Message guide to clearly communicate with Missourians about Medicaid expansion

# 简体中文 (Simplified Chinese)

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# 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 | * 规则已经改变。Missouri Medicaid已扩展，可覆盖更多人群。现在，更多成年人可以通过Missouri Medicaid（亦称为MO HealthNet）获得低价格或免费医疗保险。 | * 更多成年人通过MO HealthNet首次具备享受低价格或免费医疗保险的资格。这些人包括之前不符合资格的父母，以及无子女的成年人。 |
| 1. Address barriers of the cost of health insurance and belief they don’t qualify | * 通过MO HealthNet提供的免费或低价格医疗保险使医疗保健触手可及。当您有医疗保险后，就不必在自己的健康和顾全家庭之间作出选择。您可以得到您需要的护理，而不会因巨额医药费破产。 * 即使您以前尝试过申请Medicaid但不符合条件，请再次尝试。规则已经改变，通过MO HealthNet获得Medicaid可以成为您的一个选择。 | * 通过MO HealthNet获得医疗保险，您可以免费获得许多预防保健服务。这些包括癌症筛查、医学检查和常规疫苗等。 |
| 1. Tap into motivations: health care services, access, and peace of mind | * 通过MO HealthNet获得医疗保险，您可以在需要时获得所需的护理。MO HealthNet涵盖了医生门诊、年度体检、处方药等。 * 通过MO HealthNet获得医疗保险，您可以得到重要的医疗保健服务，以帮助您促进并保持健康，从心理健康服务到牙科保健，不一而足。 * 人有旦夕祸福。通过MO HealthNet获得医疗保险，您可以为意外情况做好准备，并感到安心，不会因巨额医疗账单而背负债务。 | * 您担心自己的健康吗？您很久没看医生了吗？当您有了医疗保险，您就可以兼顾自己和家人。 * 通过MO HealthNet获得医疗保险，您足不出户即可接受医疗保健专业人士的服务。现在，您可以通过虚拟远程医疗获得很多医生门诊服务。 * 当您为了照顾自己和家人而手头很紧时，您不应为医疗保健费用而担忧。通过MO HealthNet获得医疗保险，保护您和您的亲人。 * 当您生病或受伤时，您应该专注于康复，而不是担心如何支付医疗费用。当您通过MO HealthNet拥有了医疗保险，就可以得到您需要的照顾，不用担心背负债务。 * 骨折和事故等可能意味着急诊室治疗和后续护理等一系列高昂费用。通过MO HealthNet获得医疗保险，您可以为意外情况做好准备。 |
| 1. Offer help to understand insurance options and apply | * 您可以通过MO HealthNet获得免费帮助，了解您的医疗保险选项，包括Medicaid。请致电1-800-466-3213，或访问网站CoverMissouri.org/help，在您附近找到一位受过培训的专家。 | * 想看看现在规则变化后您是否有资格通过MO HealthNet获得Medicaid？您不一定非得独自去做这件事。如想从受过培训的专家那里获得免费帮助，请致电1-800-466-3213，或访问网站CoverMissouri.org/help。 * Cover Missouri项目助理可以帮您确定根据新规定您是否符合Medicaid资格，并帮您了解您的医疗保险选项。请访问网站CoverMissouri.org/help，或致电1-800-466-3213，与受过培训的助理预约，接受免费虚拟或面对面咨询。 |

# 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.