

# Apple Health ambassador program

## Background

During the COVID-19 public health emergency (PHE), the Health Care Authority (HCA) extended coverage for all Apple Health (Medicaid) clients. This extension is ending due to the Consolidated Appropriation Act (CAA) of 2023 and clients' extended coverage will be affected.

HCA is engaging community partners as **volunteer Apple Health ambassadors** to share messaging and ensure Apple Health clients have the information and resources needed to maintain coverage at the end of the continuous coverage requirement period. HCA resumed normal operations April 1, 2023. This means clients should watch for renewal notices affecting their coverage.

## Objective

As a volunteer Apple Health ambassador, you will:

- Raise awareness around actions that need to be taken by clients to maintain coverage.
- Engage community partners by sharing tools and messaging to reach clients.
- Create cohesive voice through consistent messaging.
- Share culturally and linguistically competent messaging to clients and community partners.



## Representation

Apple Health ambassadors may include representation from:

- Providers
- Managed care plans
- County offices
- Community-based organizations
- Clinics
- Health care facilities
- School districts
- Faith-based communities
- Advocates
- State agencies
- Community leaders

---

## Role and responsibilities

Volunteer Apple Health ambassadors will:

- Attend a monthly check-in meeting with other Apple Health ambassadors.
- Share our communications with their community.
- Pass on community member questions.

## Communications

HCA will host a webinar and create a fact sheet answering frequently asked questions. Communications with Apple Health ambassadors will take place through [AHeligCOVID19@hca.wa.gov](mailto:AHeligCOVID19@hca.wa.gov).

## Resources

- [Communications toolkit](#): includes examples of letters and messaging that HCA will send to clients, social media toolkit, and recommended language for you to use in communications.
- [Changes to Apple Health continued coverage](#)
- [Apple Health PHE webpage](#): Stay up to date on developments with Apple Health and the PHE.
- [External Guide to Washington Apple Health \(Medicaid\) Post-PHE](#): HCA's plans for Apple Health eligibility after the expiration of the PHE.
- Questions:
  - Email: [AHeligCOVID19@hca.wa.gov](mailto:AHeligCOVID19@hca.wa.gov)