Medicaid Expansion Education for Educators: Higher Education

Updated April 2023

About this Toolkit

Many adults are heading to the classroom during "back-to-school" season, including those heading to college campuses, trade schools, and other higher-learning settings. Many may be eligible for Missouri Medicaid, also known as MO HealthNet, thanks to new rules. This is a great chance to make sure health insurance is on their own back-to-school checklist. Schools can help to raise awareness of Missouri Medicaid and how to enroll – helping their students maintain their health and focus on their studies. This toolkit includes resources for staff to help communicate to students who may not have health insurance.

Use this toolkit to engage:
- Community colleges
- Historically Black Colleges and Universities (HBCUs), colleges, and universities near you
- Trade and professional schools

This toolkit can be shared with entities within these institutions, such as:
- School communications staff
- Student health centers
- Student support offices, career centers, financial aid departments, and Trio programs
- Student organizations such as news media and groups that reach various student populations directly, like campus publications or radio stations

*All income references in the toolkit are based on the 2023 federal poverty level.

Contents

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

Use these messages to engage potential higher education partners

- 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, also known as 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 may now be within reach. Missouri Medicaid has recently expanded to cover more people. That means more students may be able to get low-cost or free health insurance and some peace of mind.

- Health insurance through Missouri Medicaid gives students access to important health care services, including doctor visits, emergency care, mental health services, and more.

Use these messages to educate students about their new options

- Between school, work, and all the things you've got going in your life, you shouldn't have to worry about your health or an unexpected hospital bill. There's good news. The rules around who qualifies for Missouri Medicaid have changed. More adults (19-64) can now get low-cost or free health insurance through Missouri Medicaid, also known as MO HealthNet.

- Are you worried about your health? Has it been a long time since you've seen a doctor? When you have health insurance, you can take care of yourself and your family.

- Health insurance through Missouri Medicaid gives you access to health care professionals, right from home. Right now, you could see many doctors through virtual, telehealth visits.

- 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.

- Broken bones and accidents can mean costly trips to the emergency room and follow-up care. With health insurance through Missouri Medicaid, you can be prepared for the unexpected.

- 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.

Student Communications

Newsletter Language

Need Health Insurance?

We know your physical and mental well-being are critical to success in the classroom and beyond. Having health insurance is one way to get peace of mind. Free or low-cost health insurance is available through Missouri Medicaid. This covers doctor visits, emergency care, mental health services, and more. The rules have changed, and health insurance is now within reach for more students than before. Apply now to get covered at mydss.mo.gov. For help applying, call 800-466-3213 or visit CoverMissouri.org/help.

Press Release

Use this language to pitch a story about Medicaid to your local school/university newspaper.

The rules have changed, and Missouri Medicaid has expanded to cover more people. Now, many adults who were not eligible before may be able to get free or low-cost health insurance, including many students. Students over 19 years of age can check to see if they qualify for Missouri Medicaid as they head back to class this fall. For the first time, more adults qualify for low-cost or free health insurance through MO HealthNet.

MO HealthNet covers doctor visits, emergency care, mental health services, and more. This means they can get the care they need to succeed in the classroom and beyond. "We want our students to be healthy and thrive, and for those who are eligible, this could be a great opportunity to get insurance," [School/University staff member] said. "Even if they tried to get coverage through Missouri Medicaid in the past, it's worth checking again - they may now be able to enroll."

Free help is available to understand health insurance options and assist with enrollment in Missouri Medicaid. Call 1-800-466-3213 or visit CoverMissouri.org/help to find a trained expert.

:30 Radio Reader

Use this language to encourage school/university radio stations to run a Public Service Announcement to educate students about Medicaid expansion

As you head to class, there's a new way to make sure you are healthy and ready to learn. The rules have changed, and now Missouri Medicaid covers more adults who can get low-cost or free health insurance. With health insurance through Missouri Medicaid, known as MO HealthNet, you can see a doctor when you're sick without choosing between your health and paying your bills. You can get free help to understand your health insurance options and enroll in coverage. Call 1-800-466-3213 or visit CoverMissouri.org/help to find a trained expert near you.

Materials

Flyer
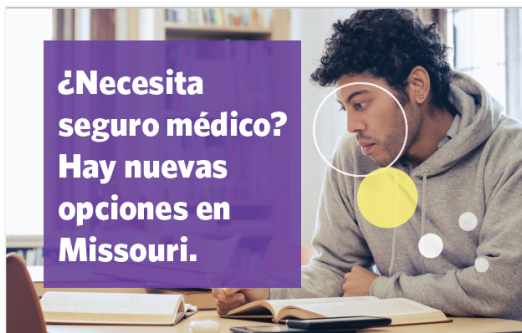
Option 1 (click to download)

More Missouri adults ages 19-64 can now get low-cost or free health insurance. That's because the rules around who qualifies for Missouri Medicaid have changed. You may qualify for Medicaid, even if you didn't in the past.

Don't let an unexpected accident or illness get in the way of school, work, or your career. Medicaid covers 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

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Option 2 (click to download)

More Missouri adults ages 19-64 can now get low-cost or free health insurance. That's because the rules around who qualifies for Missouri Medicaid have changed. You may qualify for Medicaid, even if you didn't in the past.

Don't let an unexpected accident or illness get in the way of school, work, or your career. Medicaid covers 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

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Spanish (click to download)

Ahora más adultos en Missouri entre 19 y 64 años pueden conseguir seguro médico gratuito o de bajo costo. Y la razón es que las reglas sobre quién califica para Missouri Medicaid han cambiado. Usted podría calificar para Medicaid, aunque antes no fuera elegible.

No permita que una enfermedad o un incidente inesperado interfiera en sus actividades escolares, su trabajo o su carrera. Medicaid cubre citas médicas, atención de emergencia, 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

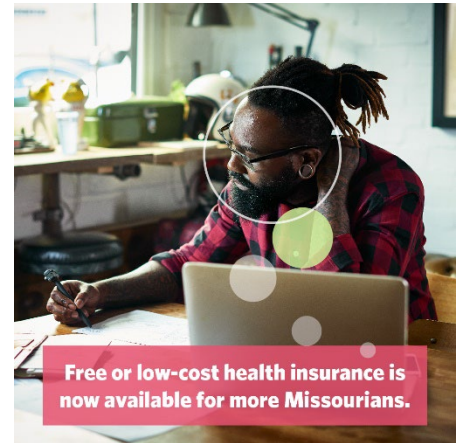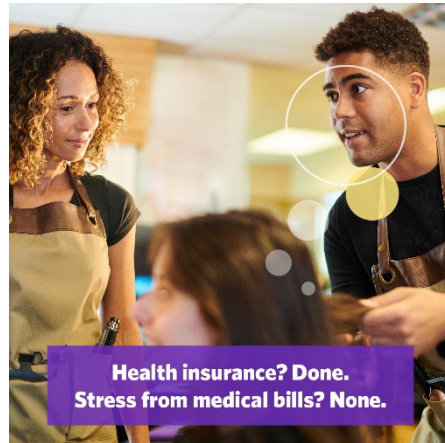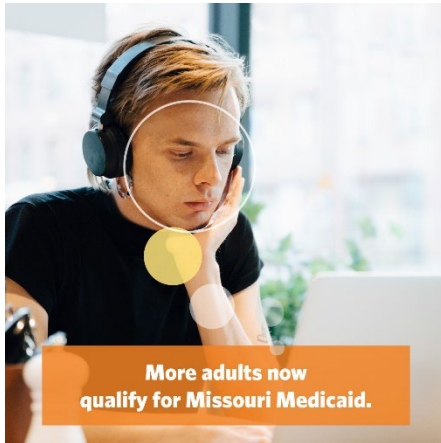Auspiciado por Missouri Foundation for Health | Publicado 2023

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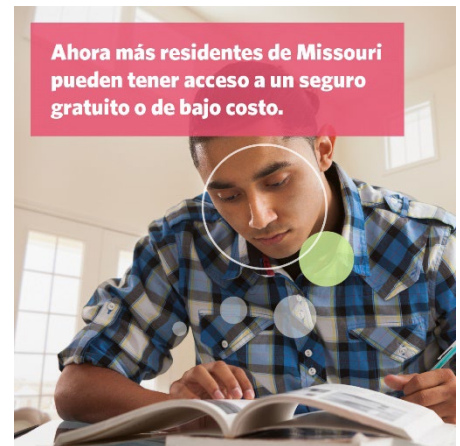
Visit www.TheSocialPressKit.com/MissouriMedicaid to download all assets available for Facebook, Instagram, and Twitter.

Images

English

Spanish

Post Copy

English

- For our students, we know physical and mental health is critical to success. If you need health insurance, check out Missouri Medicaid. The rules have changed, and more adults can get free or low-cost health insurance. Apply now at mydss.mo.gov #YourHealthIsWorthIt

- Worried about your health? Has it been a long time since you've seen a doctor? With health insurance, you can take care of yourself and get some peace of mind. More Missourians can now get covered at mydss.mo.gov #YourHealthIsWorthIt

- Accidents happen. More Missourians can now get free or low-cost health insurance through Missouri Medicaid and be protected from medical debt. Apply now at mydss.mo.gov because #YourHealthIsWorthIt

Spanish

- La salud física y mental de nuestros estudiantes es clave para su éxito académico. Si necesita seguro médico, échele un vistazo a Missouri Medicaid. Ahora más adultos pueden conseguir un seguro médico gratuito o de bajo costo en mydss.mo.gov #SuSaludValeLaPena

- ¿Le preocupa su salud? ¿Ha pasado mucho tiempo desde la última vez que fue al médico? Con un seguro médico, podrá cuidar su salud y tener tranquilidad. Ahora más residentes de Missouri pueden conseguir cobertura en mydss.mo.gov #SuSaludValeLaPena

- A veces los accidentes son inevitables. Ahora más residentes de Missouri pueden conseguir seguro médico gratuito o de bajo costo con Missouri Medicaid y estar a salvo de las deudas médicas. Aplique ahora mismo en mydss.mo.gov porque #SuSaludValeLaPena