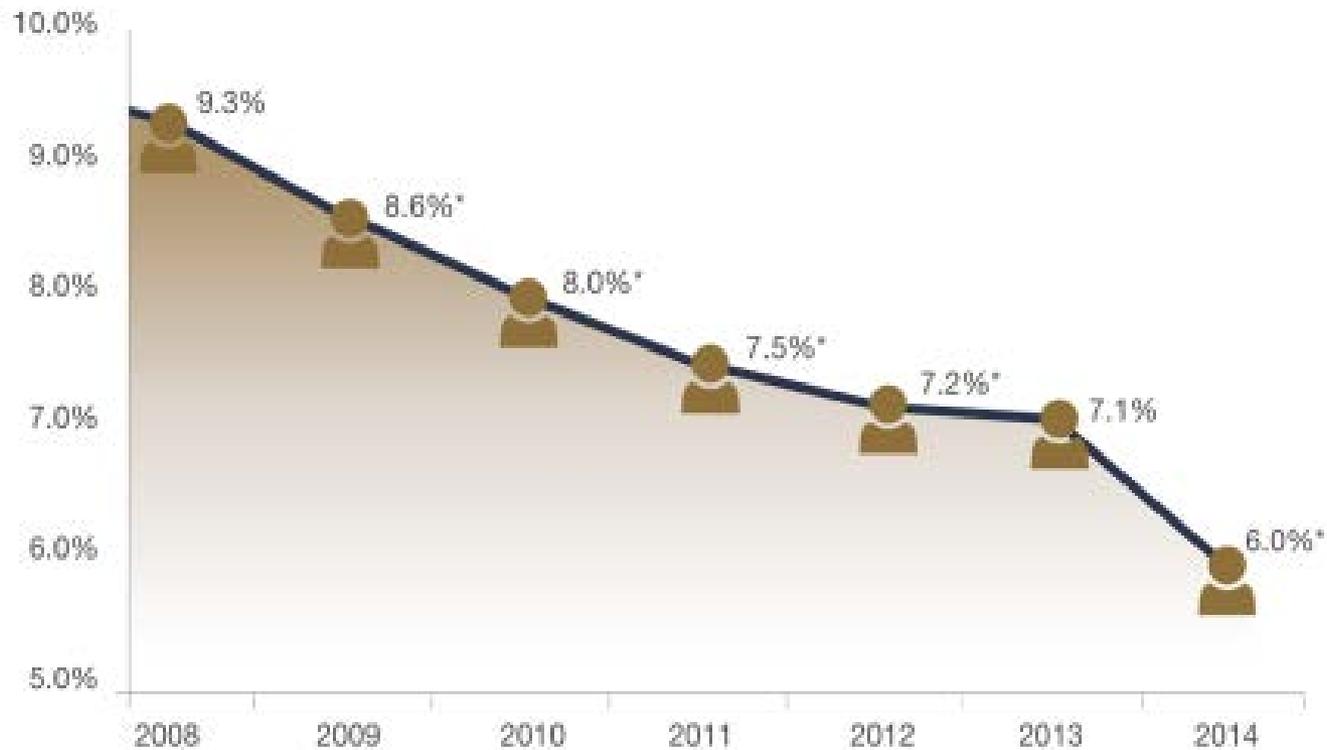
Today's Conversation

- The State of Medicaid and the Children's Health Insurance Program (CHIP) Coverage
- Connecting Kids to Coverage National Campaign
- Campaign Materials and Other Resources

Children's Health Insurance Rates, 2014

- Data from the Georgetown University Center for Children & Families (January 2016)
 - Examines rates of change in coverage for children from 2013 to 2014
 - The rate of uninsurance among children dropped to a historic low of 6% following implementation of the Affordable Care Act
 - Significant decreases in 25 states

Figure 1: Rate of Uninsured Children from 2008-2014



* Change is significant at the 90% confidence level. 2013 was the only year that did not show a significant one-year decline in the national rate of uninsured children.

SOURCE: Georgetown Public Policy Institute, Center for Children and Families, *Children's Health Insurance Rates in 2014: ACA Results in Significant Improvements*, October 2015.

Who are the Remaining Uninsured?

- Data from the Urban Institute (March 2016)
 - 10% have incomes at or below 200% of the federal poverty level
 - 47% live in southern states
 - 67% of uninsured children are eligible for Medicaid or CHIP, compared with only 21% of uninsured adults

Connecting Kids to Coverage National Campaign

- A national outreach and enrollment initiative established in 2009 to find and enroll uninsured children and teens in Medicaid and CHIP.
- Lets families know who is eligible, what benefits children can get and how to apply for coverage.
- Engages trusted national and community partners.
- Creates, customizes and distributes a variety of outreach materials (print, video, digital).

Two Generation Approach



- When parents are covered it's more likely:
 - Eligible children will get covered
 - Get the preventive care every child needs
- When parents get enrolled, they:
 - improve their own health
 - protect the family's financial security
 - can get more engaged in child-focused activities

Current Campaign Priorities

- Emphasizing year-round enrollment
- Underscoring that more parents—and other family members—may qualify for Medicaid too
- Focusing on hard-to-reach populations
- Targeting Back-to-School as a key moment in time to enroll kids



Campaign Resources

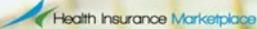
Campaign Resources

With health insurance, they'll be ready for whatever the school year brings.

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,100 a year or more may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call 1-877-KIDS-NOW to learn more.

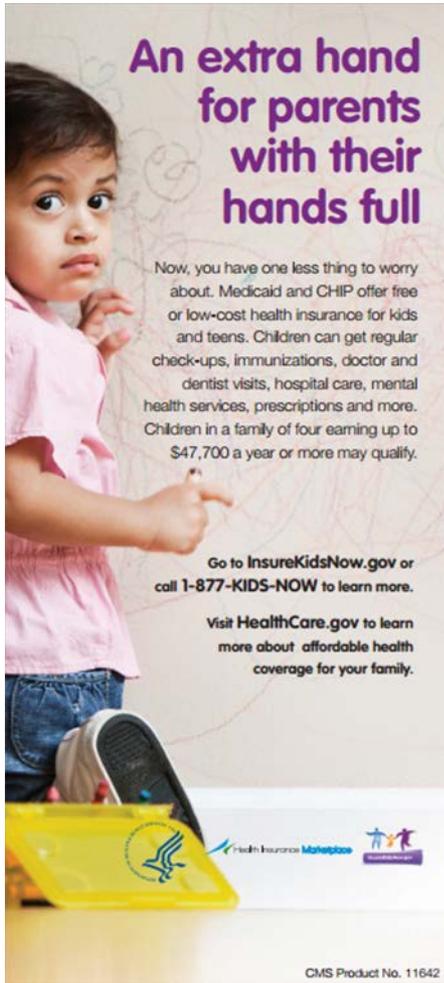
For more information about new, affordable health insurance options for the whole family through the Health Insurance Marketplace, visit [HealthCare.gov](https://www.healthcare.gov).



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- Outreach Materials – Customizable Posters/Palmcards, Videos, Tip Sheets
- Informational Webinars
- “Campaign Notes” eNewsletter
- Ready-Made Articles, Radio Scripts
- Digital Media Tools
- TV & Radio PSAs (forthcoming)

Posters & Palmcards



An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,700 a year or more may qualify.

Go to InsureKidsNow.gov or call 1-877-KIDS-NOW to learn more.

Visit HealthCare.gov to learn more about affordable health coverage for your family.



CMS Product No. 11642

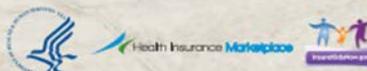


An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,700 a year or more may qualify.

Go to InsureKidsNow.gov or call 1-877-KIDS-NOW to learn more.

Visit HealthCare.gov to learn more about affordable health coverage for your family.



CMS Product No. 11640



I'M YOUNG, BUT I WASN'T BORN YESTERDAY.

I know a good thing when I see it—like health coverage through Medicaid and CHIP. And I'm here to talk it up. It's low-cost or free for children and teens up to age 19. Us kids can get regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. And kids in a family of four earning up to \$47,700 a year or more may qualify.

You can enroll any day of the year, but why put it off when you can protect your family (and your finances) today?

To learn more about affordable health coverage for your family, visit HealthCare.gov or call 1-877-KIDS-NOW.



CMS Product No. 11641

Web Video on Year-Round Enrollment



Available on [InsureKidsNow.gov](https://www.insurekidsnow.gov) and CMS' YouTube Channel

Digital Media Tools



- Social Media Graphics & Guide
- Web Buttons & Banners
- Sample Posts
- #Enroll365

Medicaid Fact Sheets

- Helps Consumers Understand the Basics
- For Use In:
 - States That Have Expanded Medicaid
 - States That Have Not Yet Expanded Medicaid
 - AI/AN Communities
- Find the Fact Sheets on Medicaid.gov
 - <http://www.medicaid.gov/AffordableCareAct/Medicaid-Moving-Forward-2014/Basics-for-Consumers/Fact-Sheet-Basics-for-Consumers.html>

Sample for States that Have Expanded Medicaid



Looking for Health Insurance that Fits Your Health Needs and Your Budget?

Medicaid or CHIP May Be the Answer!

You Can Enroll Any Time—But Why Wait?

Medicaid and the Children's Health Insurance Program (CHIP) offer low-cost or free health insurance for you and your family. Now more adults than ever before are eligible for Medicaid.

Who may be eligible?

- Children and teens up to age 19
- Parents and other adults
- Pregnant women
- People with disabilities
- Youth "aging out" of foster care
- U.S. citizens and certain lawfully present immigrants may be eligible

Eligibility depends on your income, the number of people in your family and the rules in your state.

Even if you were turned down in the past, you may qualify now!

When you enroll, you can get:

- Doctor visits
- Hospital stays
- Preventive care, such as immunizations, mammograms & colonoscopy
- Prenatal and maternity care
- Mental health care
- Needed medications
- Children get vision and dental care (adults may get these benefits too)

To find out if you qualify, visit HealthCare.gov or call **1-800-318-2596** for help applying.

CMS Product No. 11828

Sample for States that Have Not Yet Expanded Medicaid



Looking for Health Insurance that Fits Your Health Needs and Your Budget?

Medicaid or CHIP May Be the Answer!

You Can Enroll Any Time—But Why Wait?

Medicaid and the Children's Health Insurance Program (CHIP) offer low-cost or free health insurance for you and your family.

Who may be eligible?

- Children and teens up to age 19
- Parents
- Pregnant women
- People with disabilities
- Youth "aging out" of foster care
- U.S. citizens and certain lawfully present immigrants may be eligible

Eligibility depends on your income, the number of people in your family and the rules in your state.

Even if you were turned down in the past, you may qualify now!

When you enroll, you can get:

- Doctor visits
- Hospital stays
- Preventive care, such as immunizations, mammograms & colonoscopy
- Prenatal and maternity care
- Mental health care
- Needed medications
- Children get vision and dental care (adults may get these benefits too)

To find out if you qualify, visit HealthCare.gov or call **1-800-218-2596** for help applying.



OMB Product No. 11801

Sample for Use in AI/AN Communities



Looking for Health Insurance that Fits Your Health Needs and Your Budget?

Medicaid or CHIP May Be the Answer!
You Can Enroll Any Time—But Why Wait?

Medicaid and the Children's Health Insurance Program (CHIP) offer low-cost or free health insurance for you and your family. In many states, more adults than ever before may qualify for Medicaid.

Who may be eligible?

- Children and teens up to age 19
- Parents (and other adults, depending on the state)
- Pregnant women
- People with disabilities
- Youth "aging out" of foster care

Eligibility depends on income, the size of your family and the rules in your state.

When you enroll, you can get:

- Doctor visits
- Preventive care, such as immunizations, mammograms & colonoscopy
- Prenatal and maternity care
- Hospital stays
- Mental health care
- Needed medications
- Children get vision and dental care (adults may get these benefits too)

American Indians and Alaska Natives who are eligible for Medicaid or CHIP:

- Can still get care from your Indian care provider.
- Don't have to pay premiums or co-payments.
- Indian trust income is not counted to determine eligibility and is protected from Medicaid estate recovery rules.

You benefit by having greater access to health care services.
Tribes benefit because their health programs get more resources.

To find out if you qualify, visit [HealthCare.gov](https://www.healthcare.gov) or call **1-800-318-2596** or contact your local Indian health care provider for help applying.

CMS Product No. 11832-N

Learn More and Get Involved

- Visit www.InsureKidsNow.gov
 - Download Materials
 - Request Customization
 - Watch Webinars and Outreach Videos
- Subscribe to “Campaign Notes” –
<https://www.insurekidsnow.gov/newsletter/subscribe/index.html>
- Follow **@IKNGov** and Re-tweet Messages – or Tag Posts with #Enroll365
- Email ConnectingKids@cms.hhs.gov to Share Success Stories, Ask Questions, Brainstorm Engagement Ideas

For More Information

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