

# Connecting Kids to Medicaid and CHIP Coverage

Prepare Your Students for Whatever the School Year Brings

## Dear School Champion,

We all want happy and healthy children. During the COVID-19 public health emergency in 2020, however, children covered under Medicaid and the Children's Health Insurance Program (CHIP) received 4.6 million (21%) fewer screening services as compared to 2019<sup>1</sup>. That means many children at your school may have missed the routine and preventive health care they need to thrive physically, mentally, and behaviorally.

## Educators Are Key Partners in Health

As a trusted advocate for your students, you can help them get back on track to good health by encouraging eligible families to enroll in free or low-cost health coverage through Medicaid and CHIP. These federal programs cover vital health care services such as doctor and dentist visits, hospital care, immunizations, prescriptions, mental and behavioral health services, and more. Millions of children and teens are eligible for this health coverage — and enrollment is open year-round!

## Help Connect Kids to Coverage

The Connecting Kids to Coverage National Campaign is an initiative from the Centers for Medicare & Medicaid Services (CMS) to inform eligible families about the benefits of Medicaid and CHIP and to enroll their children and teens up to age 19. We invite you to become a partner in this effort by sharing the attached parent/caregiver letter with your students' families. The letter can be sent via email or printed and photocopied for students to take home. You might also distribute copies at school events and provide copies to your school nurse.

## Here are some additional ways you can help connect kids to coverage:

1. Engage your school community, including coaches, administrators, and your PTA, in the Connecting Kids to Coverage National Campaign.
2. Organize in-school office hours to help eligible children enroll in Medicaid and CHIP.
3. Incorporate outreach into school events like book fairs, bake sales, and sporting events.
4. Include the parent/caregiver letter and other Campaign resources in routine notifications or other paperwork sent to families.
5. Consider communicating with families via text message. See sample messages at [www.InsureKidsNow.gov/media/4176](http://www.InsureKidsNow.gov/media/4176).
6. Play Campaign videos on digital signage or use the radio Public Service Announcements for an on-hold message.

Thank you for your partnership in this vital initiative!

Sincerely,

CMS' Connecting Kids to Coverage National Campaign  
[InsureKidsNow.gov](http://InsureKidsNow.gov)



## Additional Resources

- Frequently Asked Questions  
[www.InsureKidsNow.gov/find-coverage-your-family/frequently-asked-questions/index.html](http://www.InsureKidsNow.gov/find-coverage-your-family/frequently-asked-questions/index.html)
- Back-to-School & School-Based Outreach Materials  
[www.InsureKidsNow.gov/initiatives/back-school-school-based-outreach/index.html](http://www.InsureKidsNow.gov/initiatives/back-school-school-based-outreach/index.html)
- Outreach Tool Library  
[www.InsureKidsNow.gov/outreach-tool-library/index.html](http://www.InsureKidsNow.gov/outreach-tool-library/index.html)
- "Back-to-School" Newsletter Template  
[www.InsureKidsNow.gov/media/1701](http://www.InsureKidsNow.gov/media/1701)
- Radio & Video Public Service Announcements  
[www.InsureKidsNow.gov/outreach-tool-library/public-service-announcements-psas/index.html](http://www.InsureKidsNow.gov/outreach-tool-library/public-service-announcements-psas/index.html)
- More resources can be found at [InsureKidsNow.gov](http://InsureKidsNow.gov).