

Connecting Kids to Medicaid and CHIP Coverage

Dear School Champion,

Educators are key partners in health. As a trusted advocate for your students, you can help them stay healthy 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, motivate parents and caregivers to enroll their kids up to age 19, and remind families that coverage must be renewed annually. We invite you to become a partner in this effort by helping spread the word in your school community. In cooperation with the U.S. Department of Health & Human Services, we've created a free downloadable take-home letter and Campaign materials you can distribute to families and share with colleagues.

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

1. Work with 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. 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
- Outreach Tool Library
InsureKidsNow.gov/outreach-tool-library/index.html
- Recorded Webinars
InsureKidsNow.gov/webinars-videos/webinars/index.html
- Radio and Public Service Announcements
InsureKidsNow.gov/webinars-videos/public-service-announcements-psas/index.html
- More resources can be found at InsureKidsNow.gov