



The federal Public Health Emergency will likely end in 2022. We need to help families prepare for changes to their AHCCCS and KidsCare coverage that may accompany this change. This toolkit can help you communicate these changes to your friends, family, students, patients, or other members of your community.

Sample social media content – click to jump to any of these sections:

[Update your mailing address](#)

[Don't get dropped](#)

[Messages specific to Tribal members](#)

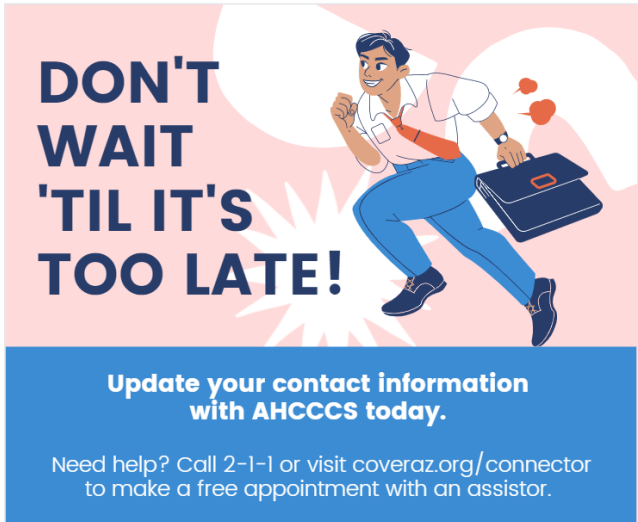
[KidsCare premiums](#)

[Messages for teachers and administrators](#)


[Messages for health care providers](#)

Sample email / text message content

SAMPLE SOCIAL MEDIA POSTS & GRAPHICS

Update your mailing address		
Language	Graphics	Post Copy
English		<p>Make sure AHCCCS knows how to contact you if needed</p> <p>Log in to Health-e Arizona plus or call [1-855-432-7587 or TTY 1-800-842-6520} to update your address today.</p> <p>Need help? Call 2-1-1 or visit CoverAZ.org/connector to make a no-cost appointment with someone who can help.</p>



		
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Don't get dropped		
Language	Graphics	Post Copy
English		<p>DON'T GET DROPPED / KEEP YOUR COVERAGE If you have AHCCCS or KidsCare, make sure your mailing address and contact information are up to date so that important information gets to you. Log in to Health-e Arizona plus or call [1-855-432-7587 or TTY 1-800-842-6520} to update your address today.</p> <p>Need help? Call 2-1-1 or visit CoverAZ.org/connector to make a no-cost appointment with someone who can help.</p>



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Messages specific to Tribal members		
Language	Graphics	Post Copy
English		<p>If you have AHCCCS or KidsCare, make sure your mailing address is up to date.</p> <p>To keep your coverage, you may need to submit proof of income soon. You may also need to submit a CIB or other Tribal ID for yourself or a family member.</p> <p>Log in to Health-e Arizona plus or call [1-855-432-7587 or TTY 1-800-842-6520} to update your address today.</p> <p>Need help? Call 2-1-1 or visit CoverAZ.org/connector to make a no-cost appointment with someone who can help.</p>

KidsCare premiums		
Language	Graphics	Post Copy
English		<p>DOES YOUR CHILD HAVE KIDSCARE?</p> <p>If your family has KidsCare, make sure your information is up to date with AHCCCS. You may need to submit information to make sure your child stays covered.</p> <p>KidsCare has been available with no monthly premium during the pandemic, but you may need to start making payments again soon.</p> <p>Log in to Health-e Arizona plus or call [1-855-432-7587 or TTY 1-800-842-6520} to update your mailing address and contact info today.</p>



		<p>Need help? Call 2-1-1 or visit CoverAZ.org/connector to make a no-cost appointment with someone who can help.</p>
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Messages for school staff

Language	Graphics	Post Copy
English		<p>HELP KEEP KIDS CONNECTED TO CARE</p> <p>When kids have the health care they need, they come to school ready to learn. Health insurance coverage helps families stay connected to care, so they can stay well and learn well.</p> <p>Families with health coverage through AHCCCS or KidsCare may soon need to submit information to make sure they stay covered.</p> <p>Here are some helpful reminders to share with parents and caregivers:</p> <ul style="list-style-type: none"> • Make sure you update your mailing address and other contact information by calling AHCCCS at 1-855-432-7587 (TTY 1-800-842-6520). They can also update online by logging in to Health-e Arizona Plus. • KidsCare has been available without a monthly premium during the pandemic. Premium payments may start back up soon. Parents should be prepared to make the payment, or risk losing coverage. • Families can apply for AHCCCS or KidsCare all year – not just during an open enrollment period. • ACA Marketplace enrollment closes January 15th. But families can enroll in an affordable Marketplace plan throughout the year if they lose coverage due to job loss, if their family grows, or if their income changes. • Many different coverage options are available. Families can get help with figuring out their best option and applying for health coverage. Parents can make a no-cost appointment for enrollment assistance by calling 2-1-1 or visiting CoverAZ.org/connector.

Messages for health care providers

Language	Graphics	Post Copy
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English	<p>Keeping kids connected to health care is as easy as 1-2-3.</p> 	<p>HELP KEEP KIDS CONNECTED TO CARE</p> <p>Health insurance coverage helps families stay connected to affordable, high-quality health care. We need your help to make sure kids can stay covered year-round.</p> <p>Families with health coverage through AHCCCS or KidsCare may soon need to submit information to stay enrolled.</p> <p>Here are some helpful reminders to share with parents and caregivers:</p> <ul style="list-style-type: none"> • Parents should make sure their mailing address and other contact information are correct. They can make changes by calling AHCCCS at 1-855-432-7587 (TTY 1-800-842-6520) or online by logging in to Health-e Arizona Plus. • KidsCare has been available without a monthly premium during the pandemic. Premium payments may start back up soon. Parents should be prepared to make the payment, or risk losing coverage. • Families can apply for AHCCCS or KidsCare all year – not just during an open enrollment period. • ACA Marketplace enrollment closes January 15th. But families can enroll in an affordable Marketplace plan throughout the year if they lose coverage due to job loss, if their family grows, or if their income changes. • Many different coverage options are available. Families can get help with figuring out their best option and applying for health coverage. Parents can make a no-cost appointment for enrollment assistance by calling 2-1-1 or visiting CoverAZ.org/connector.
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SAMPLE TEXT MESSAGES / PHONE SCRIPTS

English

Hi [FIRST NAME], this is [YOUR NAME] from [YOUR ORGANIZATION]. Is your current address on file with [AHCCCS/KidsCare?]. It's important to keep your contact information up to date so AHCCCS can contact you if needed. Log in to Health-e Arizona plus or call [1-855-432-7587 or TTY 1-800-842-6520} to update your address today. Need help? Call 2-1-1 or visit [CoverAZ.org/connector](https://coveraz.org/connector) to make a no-cost appointment with someone who can help.

SAMPLE EMAIL:

English

Re: make sure AHCCCS can reach you

Make sure AHCCCS knows how to contact you if they need to.

Take a moment today to make sure AHCCCS has the right information on file so they can reach you if they need to. Log in to Health-e Arizona plus or call [1-855-432-7587 or TTY 1-800-842-6520} to update your information today.

Need help? Call 2-1-1 or visit [CoverAZ.org/connector](https://coveraz.org/connector) to make a no-cost appointment with someone who can help you.

