

Connecting Kids to Medicaid and CHIP Coverage

Dear School Champion,

You can help children in your school perform better throughout the year by ensuring their access to health care. As a trusted advocate for your students, encourage eligible families to enroll in free or low-cost coverage through Medicaid and the Children's Health Insurance Program (CHIP). Young Minds Inspired has partnered with the U.S. Department of Health & Human Services to create materials you can distribute to parents and share with colleagues to help get kids covered.

Medicaid and CHIP cover vital health care services such as **doctor and dentist visits, hospital care, prescriptions, mental and behavioral health services, and more.** Millions of children and teens qualify for this health coverage, and enrollment is open year-round.

Help Connect Kids to Coverage

We invite you to join us in spreading the word about Medicaid and CHIP in your school community.

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

1. Work with your school community, including coaches, administrators, and your PTA, to use Campaign resources to spread the word about Medicaid and CHIP.
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. 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

Help Keep Students Healthy All Year Long

InsureKidsNow.gov



Additional Resources

- Frequently Asked Questions
InsureKidsNow.gov/find-coverage-your-family/frequently-asked-questions/index.html
- Back-to-School & School-Based Outreach Materials
InsureKidsNow.gov/initiatives/back-school-school-based-outreach/index.html
- Radio and Public Service Announcements
InsureKidsNow.gov/webinars-videos/public-service-announcements-psas/index.html
- Outreach Tool Library
InsureKidsNow.gov/outreach-tool-library/index.html
- Recorded Webinars
InsureKidsNow.gov/webinars-videos/webinars/index.html
- More resources can be found at InsureKidsNow.gov

