Ways to Engage the Faith Community

Millions of children in the United States are uninsured, but are eligible for health coverage under Medicaid or the Children's Health Insurance Program (CHIP). Many of their parents and family members may be eligible for Medicaid, too. Outreach and enrollment efforts are needed to help link them with coverage and the health care they need. Trusted community institutions, such as faith-based organizations and places of worship, can help spread the word about the availability of health coverage for children and adults and can help connect families to application assistance.

Here are some ways to engage faith groups in Medicaid and CHIP outreach and enrollment activities:

- **Provide informational materials about how eligible children, teens and adults can apply for Medicaid and CHIP.** Customize Campaign materials with your organization's contact information and distribute to local faith groups. These materials can be published in newsletters or bulletins, shared in announcements or incorporated into sermons or group discussions.
- **Participate in events, either at places of worship or community events sponsored by faith-based organizations.** Provide information and application assistance to families whose children take part in child care programs, after-school programs, summer camps and other activities.
- **Work with faith-based emergency relief efforts, such as food pantries and shelters.** Families that seek help with food and housing are often also in need of health coverage for children and adult family members.
- **Enlist parish nursing programs or other health professionals representing faith organizations.** Provide them with the tools they need to share information about Medicaid and CHIP when they make home visits to people who are ill, or to new parents.
- **Encourage faith leaders to join your events and engage with local media.** As well-known and respected community members, their words carry weight with the public. You can also encourage them to submit the Campaign template articles in English and Spanish to your local newspaper as an op-ed.

- **Recruit members of faith organization boards or other leadership committees to become "ambassadors" for children's health coverage.** They may have connections to local businesses, schools, hospitals and other organizations in the community where outreach and enrollment activities are needed. Work with community faith groups to explore different ways to spread the word about Medicaid and CHIP, including social media channels.

For more information and resources for faith-based outreach and enrollment activities, contact the **Department of Health and Human Services (HHS) Center for Faith-based and Neighborhood Partnerships**.