

CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN

Campaign Notes eNewsletter – April 30, 2015



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Help Enroll Eligible Children in Medicaid and CHIP Year-Round! Join our #Enroll365 Twitter Storm on May 5th!

The Connecting Kids Coverage National Campaign is working across the country to make sure parents know that enrollment in Medicaid and the Children's Health Insurance Program (CHIP) is open year-round. In the coming months, we encourage you to join the Campaign to help spread the word! We have a wide variety of free resources to help you highlight ongoing Medicaid and CHIP outreach and enrollment efforts to encourage families to enroll their eligible children and teens. Parents may be eligible for Medicaid as well.

Join us May 5, 2015 for a Twitter Storm!

3:00 -
4:00 P.M.
EDT

Hosted by: @IKNgov, @AmerAcadPeds & @MomsRising

We're talking about year-round enrollment
in Medicaid & CHIP!

#Enroll365



American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

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Twitter Storm: Join the Connecting Kids to Coverage National Campaign and co-hosts MomsRising (@MomsRising) and the American Academy of Pediatrics (@AmerAcadPeds) for a Twitter Storm on **Tuesday, May 5, 2015 from 3:00 to 4:00 p.m. EDT!** Campaign [partners](#), Connecting Kids to Coverage grantees, and others will rally around the **#Enroll365** hashtag to spread the message that Medicaid and CHIP enrollment is year-round and to share Connecting Kids to Coverage resources. This will be a great opportunity to harness the power of social media and share the importance of children's health coverage widely with your followers. Download our Twitter Storm Guide which features sample tweets, graphics, and instructions for how to participate. Don't have a Twitter account? No problem! Sample posts and graphics can also be used on Facebook or on websites, as well.

Year-Round Enrollment Campaign Materials: The Campaign has a range of resources highlighting year-round enrollment, including customizable flyers in English and Spanish – check them out [here](#). Looking to reach partners and families online? Check out these [social media tools](#) – including a guide to

sharing Campaign content, draft social media posts, and graphics for Facebook and Twitter. There are also a variety of web banners and buttons available.

Partner Spotlight: Connecting Kids to Coverage National Campaign partner [MomsRising](#) works to take on critical issues facing women, mothers, and families – including advocating for health care access for children and educating families about enrollment in Medicaid and CHIP. MomsRising has more than one million members, and a blogger and social media presence reaching more than three million people. This year, MomsRising is working with the Campaign to help spread the year-round enrollment message by promoting national webinars and encouraging local engagement in states where the Campaign supports outreach organizations on-the-ground (see below). MomsRising is a co-host on the Campaign’s upcoming Twitter Storm.

MomsRising is working with the [National League of Cities](#) (NLC) to sponsor a “Thank You Card” campaign in select cities across the country, to publicize the importance of Medicaid and CHIP programs and increase enrollment. NLC recently gave a grant to the city of Dallas to enroll eligible children. In early April, MomsRising members delivered a card signed by hundreds of families thanking Mayor Mike Rawlins and the city of Dallas for prioritizing Medicaid and CHIP coverage for children. [The Community Council of Greater Dallas](#), a Connecting Kids to Coverage grantee, participated in the thank you event, which was attended by hundreds of families and partner organizations.

3 Ways to Stay Connected With the National Campaign

- [Share](#) our materials widely. We have an ever-growing range of excellent resources available to use in outreach and enrollment efforts.
- Contact us to get more involved with the National Campaign at InsureKidsNow@fleishman.com or **1-855-313-KIDS (5437)**.
- Follow the Campaign on [Twitter](#). *Don’t forget to re-tweet or share our messages with your network or use our #Enroll365 hashtag in your posts.*

The Connecting Kids to Coverage National Campaign Notes eNewsletter is distributed throughout the year and provides updates on National Campaign activities. If a friend or colleague forwarded this email to you, [sign up](#) to receive this eNewsletter directly to your inbox.