

Centers for Medicare & Medicaid Services  
Medicaid and CHIP Renewals Webinar Focused on Reaching Special Populations:  
Reaching Asian American, Native Hawaiian, and the Pacific Islander (AANHPI) Populations  
August 3, 2023  
3:00-4:00 PM ET

*Webinar recording:*

[https://cms.zoomgov.com/rec/share/74I3uqqIocZwUMVPpY6d00Pj4C9AHeQdg4skvZhTHmi8zFkPcoXvrXFA2cZiTMG-.1VfL3c\\_eWFumW1hY](https://cms.zoomgov.com/rec/share/74I3uqqIocZwUMVPpY6d00Pj4C9AHeQdg4skvZhTHmi8zFkPcoXvrXFA2cZiTMG-.1VfL3c_eWFumW1hY)

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**Lisa Carr:** Hello. Welcome, everybody. Thank you for joining. We're just going to give everyone a minute or so to join the webinar, and we'll get started in just a moment. So, thank you for joining today, and we'll start in just a moment.

Thank you so much for joining today. My name is Lisa Carr, and I'm with the Partner Relations Group in the Office of Communications at the Centers for Medicare and Medicaid Services.

Thank you so much for joining with us today for our stakeholder webinar on Medicaid and CHIP, the Children's Health Insurance Program, renewals focused on Asian Americans, Native Hawaiians, and the Pacific Islander community.

As you may know, states have recently restarted their regular Medicaid renewals now that the pandemic-era protections for Medicaid coverage have ended. So, from June 2023 to May 2024, everyone with health care coverage through Medicaid or CHIP will renew their coverage. If an individual is no longer eligible for Medicaid or CHIP, they can transition to another form of health insurance, such as the Health Insurance Marketplace or perhaps employer-sponsored coverage.

During the month of August, HHS and CMS are hosting webinars focused on providing partners with strategies to share information with diverse communities and audiences about Medicaid and CHIP renewals and how to help people retain their health insurance coverage. Everyone should be able to see today's agenda on the screen.

First, we will hear from Ms. Krystal Ka'ai, the Executive Director of both the White House Initiative and the President's Advisory Commission on Asian Americans, Native Hawaiians, and Pacific Islanders, who will share some opening remarks. Second, we will have the training portion of the webinar, where we will walk through a set of slides that you can use in your outreach and education work in your communities. And third, we will walk through a new AANHPI community fact sheet that has important information Medicaid and CHIP enrollees need to know and strategies for reaching out to AANHPI communities. And fourth, we will hear from a partner who will share some best practices for reaching out to the AANHPI community. That will be Princess Mae Visconde, who is a Community Engagement Manager at the Asian and Pacific Islander American Health Forum.

And lastly, we will have time to answer questions that you'll submit before the close of the call today.

Now before we begin the training, I want to share a couple of housekeeping items. The webinar today is being recorded. The recording and transcript will be available on our CMS web page. It's the CMS National Stakeholder web page, which will be shared also in the chat. Also, while members of the press are welcome to attend the call, please note that all press or media questions should be submitted using our media inquiries form, which may be found at [cms.gov/newsroom/media-inquiries](https://cms.gov/newsroom/media-inquiries).

All participants are going to be muted. Closed captioning is available by the link shared in the chat by our Zoom moderator. As I mentioned, we will have time to answer a few questions today. You can submit your question using the Q&A function on the menu below. Questions that we do not have time to answer today, they will be used to help inform topics on future calls.

With that, I'd now like to turn it over to Ms. Krystal Ka'ai, Executive Director of both the White House Initiative and the President's Advisory Commission on Asian Americans, Native Hawaiians, and Pacific Islanders. Krystal.

**Krystal Ka'ai:** Thank you, Lisa. Aloha mai kākou. Good afternoon, everyone. As Lisa mentioned, I'm Krystal Ka'ai, the Executive Director of both the White House Initiative and the President's Advisory Commission on Asian Americans, Native Hawaiians, and Pacific Islanders, and I want to thank you all for joining today's call.

Our White House Initiative was reestablished by President Biden in May of 2021 through Executive Order 14031, and we are charged with driving a whole of government strategy to advance equity, justice, and opportunity for our nation's diverse and vibrant Asian-American, Native Hawaiian, and Pacific Islander communities.

Our initiative is co-chaired by Health and Human Services Secretary Xavier Becerra and Representative Ambassador Katherine Tai. One of our key priorities is to promote the health and well-being of AANHPI communities across the nation. That's why we are so grateful to CMS for hosting today's call with AANHPI stakeholders focused on the urgent need to ensure that individuals who are currently enrolled in Medicaid and the Children's Health Insurance Program, or CHIP, do not lose access to critical health care coverage.

As Lisa mentioned, with the end of the COVID-19 public health emergency, states have begun to restart their yearly Medicaid and CHIP eligibility reviews, and although these reviews normally occur on an annual basis, they were paused during the public health emergency in order to ensure that as many people could retain their health care coverage throughout the pandemic as possible.

In fact, as a condition of receiving increased federal funding during the pandemic, states were required to maintain enrollment of nearly all Medicaid enrollees, and we are seeing, unfortunately, as was mentioned earlier with the kind of return to normalcy, that states are now

beginning to review eligibility and can now terminate Medicaid enrollment for individuals who are no longer eligible.

This will be happening over the next several months, this return to normal eligibility and enrollment operations, including completing redeterminations for anyone enrolled in Medicaid and disenrolling ineligible individuals, and this process, as you'll hear later, is something we refer to as Unwinding.

Prior to the pandemic, approximately 17 million Americans would lose their coverage in a normal year, including many children and families who are eligible for Medicaid and CHIP, but who would get caught up in red tape or bureaucracy when trying to reenroll. Now that states are beginning to return to their pre-pandemic operations, we are seeing this process play out now for the first time in nearly three years, with millions at risk of losing coverage.

We know that the statistics are pretty alarming. Unwinding is projected to impact approximately 15 million individuals, including many children and families, so this is something that we, through the White House Initiative, are very laser-focused on in ensuring that we can ensure that as many in our communities and all Americans, truly, who are eligible, continue to retain their health care coverage.

We know that, based on statistics we have seen from the Department of Health and Human Services, approximately half a million AANHPIs stand to lose coverage, so that's why we want to ensure that we are able to do these specific calls to engage with AANHPI leaders, providers, across the country, to get the word out.

I just recently, a few weeks ago, returned from a trip to Hawaii where our White House Initiative and President's Advisory Commission held meetings, listening sessions, and site visits with various AANHPI community leaders and organizations, and we also visited Federally Qualified Health Centers that serve large AANHPI populations like Kōkua Kalihi Valley. In Hawaii and throughout my engagements across the country, I've heard firsthand from so many in our communities about the peace of mind that comes with access to quality, affordable health care and how important that was, especially during the pandemic.

During my travels I've also heard heartbreaking stories about the barriers that continue to persist for far too many in our communities—stories about language barriers that have limited access to life saving care, stories from Pacific Islanders, including our COFA communities, who have been wrongly denied Medicaid and CHIP coverage due to confusion around their immigration and citizenship status.

We know there's a lot of work to do to mitigate these challenges as well as address disparities in coverage and access to health care, and we want to make sure that people who are enrolled in Medicaid and CHIP—these are our families, our neighbors, our friends, our community members—know what steps that they need to take to keep their health care coverage, whether that's through Medicaid, CHIP, or another health care option like the Health Insurance Marketplace or private coverage.

Our call to action to you is to really ensure that you can engage with the administration. President Biden and the entire Biden-Harris administration are committed to maximizing the number of people who can continue to have access to affordable, high-quality care. Today we're urging you, all of our partners, to directly reach out to Medicaid enrollees and help them both complete their renewals and connect them to the coverage that they need.

We cannot do this work alone. As I mentioned, this will take all of us working together to really ensure that we are getting the word out and that we are providing our AANHPI communities with the resources they need, whether that is not just information but also culturally and linguistically relevant information that many of our communities may need access to.

I want to thank, again, all of you for joining us today and for your dedication and leadership to ensuring that all Americans have access to the information and resources they need to navigate the renewal process and keep their health care coverage, and I also want to thank our partners here at CMS.

With that, I'll turn it over to my colleague, Stefanie, from CMS.

**Stefanie Costello:** Great! Thank you so much, Krystal, for all those remarks and just letting us know the importance of this on the ground and through your experience and what you've seen. I'm sure that's true for those on today's call who have joined us today, as you all are out there reaching this population, which is why you joined today to get some tips and some of this train-the-trainer information on Medicaid and Children's Health Insurance Program.

We're going to start today off by giving you all a little bit of a background, repeating a little bit of what Krystal said, and then we're going to go into some slides that you're going to be able to use in your community to train your community members.

I'm Stefanie Costello, the Director of the Partner Relations Group here in the Office of Communications at CMS. Today we are going to talk about Medicaid and the Children's Health Insurance Program and how we can make sure people keep health coverage over the next year.

So, Medicaid and CHIP have been a lifeline for many families during the pandemic, and states are now checking to see if each person enrolled in the Medicaid and CHIP program still qualifies for coverage. We know that you may work and serve people covered by Medicaid and CHIP and we want to make sure you all have the information you need to share with your partners, colleagues, and other people in your community to help people enrolled in these programs maintain health coverage. Next slide.

As I said, before we get into the content, I want to provide some framing about today's training and why this information is important to get out to your communities and how you can use the materials we walk through today to train other organizations and people enrolled in Medicaid and CHIP about what actions they need to take. Next slide.

So, Krystal covered a lot of this but just to hit some of the high points here, during COVID people kept their Medicaid coverage so they wouldn't be at risk of losing it during the middle of

the pandemic. Now, prior to COVID, states would regularly engage in a renewal process and people were coming off and on Medicaid regularly, and that could have been for administrative reasons or a change in life circumstances, or they might have been eligible for another type of coverage.

Now, this process is resuming for the first time in three years. We think about 15 million people are predicted to lose Medicaid and CHIP coverage over the next year, and of that, 6.8 million people are expected to lose coverage even though they still qualify for Medicaid and CHIP. 5.3 million children are predicted to lose Medicaid or CHIP coverage. Nearly 1 million Asian Americans, Native Hawaiians, and Pacific Islanders will lose Medicaid coverage with over 400,000 Asian Americans, Native Hawaiians, and Pacific Islanders losing Medicaid coverage despite still being eligible, so we have a lot of work cut out for us to try and make sure these folks stay covered. Next slide.

So, the key takeaway that you all will have for today's training is, one, understand why this information is important and the impact that Medicaid and CHIP renewals will have on people in your community. Two, learn about the steps that someone needs to take to renew their Medicaid or CHIP coverage. Three, review other health insurance options for people who are no longer eligible for Medicaid or CHIP. And four, understand your call to action and how you can help people with Medicaid or CHIP keep their health insurance coverage. Next slide.

Today's training is important because we want to help people enrolled in Medicaid and CHIP take action now so that they don't lose their health coverage. Many people enrolled in Medicaid and CHIP might not know they need to take action. So, if this is the first time they've been on Medicaid or CHIP in the last three years, they might not know that they normally would have to renew and check their eligibility every year, so we want to make sure that those folks know there are going to be actions to be taken and steps they need to take to keep their coverage.

We know that you are a trusted voice in your community, and you have the ability to make sure that people receive the information they need to keep Medicaid and CHIP or to find another type of health coverage. Next slide.

This set of slides that I'm going to go through now are ones that you're going to be able to use. We have these slides posted and we have the talkers that I'm going to go through today. These slides are posted in a PowerPoint version so you can customize them and add your state-specific information, and we're going to go through all of that today. Next slide.

What we'd like to start with is the basic of "What is Medicaid?" Medicaid provides health coverage to over 86 million Americans, which include low-income adults and children and pregnant women, elderly adults, and people with disabilities. Medicaid is the single largest source of health coverage in the United States.

Each state runs their own Medicaid program, and they all have different names. It might be called something in one state and something else in a different state. For example, the Medicaid program in Tennessee is called TennCare. We know that the individuals and people who are on Medicaid in your state might not know they're on Medicaid, but they might know that they're on

TennCare, so it's important to use your state name. You can customize this slide here. If you're not sure what your state name is, you can visit [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) and we have a state map, and it will tell you what your state name is and more information about your state program. Next slide.

With CHIP, the Children's Health Insurance Program, it also provides health insurance to over 7 million uninsured kids in low-income families and, just like Medicaid, each state runs their own CHIP program. They may also have different names. For example, the CHIP program in Georgia is called PeachCare. Again, you can customize this with your state and you can look up your state's name, so feel free to customize this slide as well. Next slide.

We want the folks that you're talking with to understand the context, just like we went over earlier today. So, The main points we want to get across is for the past three years people on Medicaid and the Children's Health Insurance Program were not required to renew their coverage because of the COVID-19 pandemic. During the time, the renewal process was paused to ensure as many people as possible stayed covered during the pandemic. That was referred to as the continuous enrollment condition. The continuous enrollment condition ended on March 31, , and states have now resumed the yearly process for Medicaid and CHIP eligibility renewals, and they've started contacting people to determine if they're still eligible.

Over the next 12 months, everyone with Medicaid or CHIP coverage will need to renew their coverage. The expiration of this continuous enrollment condition is the single largest health coverage transition event since the first Open Enrollment period for the Health Insurance Marketplace. Next slide.

As I mentioned, states are now contacting individuals to see if they're eligible for Medicaid or CHIP. If an individual is no longer eligible for Medicaid or CHIP, they can transition to another form of health coverage, such as finding coverage on [HealthCare.gov](https://www.HealthCare.gov), through Medicare, or employer-sponsored health insurance coverage.

Now over the next 12 months, states are going to spread out their renewals, which means not everyone will have their Medicaid and CHIP coverage renewed at the same time. Each state has a different renewal timeline, and it's important that you understand your state's timeline. You can find that timeline at [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding) under the Planning Tools & Templates section, and you can add your state's timeline to this slide here and talk through that as you provide these slides in your community. Next slide.

So how will this impact people in your community? Over 15 million people are expected to lose coverage and that includes the 5.3 million children and the nearly 1 million Asian Americans, Native Hawaiians, and Pacific islanders will lose Medicaid coverage. These are the same statistics we went over earlier with you all, but we want your community to understand how large this impact is and how it's going to directly impact within their community, especially around the children, because we know that the children are going to be impacted a lot by Medicaid and CHIP.

Now, if people are enrolled in Medicaid and CHIP, we need them to take action now to renew their coverage. If found not eligible, people will be able to transition to the Health Insurance Marketplace or other form of coverage. We need partners like you to help make sure people enrolled in Medicaid and CHIP complete the steps to renew the coverage, and we want to make sure that they know there are other options out there in case they lose Medicaid or CHIP. Next slide.

So, what do people in Medicaid or CHIP have to do to renew their coverage? States will start by using information they already have to decide if people are still eligible for Medicaid or CHIP. If a state needs more information, they will send a renewal letter in the mail. We're asking people to check their mail to see if their Medicaid or CHIP office has sent a renewal form. This may be the first time that they've received a renewal form, and we want to make sure that people know what steps to take if they receive one to see if they're still eligible. The Biden-Harris administration is committed to maximizing the number of people with affordable, high-quality coverage and we want to make sure people stay covered, whether that's through Medicaid, Medicare, Marketplace, or employer-sponsored coverage.

The next set of slides I'm going to go through talk about how you're going to work with certain individuals who might be on different timelines. As I mentioned before, states have 12 months to renew coverage, so some individuals that you might be interacting with might have not received anything from their Medicaid office yet. You might also have some individuals who received their letter, and you might have some individuals who have been told they're not eligible. We're going to go through, right now, what you can tell each set of those individuals, depending on what situation they're in.

Now, if someone that you're working with hasn't gotten anything from their state Medicaid or CHIP office yet, you can do the following. We're encouraging them to update their contact information with their state Medicaid or CHIP program. This includes current mailing address, phone number, email, or other contact information. If they've moved or changed addresses or any of their contact information has changed within the past three years, they should contact their state Medicaid and CHIP office and update their contact information with the most recent and current information.

We also need them to check their mail and open any mail that their state Medicaid or CHIP program sends. So again, it's checking the mail and then making sure that they complete the renewal form to see if they're eligible for Medicaid. Next slide.

So, if they receive a renewal form from their state Medicaid office or CHIP office, we need them to read the letter, the entire letter. Some of these letters might be big or long, but if this is the first time receiving one, we need them definitely to read the whole letter and make sure they really understand what the letter is asking of them. After reading the letter, we need them to complete their renewal form and fill out the form and return it back to your state Medicaid or CHIP program right away to help avoid a gap in coverage. We're asking parents to still complete the renewal form, as their kids may still be eligible for Medicaid or CHIP even if they're not.

Now, after completing the renewal form, we want them to look out for follow-up information from their state. Their state will mail them another letter to let them know if they're no longer eligible for Medicaid or CHIP, so read the letter, complete the renewal form, and look out for a follow-up information.

This is where you all can really play a big role, especially in this area. There might be individuals in your community who need help reading that letter, either because of a translation issue or because of a number of different reasons, right? But they might need a trusted voice to help read that letter and help them figure out what they need to do to fill it out and send it back. We encourage you to help those in your community read the letter and help them fill it out and be able to help them get the information they need on that letter and then return it and then to remind them to keep checking the mail if there's any follow-up from their state. Next slide.

So, there are going to be some people who lose Medicaid and CHIP coverage in this process. They are, they might no longer be eligible. But what we want folks to do is look over a notice from their state to see why they lost Medicaid or CHIP coverage. So read that notice if they end up losing Medicaid or CHIP. If the state ended your coverage because they did not have enough information they needed to complete the renewal, then you can contact your state to provide missing information. You can find your state's contact information on [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) or, with this train-the-trainer deck, you can put your state's website right on this page.

If the state ended your coverage because they found that you were no longer eligible for the program, you will need to find another type of coverage. You also have the ability to appeal the decision or reapply for Medicaid or CHIP. So, if you think that you're still eligible for Medicaid or CHIP and that the state wrongfully ended your coverage, you can appeal the decision and you can ask the state to do a second review.

Now, if there's been a change in your situation such as an income change, you can reapply for Medicaid or CHIP at any time. So, Medicaid and CHIP can be applied for at any time. You don't have to wait for a special open enrollment period for that. So, at any point if someone loses coverage and they weren't eligible in June, and suppose they have a loss of income in August, then they can reapply for Medicaid or CHIP at any time. They can go to [Medicaid.gov](https://www.Medicaid.gov) to find out how they can contact their state, or you can put your state information in this slide, that link to, as well. Next slide.

Alright, so if someone has lost coverage and they appealed it or they reapplied and they still do not have or are not eligible for Medicaid, then we want you to help them know that there are other coverage options out there. This is kind of the last step, is to look for other coverage options. This can be through the Health Insurance Marketplace, through Medicare, or employer-sponsored coverage.

For the Health Insurance Marketplace, most people are able to find a plan for \$10 or less a month with financial help. All of these plans cover doctors' visits, prescription drugs, emergency care, and more. People can apply for Marketplace coverage as soon as they lose Medicaid coverage. You don't have to wait until Open Enrollment. We encourage them to go to [HealthCare.gov](https://www.HealthCare.gov).



If you live in a state that has your own state-based Marketplace, like New York or California, you can take out this [HealthCare.gov](https://www.healthcare.gov) link and you can put your state-based Marketplace link in this slide and direct them right to the state-based Marketplace. If you don't know if your state has a state-based Marketplace, you can go to [HealthCare.gov](https://www.healthcare.gov), type in your ZIP code, and it will let you know if you need to stay in [HealthCare.gov](https://www.healthcare.gov) or it will automatically route you to your state's Marketplace.

I want to sit here just for a minute. If somebody has come onto Medicaid within the past three years, they might have looked at the Health Insurance Marketplace prior to that, in 2019 or 2018. Well, within the last two years, a new law took place which has lowered the Marketplace planned cost with financial help. So, some of you might have visited [HealthCare.gov](https://www.healthcare.gov) in 2019, for example, and might not have thought that health coverage was affordable for them there. But because of this new law and the additional financial help, more plans are available, and most people are finding plans for \$10 or less a month. And so, if someone comes from not having to pay anything with Medicaid and we're telling them that they need to find coverage and something is “affordable,” that, of course, means different things to different people, so putting a number on it like “most people can find a plan for \$10 or less a month through the Health Insurance Marketplace” will help them think to themselves, oh yeah, well maybe I can qualify for this, maybe I can find a health insurance plan that fits my budget and works for me. So, we encourage everyone to get to [HealthCare.gov](https://www.healthcare.gov) or their state-based Marketplace.

Now, for some people, those who you work with who are 65 or older, they can enroll in Medicare without paying a penalty if they missed their initial enrollment period. So, when someone turns 65, they get Medicare coverage. There's a special enrollment period right now so if someone missed enrolling in Medicare during the pandemic because they were on Medicaid, they can now enroll in Medicare, and we have that contact information here.

Now, the third set is that some people might be able to find coverage through employer-based coverage, so we encourage them to check with their employer to see if they can enroll in an employer plan, outside of Open Enrollment, if they recently lost Medicaid or CHIP coverage.

Now, we're calling on all states and Congress and the health care industry, faith-based and other community organizations, advocacy coalitions and other public and private partners, to do everything in their power to help people stay covered. This work is an all-hands-on-deck, and it will continue to be. We urge our partners in the public and private sectors who are directly reaching Medicaid enrollees and help them complete their renewals and help connect them to other coverage as appropriate.

On this slide we've listed four ways for you to help and share with people on Medicaid and CHIP in your community and we encourage you to, one, help raise awareness. Make sure the people you work with, patients, customers, members, whoever it is, are aware that this is coming and that they're aware of the steps they need to take.

Two is to share resources. We have so many resources, and so we will go through those in just a moment. Your state might also have resources, and you can go to your state's website and look for communication resources from your state as well.

The third thing is letting people know where they can go if they have questions or need assistance. So, making sure that they might be working with a navigator or someone else in your community. For these slides you can put that contact information in these slides, so for the second bullet you can put your state information in there of where to find that information, outreach information, and then for the third bullet, you can put a local resource, or maybe it's you who is able to help answer questions and get assistance.

The fourth is to partner with other organizations in your community. This is a big one. We want to make sure that some of these organizations who might not consider themselves “Medicaid experts” or “health insurance experts,” someone like a food bank, for example, but they’re partnering with you, who are able to give them the information and make sure they’re getting it to people who really need this information who might be on Medicaid and are going to be impacted. So, we appreciate your partnership in helping to make sure that people remain connected to health coverage, and we're here to support our partners any way that we can throughout the Medicaid and CHIP renewal process. Last slide.

You can also customize this slide. It has some of the information for [HealthCare.gov](https://www.healthcare.gov). Again, you can put your state-based information here, put your state call information here. We have information about finding local help. These are assisters or navigators who can help with applying for Marketplace coverage. Again, you can customize that. For the first bullet, if they have questions about Medicaid or CHIP, we have our [Medicaid.gov](https://www.medicaid.gov) renewals here but you can direct them to your own state Medicaid URL and put that there.

Finally, for questions about Medicare, those are 65 and older, that's a standard one across all states, so this one you won't have to touch, but it's [Medicare.gov](https://www.medicare.gov). We have our 1-800 number there. For enrollment, we have information about how they can contact their Social Security Administration field office with the website and the phone numbers to call there. Next slide.

Now we're going to go through some of the resources. I talked about the four things you can do, the second being sharing resources, and now we're going to talk about the resources. Alright, I'm actually going to share my screen for this one and I will say that the PowerPoint that was up and running that you saw, that had some screen shots and images of the resources there, but I always think it's really helpful to share the actual page for you.

So, [Medicaid.gov](https://www.medicaid.gov) is where we have all of our resources, right here. So there's a lot of policy things on here. There's outreach, education, everything about Unwinding. When you go to the left-hand side, the first link says, “Renew Your Medicaid or CHIP Coverage.” If you open that up, this will give you the map I was talking about, the [Medicaid.gov](https://www.medicaid.gov) renewals. If you scroll down, you can choose your state, click on your state, or you can scroll down. As you can see, it has the state name, the website where the enrollment information is, and then it has their phone number. This is where you can get all of that information to customize your slides.

Now, for the resources that you have to share, we're going to go to the “Outreach and Educational Resources.” This, pops open our toolkit. A few things right at the top I want to make sure you all are aware of. We have this toolkit, and some of the pieces are in one big toolkit and

then we have other pieces of the toolkit, which I'm going to go through. The toolkit is available in English and Spanish, but we do have pieces of this toolkit, including our popular items such as drop-in articles, fact sheets and postcards, also available in Chinese, Hindi, Korean, Tagalog, and Vietnamese. You can click here for those translated materials, and we encourage you to download those and share them with your communities.

The slides that I went through today, with the talking points, are located right here at the top so you're able to grab those really quickly. If you click on that link, it will download the PowerPoint and you can start editing away so you can educate your communities.

Now, we also have social media, which is really easy to share. This first set of social media is kind of the "Renewals are here!" It reminds people to update their contact information and to open up a letter. We have visuals. We have the graphics, and we have the text for you to use, and you can click on that link and find it. The second set here provides you with information about what to do if you've lost health insurance and mainly it takes you to [HealthCare.gov](https://www.healthcare.gov) so that they can find affordable health coverage somewhere else.

Unfortunately, we heard that there are some frauds or scams happening around Unwinding and we do have some social media messaging here. You're welcome to take any of these graphics and use them, you're welcome to take any of the text we have. You're welcome to take our text and use your graphics and you're welcome to just reshare what we already share on our social media. Any social media is great that you all want to use, and we encourage you to take anything here.

Now, in our "Additional Materials" section, we kind of divided this up into where your, the individuals, might be in this renewal process. This first section of materials is to help people get ready to renew their coverage. If you click on that, it drops down. We have a couple things here. We have fliers, postcards, tear-off pads. We have the general messaging in a fillable flier. I'm going to pop open a fillable flier here. This just shows you that, when the eligibility reviews start, you can enter that here for your state. Remember you can look that up on the timeline. Then down here, you can enter your state's website and phone number of where to call. So, you can customize this and print it, or you can email it out. You can print it and put it on your door, put it by any high visible area that someone might come through, so they know what to do.

We also have fillable conference cards and display cards. This fillable flier that I showed, I'll go back up and show the translated materials in a little bit but that is one of our translated materials. We have some information for providers and then we have information for American Indians and Alaskan Natives as well.

Now for people who have lost their Medicaid coverage, we have a couple resources here. We have some fact sheets, these tear-off pads, and a postcard. Postcards we know are really helpful because they're small and you can print those and take them with you, but I want to draw your attention to two things real quick. One is the Partner Tip Sheet. If you open up the Partner Tip Sheet, this is something one of your front-line workers can use and just keep handy. If someone with Medicaid comes to them and says, "I've lost my Medicaid coverage, what do I do?" your front-line worker can pick up this tip sheet, they don't have to be an expert, but they can be

familiar with it and they can go through and read these things. They can ensure it's the same messaging, that they've updated their contact information, how to renew a letter, and then what to do if they've lost coverage. So that tip sheet is really great. Then we also have a Health Care Option Fact Sheet which is very similar. I'm going to pop that open, and it's very similar. If they've lost coverage, these are the three messages that you can give them to help them find coverage.

Now, we also have “Messaging and Resources for Kids and Families,” so we have postcards specifically for kids. They're available in fillable and non-fillable. Then we have them for kids who are renewing Medicaid and CHIP. One of them has a statistic on there that almost half the kids in the U.S. are on Medicaid or CHIP. So almost half of the kids are on Medicaid and CHIP. We really need to make sure that people working with children, people who have children, that they know that their children are going to fall into this bucket and that we need to make sure that they keep coverage.

We also have this, brand new, this was just posted this morning, some might not even have realized it's out there, but we have our “Outreach to Special Populations” section. We've created a one-page handout to help the Asian-American, Native Hawaiian, and Pacific Islander communities share information about CHIP. When you open up this, it talks through really what our main messages that CMS wants to get out there about this health coverage. We want to set the stage with “Why do people with Medicaid or CHIP coverage have to renew their coverage?” This provides some background that you can share with your community. These are the four steps we want everyone to take right now. Update their contact information, respond to their letter. Parents should respond even if they don't think they're eligible. Then we want people to consider other coverage options.

Here are those tip sheets and resources that I went through. We put the ones that are translated into the different languages right in here, so you have the fact sheet and the postcard available in these languages with the links directly on this page.

Then we have some strategies that you can use to spread in your community. These are ones that we really want you to do. We know that you're a trusted messenger and an influencer and we want you make sure to get this information out. This can be faith community cultural centers, community health centers, rural health centers, Native Hawaiian health centers, local pharmacies, and other community-based organizations in your area to share culturally and linguistically appropriate materials and then, of course, social media messages and host events.

We found that it's most helpful to share simple and clear translated messages in your community's native language on radio, TV, newspapers, community magazines and social media. We want you to hand out the translated fliers or other print materials. We find that if they're simple and clear and include pictures or graphics, that's often helpful. And we want to have enrollment assisters that are culturally competent and from the community that can help and be available at cultural or religious or community events and celebrations. We also have some short video explainers that we have in English. I'll show you how to find those. But if you can translate those and share those in your community language, that would be great as well.

This link is up there, and we encourage you to check that out. The educational videos I mentioned are right here. They're 30 seconds, 15 minutes, and 6 seconds. You can share them on social media. I think we've been requested about giving the scripts from these, and if we can share those. I know we might get that question in the chat. We've gotten that before. We're checking to see if we can share the scripts so our partners can translate that into other languages, but we are checking on that.

I just want to go back up to the top to pop open at least one of our materials so that you can see some of the translated materials we have here. These are our Medicaid and CHIP translated materials, and it's the same information that we had. So, when you put this information, if you want to put it in local newspapers, if you want to email it out, you can take this information. You can see this is customizable. We left some blanks in here for you to put the name of your Medicaid or CHIP program, your state name, like TennCare for example, and then the website here and then the phone number. This is really great because it's a customizable one for you.

Then here, we have this fact sheet so that you can use this to share the message that's already been translated for those front office workers. Then here's a postcard, which is really great, that you all can use as well.

I want to make sure we have enough time because I talked a little bit about some strategies, but we have with us Princess Mae Visconde. She's a Community Engagement Manager and she's going to speak to you all about really doing this work on the ground and some best practices and strategies. So, with that, I'm going to turn it over to Princess.

**Princess Mae Visconde:** Thank you so much, Stefanie. Hi, everyone. My name is Princess Mae Visconde and, as Stefanie mentioned, I'm a Community Engagement Manager at the Asian and Pacific Islander American Health Forum. The health forum is a national health advocacy organization with a national network of over 180 community-based organizations, in over 40 states, in the U.S. affiliated Pacific Islands.

As an organization that advocates for equitable access for care for AANHPI communities, we have worked with other organizations to invite culturally and linguistically relevant health materials, offering translated resources in over 30 AANHPI languages. I'll be sharing, today, some best practices and strategies to provide outreach and education to the AANHPI communities.

A lot of these practices and strategies I'm going to share, I learned from our partners. Some of these strategies include providing photo-based materials representative of target communities, fliers, or other written documents that are translated and written at a fifth grade or less reading level. Additionally, if materials are translated, it is best to get them reviewed by community members to ensure that it is culturally appropriate, and the message that is conveyed is accurate and easily understood. If materials are available as templates, it's easier for our partners to get them translated and reviewed and make additional edits internally.

In addition, some AANHPI communities are better reached out to through audio or video. We found that some of our communities prefer it over the written form, and if it is translated in the audio version, that's even better for our community members.

Also, when sharing our information or reaching out to community members, it is best to partner with trusted messengers, which could include faith and community leaders, cultural centers, community health centers, rural health clinics, Native Hawaiian health centers, local pharmacies, and other community-based organizations.

In the past, the health forum has also held community conversations led by our community members and listening sessions, which we found were well-received. We found that our communities usually want to hear from members of the community, so really having those trusted messengers out in the community, sharing this important information.

Overall, outreach should come from communities and linguistically and culturally appropriate materials, and they should hear from community members that are embedded within the community. Thank you, and I'll pass it over to Hailey.

**Hailey Gutzmer:** Thank you, Princess. I will be starting our Q&A portion of this webinar, so just a reminder, you can submit questions that you have using the Q&A box along the menu in Zoom. Thank you so much to everybody who has already submitted a question.

Our first question that we have here is for Stefanie. So Stefanie, many in our Pacific Islander community have moved during the renewal pause. Now that the Unwinding has begun, renewals have been sent to the wrong address. What can we, as stakeholders, do to mitigate these issues?

**Stefanie Costello:** Thanks, Hailey. I think, [I apologize I was on mute] as I mentioned before, we want to make sure you're updating your contact information. So, if you know there are a lot of individuals in your community or within your community, we need your help to get the word out to update their contact information as soon as possible. This is their address, their email, their phone number. While the renewal forms are coming to them in the mail, some places are contacting in other ways, so we want to make sure that all their contact information is updated. If you know someone who has recently moved to your area or someone who is going to be moving from your area, make sure that, as part of that move, that they're updating their contact information with their state.

**Hailey Gutzmer:** Thank you, Stefanie. The next question that we have here is about employer-sponsored coverage. Do we have any resources where stakeholders can learn more about employer-sponsored coverage as an option?

**Stefanie Costello:** Yes. We do have a lot of materials, and I didn't have time to go through them all today, but one of the materials that we do have available is a [fact sheet](#) for employer-sponsored coverage. We can put that in the chat so you all can have that. It's under the "Helping People Who Have Lost Medicaid or CHIP Coverage." It's a fact sheet to help employees and their families learn about their health care options for employer-based coverage.

**Hailey Gutzmer:** Thank you, Stefanie. Another question for you, Stefanie, is, are there any materials available for print order?

**Stefanie Costello:** Great! Yes, right now we have the tear pads, which essentially is like, if you ever go to the doctor's office and there's like a cardboard, heavier cardboard on the bottom, and little pieces of paper that are kind of stuck together on the top. So, when you tear one off, you can take that with you. That's what the tear pads are. They are available now and they have a QR code on them that anyone who comes by can tear it off or scan and it takes them to the [Medicaid.gov](https://www.Medicaid.gov) renewals website. So, we have those available for order now and we're working on adding additional items right now into our product warehouse. That will include the postcards and the posters and the fact sheets. Once those are available for order, we can send that out.

There is a product ordering website from CMS, so we can either put that in the chat now, there are instructions. I think we're going to send a follow-up after the webinar, and it will have instructions on how you can order from the CMS website. I will put a little plug in there too. We have the Unwinding information, but if you're working in the health care space, you can also order additional Marketplace materials and Medicare materials, and some of those materials, the Marketplace and Medicare, that you can order hard copies of, are translated into those same five Asian languages that I mentioned earlier.

**Hailey Gutzmer:** Thank you, Stefanie. With that, I've seen a couple questions come in about if the transcript or recording will be available afterward. We will include in that follow-up email and let you know when the recording has been posted. I dropped the link into the chat where that recording can be accessed once it's available. As Stefanie noted, the slides that she walked through are also available for download on the [Medicaid.gov/unwinding](https://www.Medicaid.gov/unwinding) website under the "Outreach and Educational Resources" section.

Our next question, again, is for Stefanie. You did not mention agents or brokers that work with the Marketplace that can provide assistance. How can they find all assisters?

**Stefanie Costello:** If you go to Find Local Help—let me back up, because this can be confusing. This is specifically for people who have lost Medicaid and are looking for another form of health coverage such as coverage through the Health Insurance Marketplace. If you're looking for an assister or an agent/broker or navigator to help, you can go to [Find Local Help](https://www.FindLocalHelp.gov) and enter your ZIP code, and it will bring up a list of assisters who are able to help you, so that includes agents and brokers, navigators. There are some filters so you can filter through based off of the type of assister that you're looking for. Find Local Help is where you can go. Again, if you lose Medicaid, you want to go there and find someone who can help you in person with the Health Insurance Marketplace. That's where you can go.

**Hailey Gutzmer:** Another question for Stefanie, how can providers help families during this time, and do we have any resources for providers to help share information?

**Stefanie Costello:** Yes. For providers, you all are a trusted source. Individuals are coming to you because they trust you for their medical advice. We want to make sure that those individuals keep their health coverage, so it's really great if you can speak with your patients or if your front



office worker who's checking them in or perhaps doing the billing for your office is able to have conversations with them about if they have Medicaid or CHIP. If you notice that they have Medicaid or CHIP as their health care provider you can say, "have you received anything in the mail?" If they haven't, you can say "is your address updated? Please update your address." If they say, yes, we haven't moved, then you can say, "look out for a letter, it's going to come. When you get that letter, make sure to open it, make sure to read it, make sure to fill it out, and return it." If they've lost coverage and they go to you as a provider and they go there and they realize at that point in time that they've lost coverage, then that tip sheet, the fact sheet that I showed you all about other health care options, making sure you have that pulled up, it will tell you that you can reapply for Medicaid. You can go to the Health Insurance Marketplace, if they're 65 or older for Medicare, or look for employer-sponsored coverage. But that fact sheet would be great for the billing office or the scheduler or someone interacting with individuals who can give them ideas. Also, the tear pad or postcards, that someone can take with them after their appointment, would be really helpful as well.

**Hailey Gutzmer:** Thank you, Stefanie. Another question for you, is there anything in these materials for recently arrived Americans or refugees?

**Stefanie Costello:** The resources we've talked about today are individuals who were enrolled in Medicaid during the pandemic over the past three years. So those are individuals who already had health coverage through Medicaid and are going to have to go through the renewal process for the first time. So, if someone has recently, like really recently, arrived in the U.S. within the past month or two, this isn't the same population in the sense that they weren't on this throughout the pandemic. But there are steps that they can take to get health insurance. If you go to [Medicaid.gov](https://www.Medicaid.gov) and also on [HealthCare.gov](https://www.HealthCare.gov), we have sections on there that talk about what to do for refugees or new Americans and what health insurance options are out there for them, be it through the Marketplace, be it through Medicaid, or be it through the Office of Refugee Resettlement. There are a couple things out there. Go to [HealthCare.gov](https://www.HealthCare.gov) and there's a one-pager write-up of what they need to do and the options out there for them.

**Hailey Gutzmer:** Another question for folks that may have turned 65 during the pandemic and may now be eligible for Medicare. Do we have resources that we can direct them to, to learn more about that transition from Medicaid to Medicare?

**Stefanie Costello:** Yes. We have a fact sheet available on our resources, under the "Helping People Who Have Lost Medicaid or CHIP Coverage." The [Medicare SEP fact sheet](#), we can drop that in the chat as well. You guys can check that SEP out. I can't put it in there because I'm not a host of the webinar but Hailey can drop it in. We'll make sure to email it to you. That talks about what individuals who are eligible for Medicare, again, 65 and older, to see if they qualify for Medicare and they didn't sign up. It talks a little bit about what Medicare is and gives them instructions for how to fill out the form and then how to contact their local Social Security office with some assistance for signing up for Medicare.

**Hailey Gutzmer:** Great. Thank you, Stefanie. I saw a question as a follow-up, a couple folks are interested in the print ordering. I will drop the link in the chat for the CMS product ordering website. You do have to request an account so that you can complete your information to request



an account and then you'll receive a follow-up email once that has been approved. We will also, as Stefanie said, send a follow-up email with more information about how to place orders through the product ordering site.

With that, I think that is all the questions, time that we have for questions today. Thank you again to everyone that submitted a question. Questions we were not able to answer today will be used for follow-up discussions. With that, Lisa, I will pass it over to you.

**Lisa Carr:** Wonderful. Thank you so much, Hailey. We hope the webinar today was helpful and you will leave this webinar feeling ready to share information with your community. We really need your help in getting this information out to your networks and to people in your communities who enrolled in Medicaid and CHIP. This is an all-hands-on-deck effort to make sure that people keep health coverage, whether through Medicaid and CHIP or through another form of health coverage like the Health Insurance Marketplace. We appreciate your partnership in this effort, and we are here to support you all throughout this process.

We do have a number of webinars coming up in August, focused on special populations, and you will see that the webinars are available in August, and you can register for any of these webinars using the same link that you used to register for today's webinar.

All of the webinars are at 3:00 p.m. Eastern Time. On August 8, we have a webinar on Reaching Hispanic and Latino Populations. On August 10, we have a webinar on Reaching Black American Populations, August 17, Reaching Aging and Disability Populations, and August 24, Reaching Rural Populations.

We also want to make sure you're aware of our monthly webinar series that provides stakeholders with key information to prepare for Medicaid and CHIP renewals. On this slide you'll see the dates for our August and September monthly webinars that are part of this ongoing series. The link to register for these webinars will be posted in the chat. On August 23 at noon Eastern Time, it will be focused on faith and community outreach. On September 23, 27 at noon, we'll also have our monthly webinar.

Again, we appreciate your partnership and commitment to help ensure that people who are connected to the best health care coverage that they are eligible for.

With that, I want to thank you all for attending today's webinar. We look forward to continuing to work alongside you and continuing to engage with you. Thank you for your work on this important issue, and this does conclude our webinar for today. We hope you have a great afternoon.