Message guide to clearly communicate with Missourians about Medicaid expansion

# ትግርኛ (Tigrinya)

Updated April 1, 2023

# About this guide

Missouri Foundation for Health created this guide to help enrollment assisters, health care professionals, community organizations, and advocates communicate about the expansion of Medicaid in Missouri. This guide:

* Gives a framework to build written, spoken, and digital communications that will motivate Missourians to apply for Medicaid
* Includes key messages to tailor your communication to your audience

To inform this guide, MFH partners carried out focus groups with uninsured Missourians who will likely qualify for expanded Medicaid. The focus groups identified barriers, motivators, and gaps in knowledge. See [Appendix 1](#_Appendix_1:_Key) for a summary of the key focus group findings.

# How can I motivate Missourians to apply for Medicaid when it expands?

To create a message that will resonate with your audience and motivate them to apply for Medicaid through MO HealthNet:

1. Start with “4 parts to include in your communication” (see below)
2. Add messages for each part using the table on pages 2-4. Include the core messages and choose supporting messages, as needed, to tailor your communication to your audience.

4 parts to include in your communication:

**2.** Address barriers of the cost of health insurance and belief they don’t qualify

**3.** Tap into motivations: health care services, access, and peace of mind

**4.** Offer help to understand insurance options and apply

**1.** Share new information about changing rules

\*All income references are based on the 2023 [federal poverty level](https://dssmanuals.mo.gov/wp-content/uploads/2019/03/MAGIappendix-a.pdf).

Messages to include in each part of your communication:

| Part | Core messages | Supporting messages |
| --- | --- | --- |
| 1. Share new information about changing rules | * እቶም ሕግታት ተቐይሮም እዮም። Missouri Medicaid፡ ብዙሓት ሰባት ንምሽፋን ኣስፋሕፊሑ እዩ። ኣብዚ ግዜ እዚ ብዙሓት እኹላት ሰባት ትሑት ክፍሊት ወይ ነጻ ናይ ጥዕና መድሕን ብመንገዲ Missouri Medicaid (MO HealthNet ዝፍለጥ) ክረኽቡ ይኽእሉ። | * ንፈለማ እዋን ብዙሓት እኹላት ሰባት ብናይ MO HealthNet፡ ትሑት ዋጋ ዘለዎ ወይ ነጻ ናይ ጥዕና ውሕስና ንክረኽቡ ብቕዓት ረኺቦም ኣለዉ። እዚ ከኣ ነቶም ቅድሚ ሕጂ ብቕዓት ዘይነበሮም ወለድን ቆልዑ ንዘይብሎም ዓበይትን ዘጠቓልል እዩ። |
| 1. Address barriers of the cost of health insurance and belief they don’t qualify | * ነቲ ብዘይኽፍሊት ማለት ብነጻ ወይ ብትሑት ክፍሊት ዝወሃብ ኣገልግሎት ውሕስና ብናይ MO HealthNet ኣቢሉ ንሓለዋ ጥዕና ከምዝመሓላለፍ ተጌሩ ኣሎ። ውሕስነት ክህልወኩም ከሎ፡ ኣብ ሞንጎ ጥዕናኹምን ምክንኻን ንስድራኹምን ክትመርጽ የብልኩምን። ናብቲ ክሳራ ወጻኢታት ናይ ሕክምና ኸይትወደቕኩ መታን፡ ዘድሊ ክንክን ክትረኽቡ ትኽእሉ ኢኹም። * ዋላ'ውን ቅድሚ ሕጂ ነቲ ውሕስነት ናይ Medicaid ክትረኽቡ ፈቲንኹም እንተዘይበቒዕኩም፡ ደጊምኩም ከተረጋግጹ ፈትኑ። እቲ ሕጊታት ተቐይሩ እዩ፡ Medicaid ብመንገዲ MO HealthNet ንዓኹም ምርጫ ክኸውን ይኽእል እዩ። | * ብናይ ጥዕና መድሕን ብመንገዲ MO HealthNet ኣቢሉ ብዙሕ ናይ መከላኸሊ ክንክን ኣገልግሎት ብዘይኽፍሊት ክትረክቡ ትኽእሉ ኢኹም። እዚ ከኣ ናይ መንሽሮ መርመራ፡ ናይ ሕክምና መርመራ፡ ከምኡ’ውን ልሙድ ኣገልግሎታት ክታበታት የጠቓልል። |
| 1. Tap into motivations: health care services, access, and peace of mind | * ምስ ናይ ጥዕና መድሕን ብመንገዲ MO HealthNet፡ ኣብ ዘድልየኩም እዋን ዘድልየኩም ክንክን ክትረኽቡ ትኽእሉ ኢኹም። MO HealthNet ናይ ሓኪም ምብጻሕን ዓመታዊ መርመራታትን ዝተኣዘዘልኩም መድሃኒታት ከምኡ’ውን ካልእ ኣገልግሎታትን ይሽፍን። * ናይ ጥዕና መድሕን ብመንገዲ MO HealthNet ኣቢሉ ንዘድልየኩም ኣገዳሲ ክንክን ጥዕና ክትረኽቡ ከምኡ’ውን፡ ብጥዕና ክትነብሩ ይሕግዘኩም፡ ካብ ናይ ኣእምሮ ሓለዋ ጥዕና ኣገልግሎታት ክሳብ ሕክምና ስኒ ወዘተ እውን ይሕግዘኩም። * ሓደጋታት የጋጥም እዩ። ምስ ናይ ጥዕና መድሕን ብመንገዲ MO HealthNet፡ ንዘይተጸበኽምዎ ግዜ ክትዳልዉ ትኽእሉ፡ ከምኡ’ውን ካብ ብዙሕ ወጻኢታት ሕክምና ናብ ዕዳ ከም ክትኣትዉ ስለዘይትኽእሉ ናይ ኣእምሮ ሰላም ይህልወኩም። | * ብዛዕባ ጥዕናኹም ትሻቐሉ ዲኹም፧ ናብ ሓኪም ካብ እትኸዱ ነዊሕ’ዶ ኮይኑ፧ ናይ ጥዕና መድሕን ምስዝህልወኩም፡ ንገዛእ-ርእስኹምን ንስድራቤትኩምን ክትከናኸኑ ትኽእሉ ኢኹም። * ናይ ጥዕና መድሕን ብመንገዲ MO HealthNet ኣቢሉ ካብ ገዛኹም ናብ ናይ ሓለዋ ጥዕና ሞያውያን ናይ ምርኻብ ዕድል ይህበኩም። ኣብዚ እዋን እዚ ብዙሓት ሓካይም ብመገዲ ኢንተርነት ብቴሌ-ጥዕና (telehealth) ክትረኽብዎም ትኽእሉ ኢኹም። * ንገዛእ-ርእስኹምን ንስድራቤትኩምን ንምክንኻን፡ ካብ ደሞዝ ናብ ደሞዝ ኣብ ዝዓይነቱ ኣገባብ ናብራ ድማ ኣብ ትነብረሉ ግዜ፡ ብዛዕባ ናይ ጥዕና ክንክን ዝኽፈል ዋጋ ክትጭነቑ የብልኩምን። መድሕን ጥዕና ብመንገዲ MO HealthNet ንዓኹምን ንፈተውትኹምን ክህግዘኩም ይኽእል ኢዩ። * ምስ እትሓሙ ወይ ምስ እትጉድኡ፡ ብኸመይ ንክንክን ጥዕና ከም እትኸፍልዎ ዘይኮነስ፡ ንኽትሓውዩ’ውን ብዝምልከት ኣተኩሮ ክትገብሩ ይግባእ። ንዓኹም ናይ ጥዕና ድሕነት ብመንገዲ MO HealthNet ምስዝህልወኩም፡ ናብ ዕዳ ንኸይትኣትዉ ክሕግዘኩምን ከይተጨነቕኩም እቲ ዘድልየኩም ድማ ክንክን ክትረኽቡ ትኽእሉ። * ምስባር ኣዕጽምትን፡ ሓደጋታትን ማለት ናብ ክፍሊ ህጹጽ ረድኤት ምኻድ ከምኡ’ውን ነቲ ዝስዕብ ክንክን ከቢድ ወጻኢታት ዝሓትት እዩ። ምስ መድሕን ጥዕና ብመንገዲ MO HealthNet ንዘይተጸበኽምዎ እዋን ክትዳለዉ ትኽእሉ ኢኹም። |
| 1. Offer help to understand insurance options and apply | * ናይ ጥዕና መድሕን ኣማራጺታትኩም ንኽትርድኡ ነጻ ሓገዝ ክትረኽቡ ትኽእሉ ኢኹም፡ ንደገፍ Medicaid ብመንገዲ MO HealthNet ከተጠቃልልዎ ድማ ትኽእሉ። ኣብ ጥቓኹም ዝሰልጠነ ክኢላ ንምርካብ፡ ናብ 1-800-466-3213 ደውል ወይ ከኣ ብጽሑ ናብ CoverMissouri.org/help። | * ኣብዚ ሕጂ እዋን እቲ ሕጊ ስለዝተቐየረ ን Medicaid ብመንገዲ MO HealthNet ብቕዓት እንተሃልይኩም ክትርእዩ’ዶ ትደልዩ፧ በይንኹም ጥራይ ክትገብርዎ የብልኩምን። ካብ ዝሰልጠነ ክኢላ ብነጻ ሓገዝ ንምርካብ ናብዚ ደውሉ 1-800-466-3213 ወይ ብጽሑ ናብዚ CoverMissouri.org/help። * ሓገዝቲ Cover Missouri ኣብ ትሕቲ’ዚ ሓድሽ ሕጊ መሰረት ንደገፍ Medicaid ብቑዓት እንተኾይንኩም ኣብ ምፍላጥ ክሕግዙኹም ይኽእሉ፡ ከምኡ’ውን ናይ ጥዕና መድሕን ኣማራጺታትኩም ንምርዳእ ይሕግዙኹም እዮም። ናብዚ ብጽሑ ናብ CoverMissouri.org/help ወይ ደውሉ 1-800-466-3213 ብነጻ ናይ ኢንተርነት ወይ ብኣካል ምስ ዝሰልጠኑ ሓገዝቲ ቆጸራ ክትሕዙ ንኽትክእሉ። |

# Appendix 1: Key findings from focus groups that informed these messages

In April – May 2021, Missouri Foundation for Health’s partners carried out focus groups with uninsured Missourians who will likely qualify for Medicaid when the new rules take effect. Participants represented priority populations for education efforts, including:

* Missourians living in rural communities
* Black Missourians
* Immigrant communities
* Hispanic/Latino Missourians, including Spanish-speaking residents

Key findings

* **Soon-to-be eligible Missourians have little to no awareness of Medicaid expansion.** Focus group participants were not aware of the pending Medicaid rule changes, and few recalled the 2020 ballot initiative.
* **Health insurance is a personal issue, not a political one.** Across political groups, participants were eager to have access to quality, affordable health insurance.
* **Many have positive impressions of Medicaid or MO HealthNet.** Some participants (or their spouses) had MO HealthNet for Pregnant Women during a pregnancy or their children were covered. They felt the coverage was good.
* **Familiarity with the term “Medicaid” compared to “MO HealthNet” is mixed.** Most people were more likely to be familiar with “Medicaid.” Those with children or other family members who have been covered through MO HealthNet were more familiar with the state program name. Some were aware that the two names represented the same program. Some said that they were more comfortable with the term “MO HealthNet” compared to “Medicaid,” believing that it carried less stigma.
* **Most believe health insurance is out of reach financially.** And if they aren’t already in medical debt, they know they could be one accident away from it. They value coverage, but many have looked for coverage in the past, only to find they did not qualify, or they could not afford the cost of health insurance.
* **Many are struggling to manage their health.** They regularly put off needed health services and only get care as a last resort. They want to know they can have access to many of the basics—from doctor and well-woman visits to emergency room coverage. They are also very interested in dental and mental health care.
* **There is high interest in enrolling.** Because of prior experience applying and being denied, or simply knowing that Medicaid is for select populations, they need to be told the rules have changed. Once they know coverage could be within reach, they want to learn more and check their eligibility.