

End of PHE

Social Media Toolkit

Apple Health
(Medicaid)
clients and the
COVID-19
public health
emergency
(PHE)



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End of PHE social media toolkit

Social media campaign

This plan lays out messaging for social media outreach for Washington Apple Health (Medicaid) clients for the end of the COVID-19 Public Health Emergency (PHE). This campaign is broken out into two sections:

- Report a change
- Renew your coverage

Audiences

Messages are divided into different audiences based on the type of Apple Health coverage:

- **Modified Adjusted Gross Income (MAGI)** – Apple Health for adults, pregnant individuals, children, and parent/caretakers.
- **Classic Medicaid** – Individuals who are age 65 and older, have blindness or a disability, or are on Medicare.

Translations

View translated versions of our social media posts and graphics.

[Amharic](#) | [Arabic](#) | [Burmese](#) | [Cambodian](#) | [Chinese](#) | [Farsi](#) | [Korean](#) | [Laotian](#) | [Punjabi](#) | [Russian](#) | [Somali](#) | [Spanish](#) | [Tigrigna](#) | [Ukrainian](#) | [Vietnamese](#)

Images

- [Download a zip file of English images](#) for use.
- [Download a zip file of translated images](#) for use.

Questions

Email social@hca.wa.gov for questions about using this toolkit.

Campaigns

Report a change

Our report a change campaign reminds clients to update their contact information, so they receive important notices about their coverage. These messages can be used now through one year after the end of the PHE.

The graphic to the right can be used with report a change and general communications and outreach about the end of the PHE.



Renew your coverage

Our renew your coverage campaign shares how clients can renew their coverage. These messages can be used the month the PHE ends through one year after the end of the PHE.

The graphic to the right with the "Renew your way, stay covered today!" slogan is only to be used with renew Your Coverage communications and outreach about the end of the PHE.



Social media toolkit by audience

Modified Adjusted Gross Income (MAGI)

Managed care plan client outreach

- Not sure if the number that called you is really with your health plan? Managed Care plans are reaching out with information about your Apple Health (Medicaid) coverage.

If you're ever concerned, find the info to contact your health plan at bit.ly/contact-your-apple-health-plan.

- Heads up! Your Apple Health (Medicaid) plan may be trying to reach you with important updates about your coverage. This could be by mail, email, phone call, text, or through your managed care plan account.

If you're ever concerned, find the info to contact your health plan at bit.ly/contact-your-apple-health-plan.

Report a change campaign messages

- Attention Apple Health (Medicaid) clients! It's time to update your address, email, and phone numbers so we can send you important information about your coverage. Visit wahealthplanfinder.org or call 1-855-923-4633 to update your contact information today.
- Make sure your contact information is up to date! If you have Apple Health (Medicaid) coverage and have moved in the last three years, visit wahealthplanfinder.org or call 1-855-923-4633 to update your contact information today. Stay informed on updates about how to keep your coverage.
- Don't miss important notices about your Apple Health (Medicaid) coverage! Make sure we can reach you with important coverage updates. Visit wahealthplanfinder.org or call 1-855-923-4633 to update your current phone numbers, email, and mailing address in our records today.
- Got a new phone number and need to let your friends know? Don't forget us! Update your contact information for your Apple Health (Medicaid) coverage at wahealthplanfinder.org or by calling 1-855-923-4633.
- Tired of getting too much mail? Log into your wahealthplanfinder.org account to go paperless and update your contact information. Make sure we can reach you with important updates about your Apple Health (Medicaid) coverage. Sign into your account and select My Profile to update your notification preference.
- Ready to go paperless with your Apple Health (Medicaid) information? It's easy! Log into your wahealthplanfinder.org account and select My Profile to update your notification preference to paperless. While you're there, make sure to update your contact information so we can reach you with important updates about your coverage.

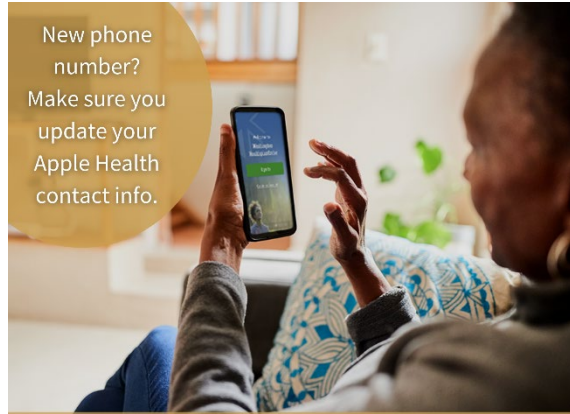
Report a change graphics for MAGI



Did you move in the last three years?

Make sure your contact information is up to date!
Visit wahealthplanfinder.org

Washington Apple Health



New phone number?
Make sure you update your Apple Health contact info.

Make sure your contact information is up to date!
Visit wahealthplanfinder.org

Washington Apple Health



New address?
Don't forget to update your contact information for your insurance coverage.

Make sure your contact information is up to date!
Visit wahealthplanfinder.org

Washington Apple Health



New mailbox?
Make sure you update your Apple Health contact info.

Make sure your contact information is up to date!
Visit wahealthplanfinder.org

Washington Apple Health



Does your authorized representative have new contact info?

Make sure everyone's contact information is up to date at wahealthplanfinder.org

Washington Apple Health



New keys?
Make sure you update your address so you get important information about your coverage.

Make sure your contact information is up to date!
Visit wahealthplanfinder.org

Washington Apple Health

[Download a zip file](#) of these images for use.

Renew your coverage campaign messages

- Renew your way and stay covered today! If you received your renewal notice you can renew your Apple Health (Medicaid) coverage any time through Washington Healthplanfinder. Learn more ways to renew your coverage: hca.wa.gov/apply-or-renew-coverage
- Did you know you can renew your Apple Health (Medicaid) coverage online? No need to wait on the phone or go to an office. If you received your renewal notice, you can renew your coverage at wahealthplanfinder.org or download the WAPlanfinder app.
- Keep an eye out for your Apple Health (Medicaid) renewal notice! You can check your message center or renew your coverage online at wahealthplanfinder.org. Renewing is a great time to make sure your contact information is up to date. Learn more at hca.wa.gov/apply-or-renew-coverage
- Open immediately! Action required! If you received your Apple Health (Medicaid) renewal notice you can renew your way to stay covered today:
 - Online: wahealthplanfinder.org
 - WAPlanfinder app: wahbexchange.org/mobile
 - Phone: 1-855-923-4633
 - In-person: bit.ly/wahealthplanfinder-virtual-help

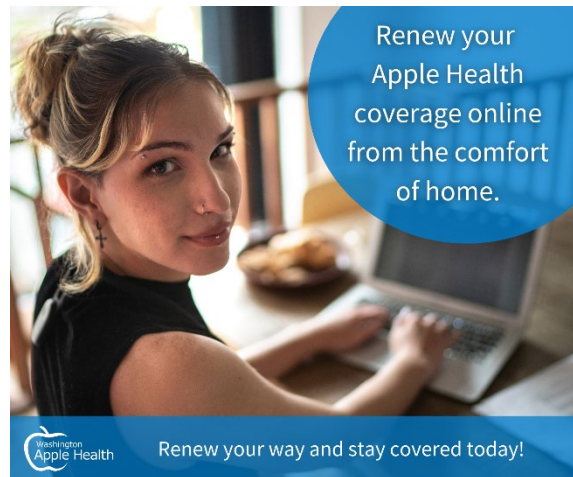
For more information visit hca.wa.gov/apply-or-renew-coverage

- Did you get your Apple Health (Medicaid) renewal notice but threw it out with the junk mail? We've got you covered! Log in to your Washington Healthplanfinder account at wahealthplanfinder.org to view your letters in your message center. While you're there, you can update your contact information and renew your coverage.

Renew your coverage messages for MAGI clients who have missed their renewal

- Didn't renew your Apple Health (Medicaid) coverage on time? It's not too late to complete your renewal at wahealthplanfinder.org. Renew your way and stay covered today!
- If you think you no longer qualify for Apple Health (Medicaid) you should still renew your coverage to see if you're eligible for Apple Health or a Qualified Health Plan at wahealthplanfinder.org. Renew your way and stay covered today!
- It's not too late to renew your Apple Health (Medicaid) coverage! Even if your coverage has ended, you can still complete your renewal:
 - Online: wahealthplanfinder.org
 - WAPlanfinder app: wahbexchange.org/mobile
 - Phone: 1-855-923-4633
- Didn't renew your Apple Health (Medicaid) coverage on time? It's not too late to complete your renewal at wahealthplanfinder.org. Renew your way and stay covered today!

Renew your coverage graphics for MAGI



[Download a zip file](#) of these images for use.

Classic Medicaid

Report a change campaign messaging

- If you are age 65 and older, have blindness or a disability, get Medicare, and are receiving health care coverage through DSHS: if your contact information has changed, update your info at washingtonconnection.org, by calling 1-877-501-2233, or in person at your local Community Service Office.
- Make sure your contact information is up to date! If you are receiving health care coverage through DSHS and are age 65 and older, have blindness or a disability, get Medicare, and have moved in the last 3 years, update your contact information. Stay informed on important updates about how to keep your coverage.

Visit washingtonconnection.org, call 1-877-501-2233, or visit your local Community Service Office to update your contact information today.

- Are you are receiving health care coverage through DSHS and are age 65 or older, or have blindness or a disability? We want to reach you with important coverage updates. If your contact information has changed visit washingtonconnection.org, call 1-877-501-2233, or visit your local Community Service Office to update your current phone numbers, email, and mailing address in our records today.

Renew your coverage campaign messages

- Be on the look-out for your health care coverage eligibility review. Those who are age 65 or older, have blindness or a disability, can renew online at washingtonconnection.org, get assistance over the phone at 1-877-501-2233, or in person at your local Community Service Office.
- Did you know? If you are age 65+, have blindness or a disability, get Medicare, and received a notice to renew your health care coverage with DSHS, you can complete your eligibility review online at washingtonconnection.org. No need to wait on the phone or go to an office.
- Keep an eye out for your health care coverage eligibility review notice from DSHS! Renew your coverage and make sure your contact information is up to date at washingtonconnection.org.

Report a change campaign graphics for Classic



Did you move in the last three years?

Washington Apple Health
Make sure your contact information is up to date!
Visit washingtonconnection.org



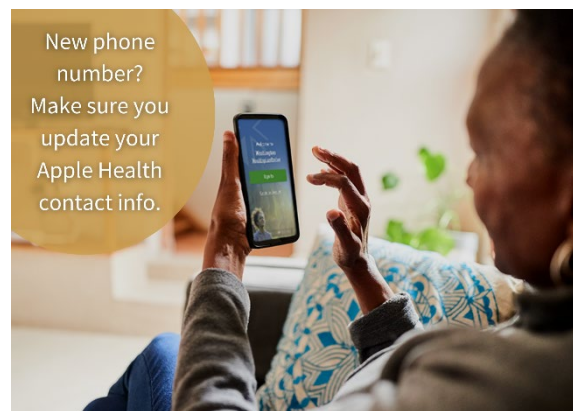
New keys?
Make sure you update your address so you get important information about your coverage.

Washington Apple Health
Make sure your contact information is up to date!
Visit washingtonconnection.org



New mailbox?
Make sure you update your Apple Health contact info.

Washington Apple Health
Make sure your contact information is up to date!
Visit washingtonconnection.org



New phone number?
Make sure you update your Apple Health contact info.

Washington Apple Health
Make sure your contact information is up to date!
Visit washingtonconnection.org



New address?
Don't forget to update your contact information for your insurance coverage.

Washington Apple Health
Make sure your contact information is up to date!
Visit washingtonconnection.org

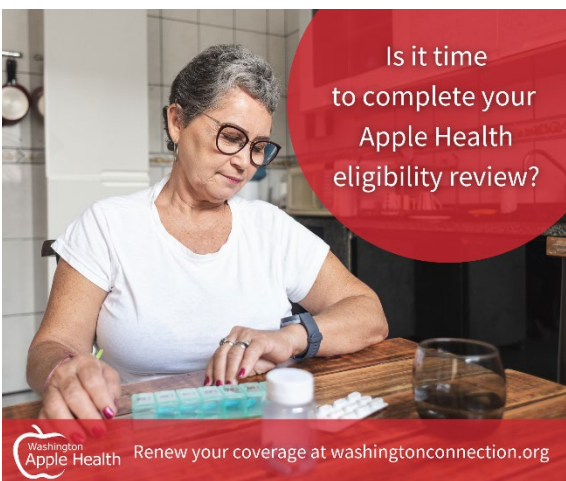
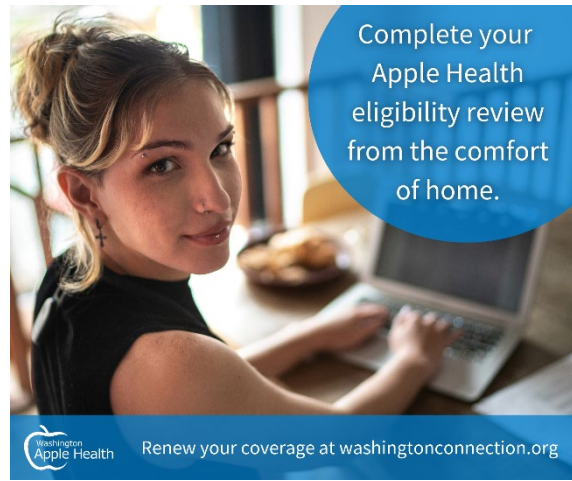


Does your authorized representative have new contact info?

Washington Apple Health
Make sure everyone's contact information is up to date at washingtonconnection.org

[Download a zip file](#) of these images for use.

Renew your coverage campaign graphics for Classic



[Download a zip file](#) of these images for use.

