Reaching Out to People Who Live in Rural Areas about
Medicaid & CHIP Renewals

The Centers for Medicare & Medicaid Services (CMS) wants to make sure people continue to have health care coverage whether that's through Medicaid, Children's Health Insurance Program (CHIP), Medicare, **HealthCare.gov** (through the Affordable Care Act), or employer-sponsored coverage. This is an all hands-on-deck moment, and we need your help as a trusted voice to help share information on Medicaid and CHIP Renewals. You can use this resource to help share important messages about what steps parents, families and individuals should take to ensure they remain covered.

Why do people with Medicaid and CHIP coverage have to renew their coverage now?

For the past three years, people with Medicaid and CHIP were not required to renew their coverage because of the COVID-19 pandemic. States have now resumed the yearly process of Medicaid and CHIP eligibility renewals and are contacting people to determine if they are still eligible.

Over the next several months, everyone with Medicaid or CHIP coverage will need to renew their coverage. It should be noted that every state has a different **renewal timeline**.

If an individual is no longer eligible for Medicaid or CHIP, they can transition to another form of health insurance coverage, such as finding coverage on **HealthCare.gov**, Medicare, or employer-sponsored insurance coverage.

What can YOU do to help people with Medicaid and CHIP coverage right now?

About 15 million people are predicted to lose Medicaid and CHIP coverage over the next year.

People enrolled in Medicaid and CHIP need to take action now or else they could lose their health insurance coverage. We need partners like YOU to help make sure that people enrolled in Medicaid and CHIP complete these steps:

1. **UPDATE** your contact information with your **state Medicaid or CHIP agency**.
2. **RESPOND** to the Medicaid/CHIP renewal form when it arrives to keep your coverage.
3. **PARENTS** should respond even if you don't think you're eligible – your kids could still be eligible!
4. **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 Marketplace at **HealthCare.gov**, or through Medicare.

What resources are available to share with people enrolled in Medicaid and CHIP?

CMS has a variety of resources to help raise awareness about renewing Medicaid and CHIP and other coverage options if you are no longer eligible for Medicaid or CHIP, including:

- Fillable Flyers (**English** and **Spanish**)
- Non-fillable Flyers (**English** and **Spanish**)
- Partner Tip Sheet (**English** and **Spanish**)
- HealthCare.gov Postcard (**English**, **Spanish, Chinese, Hindi, Korean, Tagalog, and Vietnamese**)
- Health Care Options Factsheet (**English**, **Spanish, Chinese, Hindi, Korean, Tagalog, and Vietnamese**)
- Post Cards for Kids and Families (**English** and **Spanish**)

The full list of resources can be found on the **Medicaid and CHIP Renewals Outreach and Educational Resources** section of **Medicaid.gov/Unwinding**. Resources can be downloaded or printed and shared broadly.

What strategies can I use to spread the word in my community?

People living in rural areas may have different needs such as longer travel distances and limited access to internet or cell service. Reaching this population requires unique strategies to help share information about Medicaid and CHIP renewals.

- Partner with trusted messengers and influencers, such as faith and community leaders, local providers including rural health clinics and federally qualified health centers, community centers, schools, childcare centers, libraries, neighborhood associations, grocery stores, small businesses, and other local organizations in your area to share resources and host outreach events.
- Share messages on different communications channels such as local newspapers, radio, tv, bulletin boards, and social media.
- Hand out materials at local events or health fairs with the help of enrollment assisters. To find enrollment assisters in your area, visit **LocalHelp.HealthCare.gov**.