

Back to School Toolkit

Engaging K-12 Schools

Updated April 2023

About this Toolkit

As students head back to school, making sure they are healthy and ready to learn is top of mind. We want to be sure health is top of mind for their parents and caregivers too. Now that more Missouri adults are eligible for health insurance through Medicaid, we encourage you to use back-to-school opportunities to engage entire families about their health insurance options. Keep in mind that some staff adjacent to schools and childcare settings may also be eligible and would benefit from learning more about Medicaid too. The resources in this toolkit are meant to be shared with trusted messengers among students and their families and staff members in schools, offices, and other locations to raise awareness of Medicaid expansion.

Use this toolkit to engage:

- School district and building leadership, administration, and staff
- School nurses and other health care workers
- School and recreational youth sports leagues and coaches
- Community organizations serving students and their families
- After-school programs
- Childcare centers
- Teachers and organizations representing educators

*All income references in the toolkit are based on the 2023 [federal poverty level](#).

Contents

About this Toolkit	1
Talking Points.....	2
Parent/Caregiver Communications	4
Newsletter Language	4
Email/Letter.....	4
Materials.....	5
Flyer	5
Social Media	6

You can find additional communications resources at <https://www.mffh.org/medicaidresources>



Use these messages when talking to parents and caregivers

- We hope you have had a great summer! As we head back to school, the health of your student is a priority. Missouri Medicaid, also known as MO HealthNet, may be able to provide health insurance for your entire family, giving you peace of mind as the school year begins.
- Students and their parents may be able to now get low-cost or free health insurance through Missouri Medicaid, also known as MO HealthNet. As we head back to school, many students will be getting their annual physicals and immunizations to prepare for the year. These types of services are covered through Missouri Medicaid.
- The rules have changed. Missouri Medicaid, also known as MO HealthNet, now covers more people than ever. Now, more adults (19-64) may be eligible for low-cost or free health insurance. This includes parents who have not qualified before.
- Even if you have tried to get Missouri Medicaid before and did not qualify, check again. The rules have changed, and Medicaid through MO HealthNet may be an option for you. This includes parents who have not qualified before.
- Free or low-cost health insurance through Missouri Medicaid puts health care within reach. When you are covered, you don't have to choose between your health and taking care of your family. You can get the care you need without going bankrupt from medical bills.
- With health insurance through Missouri Medicaid, you can get the care you need when you need it. Medicaid covers doctor visits, emergency care, mental health services, and more.
- Healthy students are more likely to succeed in school and life. Be sure to check if your family qualifies for the newly expanded Missouri Medicaid, also known as MO HealthNet, and make sure that your student stays healthy throughout the year.
- You can get free help to understand your health insurance options, including Missouri Medicaid. Call 1-800-466-3213 or visit CoverMissouri.org/help to find a trained expert near you.
- Apply for low-cost or free health insurance today at mydss.mo.gov.

Use these messages when talking to staff who may need health insurance

If your employees with lower incomes do not have health insurance, they may qualify for Medicaid, known in Missouri as 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 school.

- The rules have changed. Missouri Medicaid now covers more people. Adults can get low-cost or free health insurance through Missouri Medicaid, also known as MO HealthNet.
- With health insurance through Missouri Medicaid, you can get the care you need when you need it. This includes doctor visits, emergency care, mental health services, and more.
- Health insurance through Missouri Medicaid gives you access to important health care to help you get and stay healthy, from mental health services to emergency care and more.
- When you are sick or injured, you should be focused on getting better, not how you are going to pay for health care. When you have health insurance through Missouri Medicaid, you can get the care you need without worrying about going into debt.
- You can get free help to understand your health insurance options, including Missouri Medicaid. Call 1-800-466-3213 or visit CoverMissouri.org/help to find a trained expert near you.
- Apply for low-cost or free health insurance today at mydss.mo.gov.



Newsletter Language

Health Insurance for the Whole Family

As the new school year begins, we all want to make sure students are healthy and ready to learn. Did you know that there are now more ways that children and their families can get health coverage too? More people are now eligible for Missouri Medicaid, including adults. You and your student may be eligible for low-cost or free health insurance through Missouri Medicaid, also known as MO HealthNet. Get peace of mind knowing that your family is covered. See if you qualify at mydss.mo.gov. You can also find free, local help from trained experts at CoverMissouri.org/help.

Email/Letter

Dear [School] Parents and Guardians,

We are excited to begin a new school year with your family. The health and well-being of our students is our priority, and we know this year will bring many opportunities for your students to grow here at [School].

Healthy students are happy students and better learners. And now more people in our community can get health insurance through Missouri Medicaid, also known as MO HealthNet. This includes adults who may not have been eligible before. This means that you and your student may be able to get low-cost or free health insurance, which covers doctor visits, emergency care, mental health services, and more! See if you qualify at mydss.mo.gov. You can also find free, local help from trained experts at CoverMissouri.org/help.

We are eager to kick off this new school year and we look forward to seeing our students make new discoveries with their classmates and teachers. We can't wait to learn, have fun, and stay healthy this year!

Sincerely,

[Staff member]



Flyer

Option 1 ([click to download](#))

Health insurance for the whole family.

The rules for Missouri Medicaid have changed. More people can get low-cost or free health insurance through Missouri Medicaid, also known as MO HealthNet. This includes parents who have not qualified before.

Apply today to get the care you and your family need—from doctor visits, emergency care, dental care, mental health services, and more!

To apply, visit mydss.mo.gov
 For help applying, call 800-466-3213
 or visit CoverMissouri.org/help

Powered by Missouri Foundation for Health | Updated April 2023

Option 2 ([click to download](#))

Health insurance for the whole family.

The rules for Missouri Medicaid have changed. More people can get low-cost or free health insurance through Missouri Medicaid, also known as MO HealthNet. This includes parents who have not qualified before.

Apply today to get the care you and your family need—from doctor visits, emergency care, dental care, mental health services, and more!

To apply, visit mydss.mo.gov
 For help applying, call 800-466-3213
 or visit CoverMissouri.org/help

Powered by Missouri Foundation for Health | Updated April 2023

Option 3 ([click to download](#))

Health insurance for the whole family.

The rules for Missouri Medicaid have changed. More people can get low-cost or free health insurance through Missouri Medicaid, also known as MO HealthNet. This includes parents who have not qualified before.

Apply today to get the care you and your family need—from doctor visits, emergency care, dental care, mental health services, and more!

To apply, visit mydss.mo.gov
 For help applying, call 800-466-3213
 or visit CoverMissouri.org/help

Powered by Missouri Foundation for Health | Updated April 2023

Spanish ([click to download](#))

Seguro médico para toda la familia.

Las reglas para Missouri Medicaid han cambiado. Ahora más personas pueden conseguir seguro médico gratuito o de bajo costo con Missouri Medicaid, conocido también como MO HealthNet. Incluso muchos padres que antes no calificaban.

Aplice hoy mismo para recibir la atención que usted y su familia necesitan: desde citas médicas y atención de emergencia hasta cuidado dental, servicios de salud mental ¡y más!

Para aplicar, visite mydss.mo.gov
 Si necesita ayuda con su solicitud, llame al 800-466-3213,
 visite CoverMissouri.org/help

Asignado por Missouri Foundation for Health | Publicado 2023

Social Media

Use these messages, images, and video to educate parents, caregivers, staff, and community members about Missouri Medicaid. We encourage you to adapt the messages to fit your voice!

Visit www.TheSocialPressKit.com/MissouriMedicaid to download all assets available for Facebook, Instagram, and Twitter.

Images

English



Spanish



Post Copy

English

- Make sure your student is prepared for the school year. When kids are covered through Missouri Medicaid, they're covered for doctor visits, emergency care, dental care, mental health services, and more! See if your family qualifies at mydss.mo.gov because #YourHealthIsWorthIt

- The rules have changed. Now more people are eligible for free or low-cost health insurance through Missouri Medicaid. This includes parents who have not qualified before. See if you qualify at mydss.mo.gov because #YourHealthIsWorthIt
- Healthy kids are more ready to learn. Now, you and your student may be eligible for low-cost or free health insurance through Missouri Medicaid, which covers doctor visits, emergency care, mental health care, and more! See if you qualify at mydss.mo.gov #YourHealthIsWorthIt

Spanish

- Prepare a su hijo para el año escolar. Cuando los niños tienen un seguro con Missouri Medicaid, tienen cobertura para citas médicas, atención de emergencia, cuidado dental, servicios de salud mental ¡y más! Averigüe si califica en mydss.mo.gov porque #SuSaludValeLaPena
- Las reglas cambiaron. Ahora más personas son elegibles para un seguro médico gratuito o de bajo costo con Missouri Medicaid. Incluso muchos padres que antes no calificaban. Averigüe si califica en mydss.mo.gov porque #SuSaludValeLaPena
- Un niño sano está más preparado para aprender. Usted y su hijo podrían ser elegibles para un seguro médico gratuito o de bajo costo con Missouri Medicaid. Le cubre citas médicas, atención de salud mental ¡y más! Averigüe si califica en mydss.mo.gov #SuSaludValeLaPena