



Connecting Moms to Health Insurance and Health Information: Ways to Integrate Medicaid/CHIP and Text4baby Enrollment

Text4baby Helps Connect Moms and Babies to Health Insurance

Connecting Kids to Coverage -the outreach and enrollment initiative of the Center for Medicaid and CHIP Services - and text4baby have joined forces to make it easier for moms to take charge of their family's health.

For pregnant women and new moms who sign up, text4baby delivers three text messages a week with critical health and safety tips, including information on enrolling in Medicaid and CHIP. The messages are timed to their due date or baby's birth day. Text4baby is a free educational service of the National Healthy Mothers, Healthy Babies Coalition. There is no cost to sign up; even if a mom does not have a text messaging plan, she can receive these messages for free. To sign up, text BABY (or BEBE in Spanish) to 511411 or visit www.text4baby.org.

Get Involved

You can join us in coordinating text4baby with Medicaid/CHIP enrollment using these easy steps:

1. Incorporate information about Medicaid/CHIP & text4baby in printed outreach and enrollment materials.
Text4baby: Get free, health tips and support on your cell phone with text4baby. Text "BABY" (or "BEBE" for Spanish) to 511411. For more information about text4baby, please visit www.text4baby.org.
Medicaid/CHIP: Need health insurance for you or your baby? Learn more about Health Coverage in your State by Calling: 1-877-Kids-Now or by visiting www.insurekidsnow.gov.
2. Distribute free co-branded tearpads (40 sheets each) that have Medicaid/CHIP contact information and details on the text4baby service for you to share with clients.
3. Place Insure Kids Now (<http://insurekidsnow.gov/spreadtheword.html>) and text4baby sign-up buttons (<http://www.text4baby.org/index.php/text4baby-enrollment-button-info>) on your website.
4. Collaborate with agencies that have direct contact with new moms.

Florida Covering Kids & Families has partnered with the Florida Department of Health's Office of Vital Statistics to include information about free or low-cost child health insurance and text4baby on the envelopes used to mail birth certificates.

5. Include links to text4baby enrollment page (<http://www.text4baby.org/index.php/sign-up>) and Insure Kids Now (<http://www.insurekidsnow.gov/>) in online Medicaid/CHIP enrollment forms.

Oklahoma Health Care Authority has initiated the process for adding a text4baby link to the online SoonerCare application and the electronic newborn enrollment form used in hospitals to enroll infants in Medicaid just after birth.

6. Insert an automatic text4baby enrollment feature on Medicaid and CHIP online enrollment forms.

Partners in San Diego have adding text4baby enrollment to their web-based Medicaid/CHIP enrollment service, One-e-App, giving individuals the opportunity to apply for various health social and support services in one web-based application.

7. Incorporate text4baby enrollment into other online and printed forms like pregnancy risk assessment forms completed by providers.

Web-based prenatal behavioral health screenings, like the Louisiana Health Assessment Referral and Treatment (LaHART) tool, can be set up to include text4baby enrollment in the streamlined screening and referral process for pregnant Medicaid-eligible women in need of treatment for substance/alcohol abuse during pregnancy. Providers are paid for conducting the screening.

"Text-messaging is a part of the culture in terms of how we communicate. Using text messaging to help conduct outreach to families about health coverage for their children is just one more way that the appropriate use of technology is enhancing how we make sure pregnant women and children get the health care they need."

-Dr. Regina Benjamin, U.S. Surgeon General

"We at CMS have been working with text4baby in many ways to reach more women with information about health and affordable health care... We are shining a spotlight on efforts across the country that fold together children's health coverage and text4baby enrollment so that families and children will have the best shot at getting both high-quality health insurance and fundamental health care."

-Cindy Mann, Director of the Center for Medicaid and CHIP Services, U.S. Department of Health and Human Services' Centers for Medicare & Medicaid Services

"It is a natural extension of our outreach, enrollment, and access work at the Michigan Primary Care Association to partner with text4baby! We have made it standard practice to include information on how clients can enroll in the service on the materials we distribute as part of our children's health insurance outreach and we've added banners to our website for online cross-promotion. We also use text4baby's free tearpads in our follow-up encounters and mailings with clients and include in-person text4baby and Medicaid/CHIP enrollment at outreach events focused on women and families."

-Phillip Bergquist, Manager of Health Center Operations, CHIPRA Project Director, Michigan Primary Care Association

8. Feature Medicaid/CHIP & text4baby in newsletters, broadcast emails, and other communications.
 - For standard text4baby language, visit http://www.text4baby.org/templates/bee_20/images/HMHB/dear_colleague_letter.doc.
 - Access a text4baby press release template at http://www.text4baby.org/templates/bee_20/images/HMHB/press_rel_temp.docx.
 - Refer to the Insure Kids Now website to find state specific language to use for your state at <http://www.insurekidsnow.gov/qa/index.html>.
9. Plan and host an enrollment drive in your community with the support of partners, elected officials, local businesses, families, advocates, and local media.
 - Have volunteers and trained staff (i.e. CHIPRA grantees, FQHC staff, certified application assistants if available) on hand to assist attendees in navigating the state-specific Medicaid/CHIP enrollment forms. They can help moms sign up directly through their cell phones for text4baby – the best way to get moms connected to the service!
 - For additional event planning ideas, view the Enrollment Activity Planning Guide at http://text4baby.org/templates/bee_20/images/HMHB/Enrollment_Activity_Guide.pdf
10. Discuss text4baby and Medicaid/CHIP services within the programs/services offered at your facility.

Westside Family Healthcare promotes text4baby and Medicaid/CHIP outreach and enrollment to their prenatal patients and new moms throughout many of services they provide, including social service assistance, case management, and financial aid assistance.
11. Promote Medicaid/CHIP & text4baby through your organization's social media platforms (Facebook, Twitter, etc.).

Sample Facebook post:

 - Need help covering health costs? Text4baby can help you obtain free or low-cost health coverage. Sign up by texting BABY (or BEBE for Spanish) to 511411 to receive these and other critical health and safety tips!
 - Need health insurance for you or your baby? Learn more about Health Coverage in your State by Calling: 1-877-Kids-Now or by visiting www.insurekidsnow.gov.

Sample Twitter post:

 - Healthcare is \$\$\$! Sign up for text4baby: learn about free/ low-cost health coverage & get health tips for you & baby. www.text4baby.org.
 - Need health insurance for you or your baby? Learn more about Health Coverage in your State by Calling: 1-877-Kids-Now or by visiting www.insurekidsnow.gov.
12. Get creative and share YOUR strategies for bringing together these two critical programs in supporting the health of moms and families in your community. Email your dual promotional ideas and examples to info@text4baby.org to be added to this list and featured in Text4baby Tuesday!

Sample Text4baby Messages:

By signing up moms for text4baby, you're also helping connect them to Medicaid and CHIP. There are dozens of messages that provide the user with information on obtaining free/low-cost health insurance, accessing services covered by Medicaid/CHIP, and renewing Medicaid/CHIP coverage. Additionally, a special Medicaid/CHIP text4baby module is coming soon, reinforcing these messages and providing more information on applying for Medicaid/CHIP. This module will send reminders about applying and reapplying for Medicaid/CHIP. The module will be timed to send reminders to ensure that the user is on schedule to apply for Medicaid/CHIP and reapply before their coverage runs out. Text4baby messages are developed with the support of the American College of Obstetricians and Gynecologists, American Academy of Pediatrics, Centers for Disease Control and Prevention, and dozens of other health and safety experts. There are no advertisements or product promotions.

Messages include:

- Medicaid pays for pregnancy check-ups & delivery. If income is less than \$35,300 (family of 3), U may qualify. Get kids insurance too: 877-543-7669.
- If you need to take your child to the dentist, Medicaid/CHIP covers dental care for kids who qualify. Call 877-543-7669 or go to www.insurekidsnow.gov.
- Your child may qualify for free or low-cost check-ups, shots, sick visits & more with Medicaid/CHIP. Call 877-543-7669 or go to www.insurekidsnow.gov.
- If you have Medicaid/CHIP, don't forget to renew before coverage runs out. Look for a renewal notice in the mail. Have questions? Call 877-543-7669.

