



# Improving Access to Health Care Coverage in Rural Communities with Medicaid and CHIP

**Webinar:**  
November 9, 2023  
2:00 p.m. EST

# Agenda

- **Outreach and Enrollment Strategies to Achieve Health Equity in Rural Communities**
  - Darci Graves, Office of Minority Health, Centers for Medicare & Medicaid Services
- **The Medicaid Unwinding and Rural Populations**
  - Stefanie Costello, Partner Relations Group, Centers for Medicare & Medicaid Services
- **Reaching Rural Communities**
  - Alexa McKinley, National Rural Health Association
- **Reaching Diverse Populations in Rural Communities**
  - Beverly Lofton, Division of Tribal Affairs, Centers for Medicare & Medicaid Services
- **Connecting Kids to Coverage National Campaign Resources**
  - Helen Gaynor, MPH, Outreach Contractor, Connecting Kids to Coverage National Campaign, Porter Novelli Public Services, Inc.
- **Questions and Answers**



# Outreach and Enrollment Strategies to Achieve Health Equity in Rural Communities



**Darci L. Graves, MPP, MA, MA**

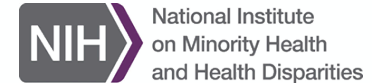
Technical Advisor, Office of Minority Health  
Centers for Medicare & Medicaid Services



# CMS Office of Minority Health

The Centers for Medicare & Medicaid Services (CMS) is the largest provider of health insurance in the United States, responsible for ensuring that more than 150 million individuals supported by CMS programs (Medicare, Medicaid, Children's Health Insurance Program, and the Health Insurance Marketplaces) are able to get the care and health coverage they need and deserve.

The Centers for Medicare & Medicaid Services Office of Minority Health (CMS OMH) is one of eight offices of minority health within the U.S. Department of Health and Human Services. CMS OMH works with local and federal partners to eliminate health disparities while improving the health of all minority populations, racial and ethnic communities, people with limited English proficiency, lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; **persons who live in rural areas**; and persons otherwise adversely affected by persistent poverty or inequality.

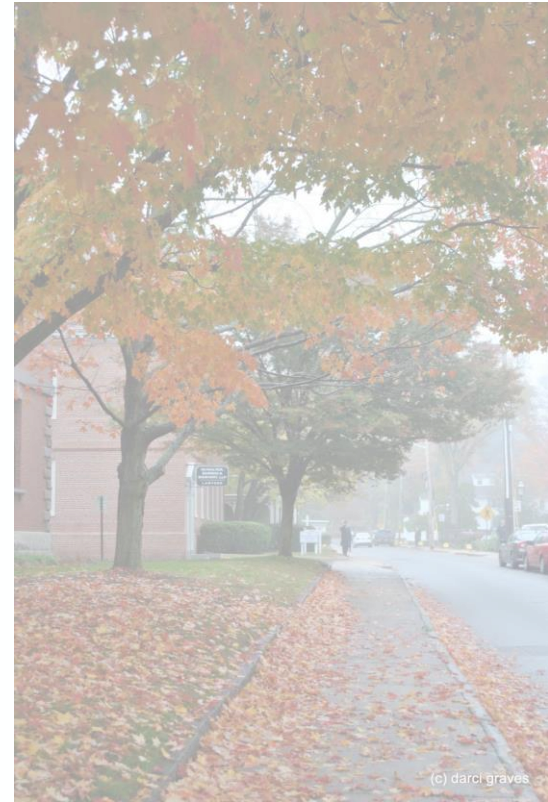




## Health Equity Challenges and Opportunities in Rural Communities

# Challenges include:

- Higher rates of poverty and unemployment
- Higher rates of uninsurance or underinsurance
- Longer travel times to health care practitioners
- Limited access to modern technology and high-speed internet





# Opportunities include:

- Growing Diversity
- Natural Resources
- Innovation, Adaption, and Resiliency
- Community Social Capital



## CMS Framework for Advancing Health Care in Rural, Tribal, and Geographically Isolated Communities



# Framework Overview

CMS OMH released the updated *CMS Framework for Advancing Health Care in Rural, Tribal, and Geographically Isolated Communities* in November 2022.

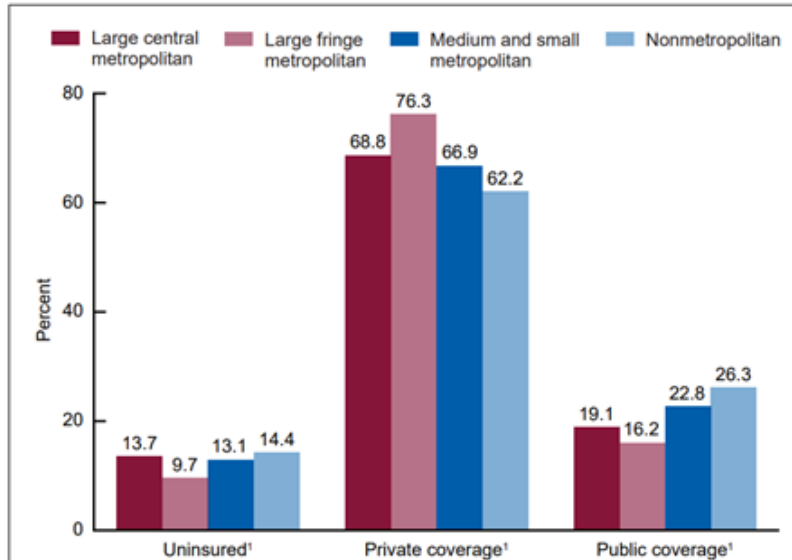
The Framework focuses on **six priorities** over the next five years.

- **Priority 1:** Apply a Community-Informed Geographic Lens to CMS Programs and Policies
- **Priority 2:** Increase Collection and Use of Standardized Data to Improve Health Care for Rural, Tribal, and Geographically Isolated Communities
- **Priority 3:** Strengthen and Support Health Care Professionals in Rural, Tribal, and Geographically Isolated Communities
- **Priority 4:** Optimize Medical and Communication Technology for Rural, Tribal, and Geographically Isolated Communities
- **Priority 5: Expand Access to Comprehensive Health Care Coverage, Benefits, and Services and Supports for Individuals in Rural, Tribal, and Geographically Isolated Communities**
- **Priority 6:** Drive Innovation and Value-Based Care in Rural, Tribal, and Geographically Isolated Communities



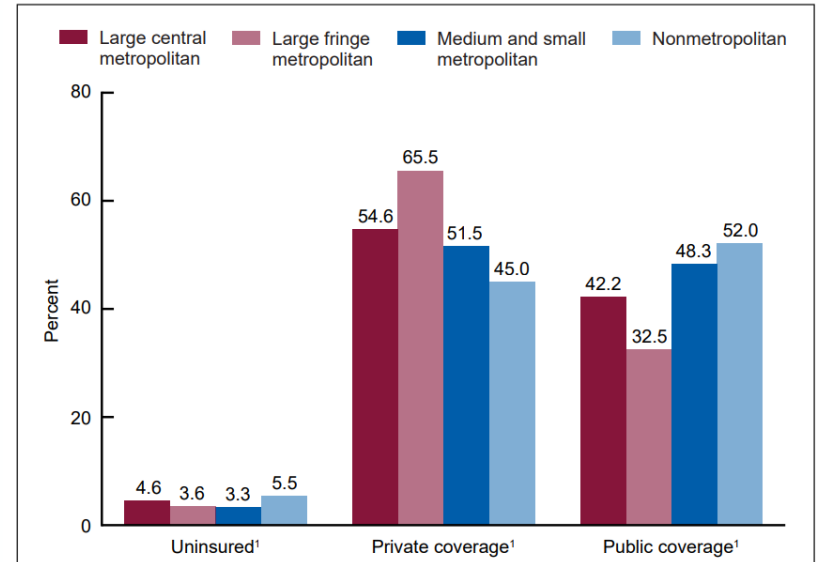
# Health Insurance Coverage by urbanization level: United States, 2021

Figure 2. Percentage of adults aged 18–64 who were uninsured, had private coverage, or had public coverage, by urbanization level: United States, 2021



<sup>1</sup>Significant quadratic trend with decreasing urbanization level ( $p < 0.05$ ).  
SOURCE: National Center for Health Statistics, National Health Interview Survey, 2021.

Figure 3. Percentage of children aged 0–17 years who were uninsured, had private coverage, or had public coverage, by urbanization level: United States, 2021



<sup>1</sup>Significant quadratic trend with decreasing urbanization level ( $p < 0.05$ ).  
SOURCE: National Center for Health Statistics, National Health Interview Survey, 2021.



## Outreach and Enrollment Strategies for Rural Communities

# Areas to Consider

- Limited Number of Provider Networks
- Affordability
- Communication Limitations
- Transportation





## Coverage to Care (C2C) Overview

### **What is C2C?**

C2C aims to help individuals understand their health coverage and connect to primary care and the preventive services that are right for them, so they can live a long and healthy life.

# Roadmap to Better Care



- Explains what health coverage is and how to use it to receive primary care and preventive services
- Includes consumer tools:
  - Eight Steps to Better Care
  - Insurance card
  - Primary care vs. Emergency care
  - Explanation of Benefits
- Available in nine languages, Tribal version, and a customizable version
- [Roadmap to Better Care PDF](#)

# Roadmap to Behavioral Health



## ROADMAP TO BEHAVIORAL HEALTH

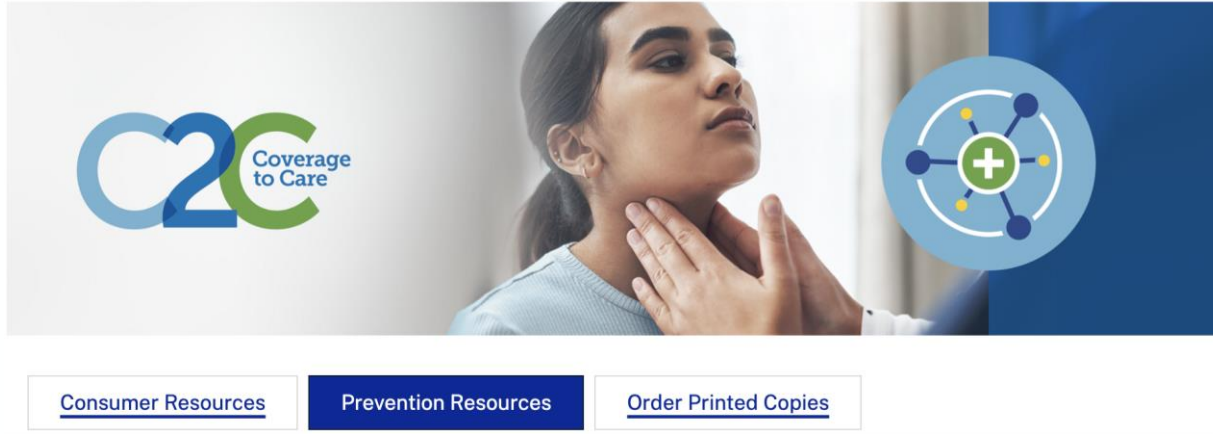
Guide to Mental Health and  
Substance Use Disorder Services



- Offers information specific to mental health and substance use disorder services
- Use alongside the *Roadmap to Better Care*
- Eight Steps:
  - Understand your behavioral health
  - Learn about health insurance
  - Where to go for help and treatment
  - Find a behavioral health provider
  - Make an appointment with a behavioral health provider
  - Prepare for your appointment
  - Decide if the behavioral health provider is right for you
  - Stay on the road to recovery
- Available in eight languages
- [Roadmap to Behavioral Health PDF](#)




# Prevention Resources




- The [Prevention Resources page](#) focuses on prevention and healthy living to be shared with consumers, reposted online, printed or ordered.
- All resources are available in eight languages.

# College-Tailored Resources



PUT YOUR HEALTH FIRST:  
COLLEGE STUDENTS




Get the preventive services that are right for you! Take advantage of these and other services available at no cost to you under most health coverage and usually offered by your student health center.

- ✓ Vision screening
- ✓ Alcohol and drug use screening
- ✓ Blood pressure screening
- ✓ Nutrition education and screening for food disorders, including obesity, bulimia, and binge eating
- ✓ Mental health screenings
- ✓ Height, weight, and BMI measurements
- ✓ Well woman visit
- ✓ STI and HIV screening, birth control counseling, and other sexual health services
- ✓ Depression and anxiety screening


**IMMUNIZATION VACCINES:** Diphtheria, Tetanus, Pertussis, Haemophilus influenzae type B, Hepatitis A, Hepatitis B, HPV, Inactivated poliovirus, Influenza (Flu Shot), Measles, Mumps, Rubella, Meningococcal, Pneumococcal, Rotavirus, Varicella (Chicken Pox), COVID-19

**COST TIP:** Most preventive services are covered at no cost. However, if you receive additional services, you may be billed. Ask your student health office or health plan to explain any charges.



For additional resources and a full list of the preventive services covered at no cost sharing under most health plans, please visit: [go.cms.gov/c2c](https://go.cms.gov/c2c).

Revision Date: April 2023 Publication #1 1967



## Put Your Health First: College Students (Pictured)

- Outlines the preventive services that are typically offered at student health centers and are available at no cost under most health plans
- Full list of vaccines is also provided

## View Your Path to Better Student Health

- A version of our *Roadmap to Better Care*, which tailors the eight steps to meet the needs of college students

# Additional ways to learn and engage with CMS

- Participate in the Rural Open Door Forum
- Connect with CMS Rural Health Coordinators in your Region
- Sign up for the CMS Rural Health Listerv

Visit: [go.cms.gov/RuralHealth](https://go.cms.gov/RuralHealth)    Email: [RuralHealth@cms.hhs.gov](mailto:RuralHealth@cms.hhs.gov)

# The Medicaid Unwinding and Rural Populations



**Stefanie Costello**

Partner Relations Group

Centers for Medicare & Medicaid Services



# Medicaid and CHIP Continuous Enrollment Unwinding

In March 2020, CMS waived certain Medicaid and CHIP requirements and conditions. The easing of these rules helped prevent people with Medicaid and CHIP from losing their health coverage during the pandemic.

- States restarted eligibility reviews on April 1, 2023.
- **The Connecting Kids to Coverage National Campaign encourages beneficiaries to:**
  - **Update their address, email, and phone number with their state Medicaid offices**
  - **Check their mail for a letter regarding their Medicaid or CHIP renewal**
  - **Complete their renewal form and return it right away**
- Resources and additional information are available at [Medicaid.gov/Unwinding](https://www.Medicaid.gov/Unwinding), including a [Communications Toolkit](#) and [graphics](#) in 7 languages, including [English](#) and [Spanish](#). Partners can find:
  - Social media copy and graphics
  - Drop-in articles and key messaging
  - The [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) page to help families connect with their state Medicaid office.

# Reaching Rural Populations



**Alexa McKinley**

Regulatory Affairs Manager  
National Rural Health Association







# NRHA

**Your voice. Louder.**

NRHA is a national nonprofit membership organization with more than 21,000 members, made up of a diverse collection of individuals and organizations with the common goal of ensuring all rural communities have access to quality, affordable health care.

**Our mission is to provide leadership on rural health issues.**

# What We Fight for on Behalf of Rural

- Investing in a Strong Rural Health Safety Net
- Reducing Rural Healthcare Workforce Shortages
- Addressing Rural Declining Life Expectancy and Inequality



# Rural Context



- 46 million Americans live in rural areas.<sup>1</sup>
  - **22% of rural population is children.**<sup>2</sup>
- 64% of rural counties are persistent poverty counties compared to 14% of urban counties.<sup>3</sup>
- Rural counties have highest child poverty rates.<sup>4</sup>

<sup>1</sup> <https://www.ers.usda.gov/webdocs/publications/102576/eib-230.pdf>

<sup>2</sup> <https://www.pewresearch.org/social-trends/2018/05/22/demographic-and-economic-trends-in-urban-suburban-and-rural-communities/>

<sup>3</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5373918/>

<sup>4</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5373918/>

# Coverage in Rural America

- Rural residents more likely to be uninsured, less likely to have private or employer sponsored coverage
- Medicaid and CHIP cover about **45% of rural children**
- Rural and urban children equally likely to be covered, but rural children more often covered by Medicaid/CHIP
  - 7% of rural children are uninsured vs. 6% of urban
- Uninsured rate in rural communities dropped in Medicaid expansion states

# Medicaid Redeterminations

- All Medicaid and CHIP enrollees retained coverage throughout the COVID-19 public health emergency.<sup>4</sup>
- Now all enrollees are having their eligibility redetermined at the same time.<sup>5</sup>
- Rural residents may be more likely to be disenrolled for procedural reasons.<sup>6</sup>
- Children account for about 4 in 10 disenrollments.<sup>6</sup>
- Special considerations for reaching rural residents and children during this process.<sup>7</sup>

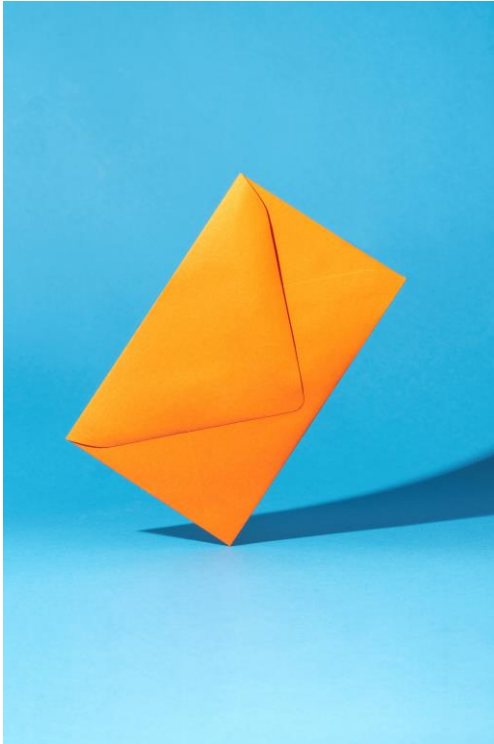
<sup>4</sup> <https://ccf.georgetown.edu/2023/08/17/medicaids-coverage-role-in-small-towns-and-rural-areas/> and <https://rupri.public-health.uiowa.edu/publications/other/Rural%20Insurance%20Chartbook.pdf>

<sup>5</sup> <https://ccf.georgetown.edu/2023/08/17/medicaids-coverage-role-in-small-towns-and-rural-areas/>

<sup>6</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5373918/>

<sup>7</sup> <https://ccf.georgetown.edu/2023/08/17/medicaids-coverage-role-in-small-towns-and-rural-areas/>

# Reaching Rural



- Connect with both **providers and families.**
- Distribute resources and **meet people where they are at** for more effective outreach in rural communities.
  - Paper/print resources
  - Radio
  - In the community



# Reaching Rural Residents

- **Partnerships** with community organizations, leaders, etc. are key.
  - Who is a trusted voice in the community?
- **Leverage the school year** to reach parents, families.
- **Identify frequented locations** – pharmacies, grocery stores, libraries, events.
- Consider other underserved populations – non-English speakers, etc.



# Resources

- [RHIhub](#) – Communicating about the Medicaid/CHIP Continuous Enrollment Unwinding in Rural Areas.
- [Georgetown Center for Children & Families](#).
- NRHA Policy Paper: [Overview of Rural Child Health](#).
- [AHIP Unwinding Toolkit](#) (includes Spanish resources).
- Modern Medicaid Alliance [Medicaid and Rural Health Toolkit](#).
- AMCHP Unwinding [Fact Sheet](#).
- School Superintendents Association [toolkit](#).

# Reaching Diverse Populations in Rural Communities



**Beverly Lofton**

Division of Tribal Affairs

Centers for Medicare & Medicaid Services



# Role of CMS in Indian Health Care

- **The Indian Health Service (IHS) has primary responsibility for providing health services to 2.6 million American Indians and Alaska Natives (AI/ANs) located on or near Indian reservations in some of the most rural and remote areas of the country.**
- **The IHS delivery system includes hospitals and health centers operated by IHS, Tribes and urban Indian organizations, referred to as ITUs.**
- **ITUs have authority to bill Medicaid and CHIP for services provided in its facilities to AI/ANs enrolled in Medicaid and CHIP and payments are used to supplement ITU programs to meet accreditation standards, to purchase equipment or to hire more staff; and when AI/ANs enroll in Medicaid and CHIP, they have greater access to services.**
- **AI/ANs continue to have the highest uninsured rates compared to other populations and outreach and enrollment of AI/ANs is a critical component of our work.**



# Connecting Kids to Coverage (CKC) HEALTHY KIDS American Indian and Alaska Native Cooperative Agreements



**On March 30, 2023, CMS awarded over \$5.9 million in funding to seven Tribal and urban Indian health programs in six states:**

- **All Nations Health Center, MT (urban)**
- **Chickasaw Nation, OK**
- **Choctaw Nation of Oklahoma, OK**
- **Denver Indian Health and Families Services, Inc, CO (urban)**
- **Fallon Paiute-Shoshone Tribe, NV**
- **Indian Health Board of Minneapolis, Inc, MN (urban)**
- **Indian Health Council, Inc, CA**



# AI/AN Specific Outreach Materials



## My Health— CHILDREN'S VACCINATIONS

Use this checklist to make sure your child is getting the vaccinations he or she needs. Vaccinations are covered by Medicaid, the Children's Health Insurance Plan (CHIP), and insurance plans purchased through the Health Insurance Marketplace.

Your doctor can give you information about how many doses your child needs of each vaccine and when these should be taken. Children who miss a dose or doses, can catch up at a later date. Some children in high-risk groups may need vaccinations on a slightly different schedule. For a complete recommended immunization schedule, visit the Centers for Disease Control and Prevention at <https://www.cdc.gov/national-schedules/downloads/child0-18 yrs-child-combined-schedule.pdf>

Learn more at <https://www.healthcare.gov/preventive-care-adults/>

Vaccines for Children (0-18)	Notes
Chickpox/Varicella (VZV)	
Diphtheria, tetanus, and acellular pertussis (DTaP)	
Haemophilus influenzae type B (Hib)	
Hepatitis A (HepA)	
Hepatitis B (HepB)	
Inactivated poliovirus (IPV)	
Influenza	
Measles, mumps, rubella (MMR)	
Pneumococcal conjugate (PCV13)	
Rotavirus	

Vaccines for Adolescents (11-18)	Notes
Human papillomavirus (HPV)	
Meningococcal	
Tetanus, diphtheria, and acellular pertussis (Tdap)	
Meningococcal B (for high-risk groups)	
Pneumococcal polysaccharide (for high-risk groups)	

### Sign up

- Visit your Indian health program,
- Go online to [healthcare.gov](https://healthcare.gov), or
- Call 1-800-318-2596

HealthCare.gov @CMSGov #CMSNativeHealth

OMB Control No. 0938-0187-Reg 0118

## My Health— CHILDREN'S HEALTH CHECKLIST

Use this checklist to make sure your child is getting the preventive health care he or she needs during well-child visits to the doctor. These services are free with Medicaid, the Children's Health Insurance Plan (CHIP), and insurance plans purchased through the Health Insurance Marketplace. Learn more at <https://www.healthcare.gov/preventive-care-children/> or talk to your health care provider at your local IHS, tribal, or urban clinic.

For all children (0-17)	Done
Annual well baby visits	
Autism screening (at 18 and 24 months)	
Behavioral assessment	
Blood pressure check	
Developmental screening (under age 3)	
Fluoride supplements (children without fluoride in their water)	
Height, weight, and body mass index measurements	
Hemoglobin screening	
Immunizations (ask your doctor which vaccines your child needs)	
Lead screening	
Obesity screening and counseling	
Oral health risk assessment (ages 0-10)	
Tuberculosis testing	
Vision screening	

For adolescents (11-17)	Done
Alcohol, smoking, and drug assessment	
Hypothyroidism screening	
Sexually transmitted infection counseling and screening	
Suicide and depression screening	

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HealthCare.gov @CMSGov #CMSNativeHealth



# Tribal Calendar





# Monthly drop-in “news ads” and Radio Clips



**August 2023**  
Available on YouTube

**30 second radio clips using the same topic selected for drop-in “news shorts.”**


**Recorded in ten Native languages:**

**Dine, Lakota, Ojibwe  
Yupik, Zuni, Cherokee,  
Salish, Tohono O’odham,  
Tlingit, and Inupiaq**



# Customizable Flyers

## Mom Kissing Girl



**Enroll in Medicaid: For yourself, For your family, For your community.**

Medicaid and the Children's Health Insurance Program (CHIP) offers low-cost or free health insurance for you and your family. In many states, more adults than ever before may qualify for Medicaid.

**Who may be eligible?**

- Children and teens up to age 19
- Parents (and other adults, depending on the state)
- Pregnant women
- People with disabilities
- Youth "aging out" of foster care

Eligibility depends on income, the size of your family and the rules in your state.

**When you enroll, you can get:**

- Doctor visits
- Preventive care, such as immunizations, mammograms & colonoscopy
- Prenatal and maternity care
- Hospital stays
- Mental health care
- Needed medications
- Children get vision and dental care (adults may get these benefits too)


**American Indians and Alaska Natives who are eligible for Medicaid or CHIP:**

- Can still get care from your Indian care provider
- Don't have to pay premiums or copayments.
- Indian trust income is not counted to determine eligibility and is protected from Medicaid estate recovery rules.

**You benefit by having greater access to health care services. Tribes benefit because their health programs get more resources.**

**To find out if you qualify, visit HealthCare.gov or call 1-800-318-2596 (TTY: 1-855-889-4322) or contact your local Indian health care provider for help applying.**

OMB Product No. 11881-014  
June 2015



## Man



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OMB Product No. 11881-014  
June 2015



## Mom and Baby



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OMB Product No. 11881-014  
June 2015



## Boy on Bike



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OMB Product No. 11881-014  
June 2015



Email [tribalaffairs@cms.hhs.gov](mailto:tribalaffairs@cms.hhs.gov) to order

Subject: Medicaid Enrollment Fact Sheet Customization Request

# CMS AI/AN Website go.cms.gov/AIAN

Home | About CMS | Newsroom | FAQs | Archive | Share | Help | Print

Learn about [your health care options](#) type search term here  Search

**CMS.gov**  
Centers for Medicare & Medicaid Services

Medicare Medicaid/CHIP Medicare-Medicaid Coordination Private Insurance Innovation Center Regulations & Guidance Research, Statistics, Data & Systems Outreach & Education

Home > Outreach and Education > Look up topics > American Indian/Alaska Native > Outreach and Education > Outreach and Education Resources

**Outreach and Education**

Outreach and Education Resources

[English PSAs](#)

[For Enrollment Professionals](#)

[Introducing the ACA](#)

[Native Language PSAs](#)

[Lakota PSAs](#)

[Navajo PSAs](#)

[Ojibwe PSAs](#)

[Yupik PSAs](#)

[Zuni PSAs](#)

[Medicaid and CHIP](#)

[Medicare for American Indians and Alaska Natives](#)

[Newsletter Archive](#)

[Using Insurance and the Marketplace](#)

[What's Covered](#)

**Outreach and Education Resources**

The Outreach and Education Resources page provides access to outreach materials and resources to support the efforts of Indian health care providers and application assisters to enroll American Indians and Alaska Natives (AI/ANs) into programs administered by CMS. Congress has enacted Indian-specific provisions to eliminate barriers and ensure improved access and enrollment of AI/ANs into Medicare, Medicaid, the Children's Health Insurance Program (CHIP), and the Health Insurance Marketplace. The resources are sorted by [specific outreach topics](#) below, such as the health insurance Marketplace, Medicaid and CHIP, Medicare, and AI/AN health coverage data.

Even with these statutory provisions to address barriers to enrollment, AI/ANs have high rates of un-insurance in the United States. For instance, in 2015, 21% of AI/ANs (down from 43% in 2013) were uninsured, which is nearly twice the rate for African Americans, and approximately 12% more than the rate of non-Hispanic Whites. In addition, AI/ANs experience greater health disparities (e.g., diabetes and chronic liver disease) and higher mortality rates than other Americans.

**Enrollment Matters**

Enrollment in CMS programs benefits AI/AN individuals, their families, and their communities. Enrollment helps reduce health disparities and improves health status by providing AI/ANs with greater access to preventive and specialty care. Indian health care providers who enroll their patients can use the saved funding and resources on uninsured patients. Find more strategies to enroll AI/AN families and children on [Medicaid.gov's Indian Health page](#).

Health coverage through CMS programs ensures that AI/ANs can get health care when and where they need it. CMS provides these outreach and education materials to help you reach out to AI/ANs who are eligible for, but not enrolled in, CMS programs.

**New Public Service Announcements**

Share This Month's Ad **Pop Quiz! Do your kids have** [Newsletter - Covering](#)



## The Health Insurance Marketplace

Find tips about the Marketplace and finding a plan that fits AI/AN needs.

- [Introducing the ACA](#)
- [What's covered?](#)
- [For enrollment professionals](#)



## Medicaid and CHIP

Learn about Children's Health Insurance Program (CHIP) and Medicaid benefits, including special provisions for AI/AN people.

- [Medicaid Basics \(Fact Sheet, 573 KB\)](#)
- [Additional Resources](#)



## Medicare

Discover AI/AN benefits under Medicare.

- [Medicare Basics \(Fact Sheet, 2.5 MB\)](#)
- [Medicare Savings Program \(Brochure, 383 KB\)](#)
- [Additional Resources](#)



## Enrollment Assistance

Find resources to help enrollment assisters explain health insurance to patients and sign them up for coverage.

# Outreach and Education Newsletter

## New Public Service Announcements



### Medicaid Keeps Kids Healthy

**CLICK HERE**

check-ups, and dental care. Visit [Medicaid.gov](http://Medicaid.gov) or call 1-800-318-2596 to see if your child qualifies.

### Share This Month's Ad

[Horizontal](#) (PDF, 1 MB)

[Vertical](#) (PDF, 721 KB)



#### Audio

[English](#) [Lakota](#) [Navajo](#)  
[Ojibwe](#) [Yupik](#) [Zuni](#)



#### Video

[English](#) [Lakota](#) [Navajo](#)  
[Ojibwe](#) [Yupik](#) [Zuni](#)

## Newsletter – Covering Indian Country

Sign Up

Keep up with the latest ACA news and outreach tools.

[See past issues of the newsletter.](#)

## Brochures, Flyers, and Fact Sheets



- [Essential Health Benefits for AI/ANs](#) (PDF, 2.52MB) <sup>LL</sup>  
What benefits do all plans cover and what falls under free preventive care?

## Order Outreach and Education Resources

Order

# How to Order Tribal Products

The screenshot shows the CMS.gov website interface. At the top, there is a navigation bar with links for Home, About CMS, Newsroom Center, FAQs, Archive, Share, Help, Email, and Print. Below this is the CMS.gov logo and the text 'Centers for Medicare & Medicaid Services'. A search bar is located to the right of the logo. A horizontal menu contains several categories: Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations and Guidance, Research, Statistics, Data and Systems, and Outreach and Education. The breadcrumb trail reads: Home > Outreach and Education > American Indian/Alaska Native > How to Order Tribal Products. On the left side, there is a sidebar with a blue header 'American Indian/Alaska Native' and several links: Spotlight, Tribal Consultation, Affordable Care Act, All Tribes Calls, Children's Health Insurance Program, and Program. The main content area has a heading 'How to Order Tribal Products' followed by a sub-heading 'Tribal Product Ordering Website:'. Below this, there are three paragraphs of text providing instructions for first-time ordering, CMS partners, and previous users.

Home | About CMS | Newsroom Center | FAQs | Archive | Share Help Email Print

CMS.gov  
Centers for Medicare & Medicaid Services

Learn about [your healthcare options](#)

Medicare Medicaid/CHIP Medicare-Medicaid Coordination Private Insurance Innovation Center Regulations and Guidance Research, Statistics, Data and Systems Outreach and Education

Home > Outreach and Education > American Indian/Alaska Native > How to Order Tribal Products

**American Indian/Alaska Native**

[Spotlight](#)

[Tribal Consultation](#)

[Affordable Care Act](#)

[All Tribes Calls](#)

[Children's Health Insurance Program](#)

[Program](#)

## How to Order Tribal Products

### Tribal Product Ordering Website:

If this is your **first time ordering**, go to <http://productordering.cms.hhs.gov> and **Create An Account**.

If you are a **CMS partner** and need education and outreach materials click on the words **Create An Account**

For **previous users**, please enter your Username and Password in the designated fields, and then click on the **Sign In** button.

If this is your **first time ordering**, visit:

<http://productordering.cms.hhs.gov>



# Links:

## Websites and Webpages

- **Link to DTA Outreach and Education page, Newsletter, and PSAs:** <http://go.cms.gov/AIAN-OutreachEducationResources>
- **Link to Products Ordering page:** <http://productordering.cms.hhs.gov>
- **Link to Archived Outreach and Education Webinars:** <http://go.cms.gov/All-Tribes-Calls>



# CMS Division of Tribal Affairs

For additional information:

DTA Website: [go.cms.gov/AIAN](https://go.cms.gov/AIAN)

Questions: [tribalaffairs@cms.hhs.gov](mailto:tribalaffairs@cms.hhs.gov)



# Connecting Kids to Coverage National Campaign



**Helen Gaynor, MPH**

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Coverage National Campaign

Porter Novelli Public Services, Inc.

# Connecting Kids to Coverage National Campaign: Initiatives

The Connecting Kids to Coverage National Campaign reaches out to families with children and teens eligible for Medicaid and the Children's Health Insurance Program (CHIP) to encourage enrollment and to raise awareness about the health coverage and specific benefits available under these programs.

**The Campaign conducts annual initiatives tied to priority topics and key times of year:**

- Oral Health
- Mental Health
- Vaccinations
- Missed Care
- Peace of Mind
- Youth Sports
- Year-Round Enrollment
- Back-to-School
- Rural Communities
- Multicultural Outreach



# Current Campaign Priorities

- Focusing on **hard-to-reach populations** and continuing to develop resources in a **wide variety of languages**
- Encouraging beneficiaries to **update their contact info**, look out for their **renewal letter**, fill it out, and return it immediately to avoid potential coverage loss now that the continuous coverage requirement has been lifted
- Continuing to emphasize the importance of **vaccines**, including Flu and COVID-19, and showcasing the many benefits
- Underscoring that more parents—and other family members—may **qualify for Medicaid**, too
- Providing **resources to reach out to pregnant individuals** who may be eligible for Medicaid or CHIP

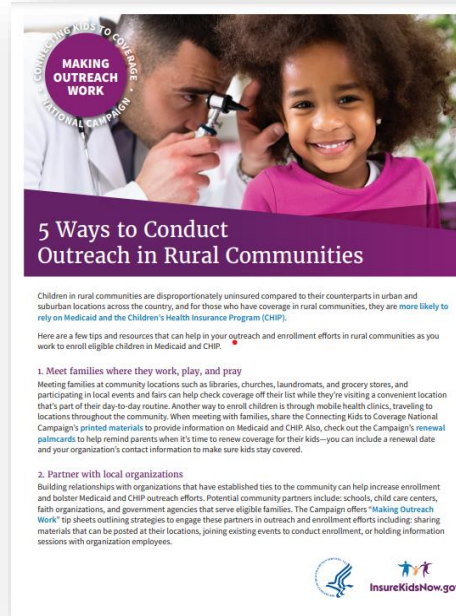


# Initiatives: Rural Health

Medicaid and CHIP prioritize reaching families in rural areas of the country. It can be challenging for many Americans living in rural communities who are eligible to receive health coverage due to the many obstacles they may face. The Campaign works closely with partners and local organizations to reach and serve families in rural areas.

## Resources

- Webinars
- Videos
- Social media graphics and copy
- Outreach Strategies
- Rural Communities Outreach Tips Toolkit




**CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN**  
**MAKING OUTREACH WORK**

### 5 Ways to Conduct Outreach in Rural Communities

Children in rural communities are disproportionately uninsured compared to their counterparts in urban and suburban locations across the country, and for those who have coverage in rural communities, they are more likely to rely on Medicaid and the Children's Health Insurance Program (CHIP).

Here are a few tips and resources that can help in your outreach and enrollment efforts in rural communities as you work to enroll eligible children in Medicaid and CHIP.

- 1. Meet families where they work, play, and pray**  
Meeting families at community locations such as libraries, churches, laundromats, and grocery stores, and participating in local events and fairs can help check coverage off their list while they're visiting a convenient location that's part of their day-to-day routine. Another way to enroll children is through mobile health clinics, traveling to locations throughout the community. When meeting with families, share the Connecting Kids to Coverage National Campaign's printed materials to provide information on Medicaid and CHIP. Also, check out the Campaign's renewal palmcards to help remind parents when it's time to renew coverage for their kids—you can include a renewal date and your organization's contact information to make sure kids stay covered.
- 2. Partner with local organizations**  
Building relationships with organizations that have established ties to the community can help increase enrollment and bolster Medicaid and CHIP outreach efforts. Potential community partners include: schools, child care centers, faith organizations, and government agencies that serve eligible families. The Campaign offers "Making Outreach Work" tip sheets outlining strategies to engage these partners in outreach and enrollment efforts including: sharing materials that can be posted at their locations, joining existing events to conduct enrollment, or holding information sessions with organization employees.



**Help keep families covered.**  
**#Enroll365**



**Health coverage no matter where you live.**  
**#Enroll365**



# Initiatives: AI/AN Outreach in Rural Communities

The American Indian and Alaska Native (AI/AN) community has some of the highest rates of uninsurance in the United States, especially in rural areas. Access to coverage has increased over the years, but many remain uninsured. Outreach materials are available to enroll eligible AI/AN families to health coverage programs like Medicaid and CHIP.

## Resources

- Infographics
- Flyers
- Bookmarks
- Brochures
- Social media graphics and copy
- Customized materials
- Email signature blocks
- AI/AN Fact Sheet and Customization Guide



Center for Medicaid and CHIP  
Services/Division of Tribal Affairs



American Indian and Alaska Native  
Medicaid Enrollment Fact Sheet  
Customization Guide

# InsureKidsNow.gov

The website for Campaign information and resources

**Resources**

The screenshot shows the InsureKidsNow.gov website. At the top left is the logo with three stylized figures in blue, orange, and purple. To the right of the logo is the text "InsureKidsNow.gov". Further right is a search bar with the placeholder text "Enter keyword" and a magnifying glass icon. To the right of the search bar are links for "Get Email Updates" and "En Español". Below the search bar is the phone number "1-877-KIDS-NOW (1-877-543-7669)". A dark purple navigation bar contains several menu items: "Find Coverage for Your Family", "Campaign Information", "Outreach Tool Library", "Webinars & Videos", "Campaign Notes eNewsletter", and "Initiatives". The "Outreach Tool Library" and "Initiatives" items are circled in red. Below the navigation bar is a main content area with a light blue background. On the left, there is a text box with the following content: "Millions of children and teens qualify for free or low-cost health and dental coverage through Medicaid & the Children's Health Insurance Program (CHIP). [Learn about coverage options](#) for your family or help us [spread the word](#) about free or low-cost health insurance coverage!". On the right, there is a photograph of a young boy with a bandage on his arm, smiling and flexing his bicep.

# Outreach Tool Library

## Find all Campaign Materials in the Outreach Tool Library:

- Ready-to-print posters
- Palmcards
- Social media posts
- Text messages
- Videos
- PSAs
- Template newsletters

**Coverage for you,  
coverage for your baby.**

Taking care of yourself is always important, but especially when you're expecting. With Medicaid and CHIP, when you are pregnant you may be eligible for free or low-cost health coverage before and after baby arrives. This includes prenatal visits, labor and delivery, postpartum care, and more. Plus, your baby will be covered, too.

Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$60,000 may qualify.

Learn more about coverage by calling **1-877-KIDS-NOW (543-7669)** or visit [InsureKidsNow.gov](https://InsureKidsNow.gov).

InsureKidsNow.gov

**Have you  
gotten your  
flu shot?**

#Enroll365

InsureKidsNow.gov

**For a bit of extra help,  
know that Medicaid and  
CHIP have them covered.**

#Enroll365

InsureKidsNow.gov

# Customizable Resources

Many Campaign resources can be customized to include information specific to your community:

- Visit the Outreach Tool Library at [www.InsureKidsNow.gov/outreach-tool-library/index.html](http://www.InsureKidsNow.gov/outreach-tool-library/index.html) to review the Customization Guide
- Email CMS Division of Multimedia Services (DMS) with customization requests and your organization's information: [MultimediaServices@CMS.hhs.gov](mailto:MultimediaServices@CMS.hhs.gov)
  - Grantees must include their project officers on the email

**Think Teeth**  
Every Step of The Way

Give your baby healthy teeth from the start.  
*It's easy!*

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
  - Keep your mouth healthy.
  - Don't share cups or spoons.
- Put only water, milk, or formula in bottles or sippy cups.
- Don't put your baby to bed with a bottle or sippy cup.
- Limit sweet snacks and sugary drinks, including juice.

Medicaid and the Children's Health Insurance Program (CHIP) cover children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants, and fillings. Your child could be eligible!

To enroll your child, call 1-877-KIDS-NOW (543-7669) or visit [InsureKidsNow.gov](http://InsureKidsNow.gov). Already covered? Use the Dentist Locator on [InsureKidsNow.gov](http://InsureKidsNow.gov) to find a dentist near you and call to schedule a dentist appointment today.

LOG O 1      LOG O 2

Post for by the U.S. Department of Health & Human Services

InsureKidsNow.gov

CMS Product Code: 11666  
March 2012

**Your program name(s)**

**Your website and/or phone number**

**Up to two logos**



# Keep in Touch

**Interested in learning more about the Campaign and its resources?**

- Email us: [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov)
- Follow us on Twitter: [@IKNgov](https://twitter.com/IKNgov)
- eNewsletter sign up: [“Campaign Notes”](#)



Questions?