A guide to engage community and organizational leaders in Medicaid outreach efforts

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Missouri Foundation for Health has prepared this guide as a tool to encourage the community and organizational leaders in your network to share information about Medicaid to the people they serve. It’s going to take all of us, working together, to get eligible Missourians enrolled in Medicaid.

## 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 could be eligible for Medicaid. For example, in the Education sector, we believe child care centers can help reach uninsured parents as well as 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 that 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 encourage Missourians to enroll in Medicaid

## 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 outreach communications resources prepared by Missouri Foundation for Health including:
* A [**message guide**](https://mffh.org/our-focus/issue-based-work/medicaid-expansion/medicaid-expansion-communications-resources/) with research-based messages to educate Missourians about Medicaid and encourage them to apply. This guide is available in 13 languages.
* A [**social media toolkit**](https://thesocialpresskit.com/missourimedicaid) with sample posts and graphics for Facebook and Instagram.
* [**Educational print materials**](https://covermissouri.citrixdata.com/f/foecef12-0df9-46d5-8300-ffabdbe56120) available through the Cover Missouri ShareFile.
* A [**customizable event flyer**](https://mffh.org/our-focus/issue-based-work/medicaid-expansion/medicaid-expansion-communications-resources/) to promote enrollment in Medicaid and local help. This flyer is available in 13 languages.

## Sample outreach emails

*Use or adapt this email language to get in touch with leaders in your community. Use the language farther down in this guide to include relevant information for each sector in your email.*

*Option 1*

Subject: Helping our community get health insurance through Medicaid

Did you know? Missourians from all walks of life are eligible for health insurance through Missouri Medicaid, or MO HealthNet. Medicaid provides vital health care to kids and adults, workers and students, caregivers and those in need of care, and more.

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

Because you are a trusted voice in this community, I hope you will consider the best way to spread the word about Medicaid. Missouri Foundation for Health has prepared 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.

*Option 2*

Subject: Missouri Medicaid is here for you

During challenging times, it is more important than ever that Missourians get the care they need to look after themselves and their families. Many Missourians are eligible for health insurance through Missouri Medicaid, or MO HealthNet. Adults and children, workers and students, caregivers and those in need of care, can get access to mental health care, preventive services, prescription medications, and more.

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

Because you are a trusted voice in this community, I hope you will consider the best way to spread the word about Medicaid. Missouri Foundation for Health has prepared 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 eligible for Missouri Medicaid (MO HealthNet). Click to go to the sector you are interested in:

* [Education (Pre-K – 12)](#_Education_(Pre-K_–)
* [Higher education](#_Higher_Education)
* [Justice involved organizations](#_Justice_Involved_Organizations)
* [Employers and small businesses](#_Employers/Small_Businesses)
* [Immigrant community](#_Immigrant_Community)
* [LGBTQIA+](#_LGBTQIA+_community_leaders)
* [Veterans and military families](#_Veterans_and_Military)
* [Community and social services](#_Community_and_Social)
* [Health care professionals](#_Health_Care_Professionals)
* [Faith](#_Faith)
* [Neighborhood groups](#_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:**

* Missouri Medicaid (called MO HealthNet) covers Missourians from all walks of life. Adults and kids qualify for low-cost or free health insurance through MO HealthNet.
* Students **and** their parents can 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 information.
* 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 within reach. Students with lower incomes may be able to get low-cost or free health insurance and the peace of mind that comes with being covered.
* Health insurance through Missouri Medicaid gives students access to important health care services, including mental health services, dental care, and doctor visits. From walking into their first day of class to crossing the graduation stage, Missouri Medicaid can be there to support them.

# 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
* Missouri Department of Corrections, including probation & parole offices
* Justice system, such as district attorneys, public defenders, victim advocacy groups
* 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. Through Missouri Medicaid (called MO HealthNet), they may be able to get low-cost or free health insurance.
* Health insurance through Missouri Medicaid (called MO HealthNet) gives 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**: workers with low wages

**Types of organizations**:

* Agricultural associations
* Retail associations
* Larger companies with part-time and/or seasonal workers
* Unions
* Non-union employee associations
* Restaurants, bars, food trucks

**Key points to share with these leaders:**

* Missouri Medicaid (called MO HealthNet) is an option for hardworking Missourians. Adults can get low-cost or free health insurance through MO HealthNet. They can feel protected without worrying about the cost of health care.
* 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**:

* International Institute of St. Louis
* Bilingual International Assistant Services
* Immigrant Services Providers Network
* Casa de Salud
* Resettlement organizations

**Key points to share with these leaders:**

* Missourians can get low-cost or free health insurance through Medicaid (called MO HealthNet). Parents, including men, and adults without children may be eligible. There are many immigrant statuses that are eligible for Medicaid, including 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.
* Immigrant families living in Missouri can get health insurance through Medicaid without having to worry about their coverage impacting their status.

Additional information for immigrant communities is available in [English](https://mffh.org/wp-content/uploads/2023/09/ME-Medicaid-Expansion-Immigrant-Fact-Sheet-English.pdf) and [Spanish](https://mffh.org/wp-content/uploads/2023/09/ME-Medicaid-Expansion-Immigrant-Fact-Sheet-Spanish.pdf).

# LGBTQIA+ community leaders

**Their audience**: adults

**Types of organizations**:

* Spectrum Health Care
* Vivent Health
* AIDS Project of the Ozarks
* KC CARE Health Center

**Key points to share with these leaders:**

* Missourians from all walks for life can get low-cost or free health insurance through Missouri Medicaid, called MO HealthNet.
* Many Missourians qualify for Medicaid, giving them access to doctor visits, HIV treatment, mental health services, emergency care, and more.
* Free or low-cost health insurance through Missouri Medicaid puts health care within reach. This means Missourians don’t have to choose between their health and their wallet.

# 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 they may be eligible for 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. Many 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:**

* Many Missourians are struggling to take care of themselves and their families. Missouri’s Medicaid program, MO HealthNet, can provide relief from health care costs.
* Missourians from all walks of life, including parents and adults without children, can qualify for free or low-cost health insurance which covers doctor visits, yearly checkups, prescription medicines, and more.

# 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
* Home health agencies

**Key points to share with these leaders:**

* Many Missourians can get health insurance through Missouri Medicaid (called MO HealthNet). This means fewer uninsured visits to health care providers.
* 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. When eligible Missourians access treatment and preventive care through Missouri Medicaid, it keeps health care costs down for everyone.
* Missourians from all walks of life, including parents and adults without children, qualify for low-cost or free health insurance through Missouri Medicaid, called MO HealthNet.

# Faith leaders

**Their audience**: adults, families with children

**Types of organizations**:

* Religious governing bodies and judicatories
* Houses of worship
* Ministerial alliances
* Missouri Faith Partnership
* Health ministries

**Key points to share with these leaders:**

* Our ministries and volunteers do so much to uplift our neighbors in times of need. Missouri Medicaid ensures Missourians from all walks of life are cared for.
* Our spiritual health is important. Our physical and mental health is too. Thanks to Missouri Medicaid, we can help more of our community members connect to care.
* Many Missourians can get low-cost or free health insurance through Missouri Medicaid (called MO HealthNet). Parents, including men, and adults without children may be eligble.

# 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. Missourians from all walks of life can get low-cost or free health insurance through Missouri Medicaid, called MO HealthNet. If you know someone who doesn’t have health insurance, make sure they know they can apply for Medicaid today.
* Missouri Medicaid helps hardworking Missourians get the health care they need. Missouri Medicaid covers doctor visits, yearly checkups, prescription medicines, and more.