

A guide to engage community and organizational leaders in Medicaid expansion education efforts

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It's going to take all of us, working together, to spread the word about Medicaid expansion in Missouri. There are community and organizational leaders who are not familiar with expansion or how it may impact the people they serve or their community.

Missouri Foundation for Health has prepared this guide as a tool you can use, as a workgroup member, to help the leaders in your network understand Medicaid expansion and encourage them to spread the information to the people they serve.

How is this guide organized?

This guide is organized by “sectors”—groups of Missouri organizations that have similar audiences or priorities. All sectors are likely to have strong connections with people who are newly eligible for Medicaid. For example, in the Education sector, we believe child care centers can help reach out to uninsured parents and staff who do not have access to affordable health insurance.

What will I find in this guide?

For each sector, you will see this information to help you connect with leaders:

- **Their audience:** the types of Medicaid-eligible Missourians who the community leaders and organizations in the sector are likely to reach
- **Types of organizations:** examples of organizations in the sector
- **Key points to share with these leaders:** messages you can use to help leaders understand why Medicaid expansion is important to their work and the people they serve

What should I do to engage community and organizational leaders?

There are two ways to engage the leaders in your network:

- First, identify the leaders you could reach out to. Use this guide to find the key points for their sectors, then share the key points with them—such as in an email, during a phone call, or over coffee.
- Second, share the Medicaid expansion consumer education resources prepared by Missouri Foundation for Health. Visit <https://mffh.org/MedicaidResources> to find:
 - A **message guide** with research-based messages to help consumers understand Medicaid expansion. This guide is available in 15 languages.
 - **Promotional posters and flyers** to raise awareness of Medicaid expansion and promote free, local help.

- A **social media toolkit** with sample posts and graphics for Facebook, Twitter, and Instagram. (Also available on [Social Press Kit](#))
- **Educational print materials** to help Missourians apply. (Also available on the [Cover Missouri ShareFile](#))
- **Videos** to help educate Missourians about Medicaid expansion and the application process. (Also available on [Health Literacy Media's Vimeo](#))

Want to talk about your outreach efforts?

To discuss ways to focus and coordinate your engagement of community leaders to maximize impact, contact Nancy Kelley at NKelley@mffh.org or (314) 304-7710.

Sample outreach email

Use or adapt this email language to get in touch with leaders in your community. Use the text further down in this guide to include relevant information in your email.

Subject: Helping our community understand Medicaid expansion

It's official - more people in our community can now get health insurance through Missouri Medicaid, also known as MO HealthNet. Did you know the state is now processing new applications? I think this information would be very valuable to those you serve.

[Insert relevant key points from this document; see below for language by sector.]

Because you are such a trusted voice in this community, I hope you will consider the best way to spread the word about Medicaid expansion. Missouri Foundation for Health has prepared a lot of easy-to-use resources, including a message guide, social media, and flyers. Check them out here: <https://mffh.org/MedicaidResources>

Let me know if you have any questions or if you want to discuss how we can get more people access to the health care they need.

Sectors for outreach

The leaders in these sectors are likely to have connections with people who are now eligible for Missouri Medicaid (MO HealthNet). Click to go to the sector you are interested in:

- [Education \(Pre-K - 12\)](#)
- [Higher education](#)
- [Justice-involved organizations](#)
- [Employers and small businesses](#)

- [Immigrant community](#)
- [LGBTQ+](#)
- [Veterans and military families](#)
- [Community and social services](#)
- [Health care professionals](#)
- [Faith](#)
- [Neighborhood groups](#)

Education (Pre-K – 12) leaders

Their audience: parents and staff, such as workers at child care centers

Types of organizations:

- K-12 schools
- School nurses
- Child care centers
- After school programs

Key points to share with these leaders:

- The rules have changed. Missouri Medicaid (called MO HealthNet) has expanded to cover more people. For the first time, more adults will qualify for low-cost or free health insurance through MO HealthNet. This includes parents who have not qualified before.
- Students and their parents can now get low-cost or free health insurance through Missouri Medicaid (called MO HealthNet). When you are helping families with their student health forms, make sure to share this important news.
- If your employees with lower incomes do not have health insurance, they may qualify for Medicaid through MO HealthNet.
- Medicaid puts health care within reach. Healthy employees are less likely to miss work and more likely to be productive and happy in their job. That's good for your employees and good for your child care center or school.

Higher education leaders

Their audience: students age 18 and older

Types of organizations:

- Community colleges
- Trade and professional schools

- Historically Black Colleges and Universities (HBCUs)
- Other colleges and universities
- Student organizations for first generation college and graduate students
- Trio programs (low-income, first generation students)
- Financial aid departments, student support offices

Key points to share with these leaders:

- Students’ physical and mental well-being are key to their success in the classroom and beyond. With access to low-cost or free health insurance through Missouri Medicaid (called MO HealthNet), there’s one less thing to worry about—so they can focus on learning and thriving.
- Your students may not be aware that health insurance is now within reach. Missouri Medicaid has recently expanded to cover more people. That means students with lower incomes may be able to get low-cost or free health insurance, and some peace of mind.
- Health insurance through MO HealthNet gives students access to important health care services, including mental health services, dental care, prescription medicines, and doctor visits.

Justice-involved organization leaders

Their audience: adults transitioning out of incarceration (jail or prison)

Types of organizations:

- Behavioral health or substance use disorder programs
- Associations for law enforcement, police, and sheriffs
- Justice system, such as district attorneys, public defenders, victim advocacy groups
- Probation and parole
- Drug courts

Key points to share with these leaders:

- Missourians returning to their communities after jail or prison deserve every chance to lead healthy, productive lives. Now that Missouri Medicaid (called MO HealthNet) has expanded, they may be able to get low-cost or free health insurance.
- Health insurance through Missouri Medicaid (called MO HealthNet) gives more Missourians access to important health care to help them get and stay healthy, from mental health services to dental care, and more.
- Medicaid relieves the financial pressure on local jails and the state prison system. When a person in jail or prison leaves the facility as an inpatient in a hospital for more than 24 hours, Medicaid can pay for some of those costs.

Employers and small business leaders

Their audience: low-wage workers

Types of organizations:

- Agricultural associations
- Retail associations
- Larger companies with part-time workers
- Unions
- Non-union employee associations
- Restaurants, bars, food trucks

Key points to share with these leaders:

- Missouri Medicaid (called MO HealthNet) is now an option for hardworking Missourians. More adults can now get low-cost or free health insurance through MO HealthNet.
- Healthy employees are less likely to miss work and more likely to be productive and happy in their job. That's good for your employees and good for your business.
- A healthy community is good for business. Studies show that when people are healthy, they are more likely to graduate high school and go on to finish a higher level of education, like technical or bachelor's degrees. They can be more productive in their jobs. And they can invest more dollars back into the community instead of paying for medical costs. That helps local businesses and our economies flourish.
- Businesses are the heart of our communities. They help our towns thrive. They employ friends, family, and neighbors, and provide spaces for residents to connect with one another. By supporting efforts to build a healthier future, those closest to you stand to benefit—and so does your bottom line.

Immigrant community leaders

Their audience: immigrants, including refugees

Types of organizations:

- Immigrant services organizations
- Cultural community organizations
- Resettlement organizations

Key points to share with these leaders:

- The rules have changed and now more Missourians can get low-cost or free health insurance through Medicaid (called MO HealthNet). This includes parents who have not qualified before, and adults without children. Many immigrants have statuses that make them eligible for Medicaid, including those who are lawful permanent residents (also known as “green card” holders), refugees, and asylees.

- Newly-arriving refugees are eligible for short-term health insurance called Refugee Medical Assistance. This is available for up to eight months. After that, refugees are eligible for health insurance through Medicaid, called MO HealthNet in Missouri.
- The 2019 public charge rule is no longer in effect. Immigrant families living in Missouri can apply and get health insurance through Medicaid without having to worry about their coverage impacting their status. In fact, now that Medicaid has expanded in Missouri, more people can get low-cost or free health insurance through MO HealthNet.

LGBTQ+ community leaders

Their audience: adults

Types of organizations:

- Organizations serving those with HIV/AIDS
- LGBTQ+ community organizations

Key points to share with these leaders:

- The rules have changed and now more Missourians can get low-cost or free health insurance through Missouri Medicaid, called MO HealthNet. For the first time, more adults qualify for MO HealthNet.
- With health insurance through Medicaid, more Missourians now have access to doctor visits, HIV treatment, mental health services, emergency care, and more.
- Even if someone tried to get Medicaid before and did not qualify, it's worth letting them know they should check again. The rules have changed, and Medicaid through MO HealthNet may now be an option.

Veterans and military family organization leaders

Their audience: veterans and their families

Types of organizations:

- Veteran advocacy groups
- VFW associations
- American Legion

Key points to share with these leaders:

- Too many veterans and their families go without access to health care once they leave active duty service. But there is good news for Missouri's veterans. The Medicaid rules have changed, and more Missourians can now get low-cost or free health insurance through Missouri Medicaid, called MO HealthNet.
- There is no better way to support our veterans and their families than to make sure they have access to the health care they need to get and stay healthy. Now, more

Missourians qualify for Medicaid (called MO HealthNet), giving them access to doctor visits, mental health services, emergency care, and more.

Community and social services leaders

Their audience: Missourians with low incomes getting services such as from those listed below

Types of organizations:

- Foodbanks
- Shelters
- Legal aid
- Volunteer Income Tax Assistance (VITA)
- Job-placement organizations
- Nutrition Program for Women, Infants, and Children (WIC)
- Supplemental Nutrition Assistance Program (SNAP)

Key points to share with these leaders:

- The COVID-19 pandemic has compelled us to support more of our neighbors in their times of need. While we continue to work to protect our communities and recover, Medicaid expansion will provide relief from health care costs for so many Missouri families.
- For the first time, more adults qualify for low-cost or free health insurance through Missouri Medicaid, called MO HealthNet. This includes parents who have not qualified before, and adults without children. For example, a single adult making up to \$18,756 a year, or a family of 4 making up to \$38,304 a year, may qualify for MO HealthNet.

Health care professionals

Their audience: adults, families with children

Types of organizations:

- Federally qualified health centers
- Hospitals
- Urgent care clinics
- Pharmacies
- Primary care physicians, dentists, behavioral health providers, etc.
- Substance use services
- Volunteers in medicine
- Public health departments
- STD testing

Key points to share with these leaders:

- Research shows that Missouri's expanded Medicaid program (called MO HealthNet) will lower uninsured visits to health care providers by more than 50%.
- When an uninsured Missourian goes to the emergency room, taxpayers often foot the bill. That means higher insurance premiums for everyone and tax dollars diverted from other priorities. Now that our state's Medicaid program has expanded, more Missourians will have access to treatment and preventive care, keeping health care costs down for everyone.
- For the first time, more adults qualify for low-cost or free health insurance through Missouri Medicaid, called MO HealthNet. This includes parents who have not qualified before, and adults without children. For example, a single adult making up to \$18,756 a year, or a family of 4 making up to \$38,304 a year, may qualify for MO HealthNet.

Faith leaders

Their audience: adults, families with children

Types of organizations:

- Religious governing bodies and judicatories
- Houses of worship
- Ministerial alliances
- Health ministries

Key points to share with these leaders:

- Our ministries and volunteers do so much to lift up our neighbors in times of need. Our state's expanded Medicaid program will ensure more Missourians are cared for.
- Our spiritual health is important. Our physical and mental health is too. And now, thanks to the expanded Medicaid program, we can help more of our community members connect to care.
- The rules have changed and now more Missourians can get low-cost or free health insurance through Medicaid (called MO HealthNet). This includes parents who have not qualified before, and adults without children.

Neighborhood group leaders

Their audience: adults, families with children

Types of organizations:

- Local leaders
- Elected officials
- Neighborhood organizations
- Nextdoor app

Key points to share with these leaders:

- When our neighbors are healthy, our community is healthy. Now, more Missourians can get low-cost or free health insurance through Missouri Medicaid, called MO HealthNet. That's because the Medicaid rules have changed. If you know someone who doesn't have health insurance, make sure they know they can apply for Medicaid today.
- We continue to feel the economic fallout caused by COVID-19. Many Missouri businesses have closed, and workers have lost jobs or had their hours, wages, or benefits cut. Medicaid provides low-cost or free health insurance to help people get and stay healthy. Missouri's expanded Medicaid program will ensure that more hardworking Missourians can get the health care they need to help them get back on their feet.