

Apple Health for Workers with Disabilities Campaign toolkit

Background

Apple Health for Workers with Disabilities (HWD) provides coverage to individuals with blindness or another disability who have earned income and purchase health care coverage based on a sliding income scale. HWD has no asset test and no upper income limit. HWD clients may be enrolled in managed care or Apple Health without a managed care plan.

For more information on Apple Health for Workers with Disabilities visit hca.wa.gov/hwd.

How to use this toolkit

Our Apple Health for Workers with Disabilities communications toolkit shares videos, handouts, social media, and campaign messaging you can use to help the Health Care Authority (HCA) promote this program and services to eligible people.

Use these materials to share an overview of the program, benefits and services including behavioral health, and address misconceptions about working with disabilities. Email ahcommunications@hca.wa.gov with questions regarding this toolkit.

Audiences

The communications in this toolkit are intended for current and potential Apple Health for Workers with Disabilities clients and anyone who helps them apply, renew, or manage their coverage. Outreach materials include a general campaign for all audiences and a campaign for Native people.

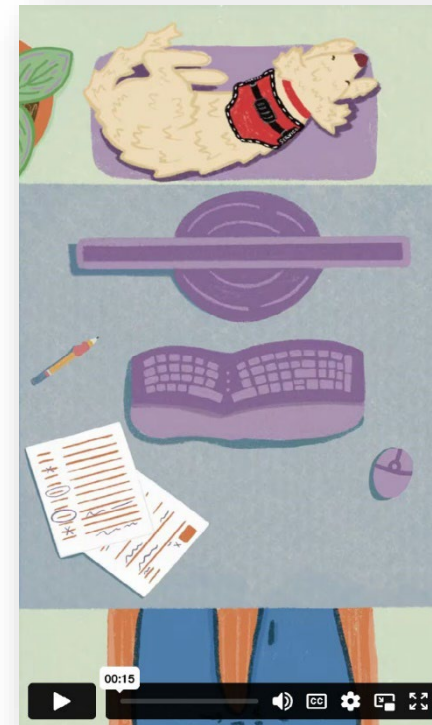
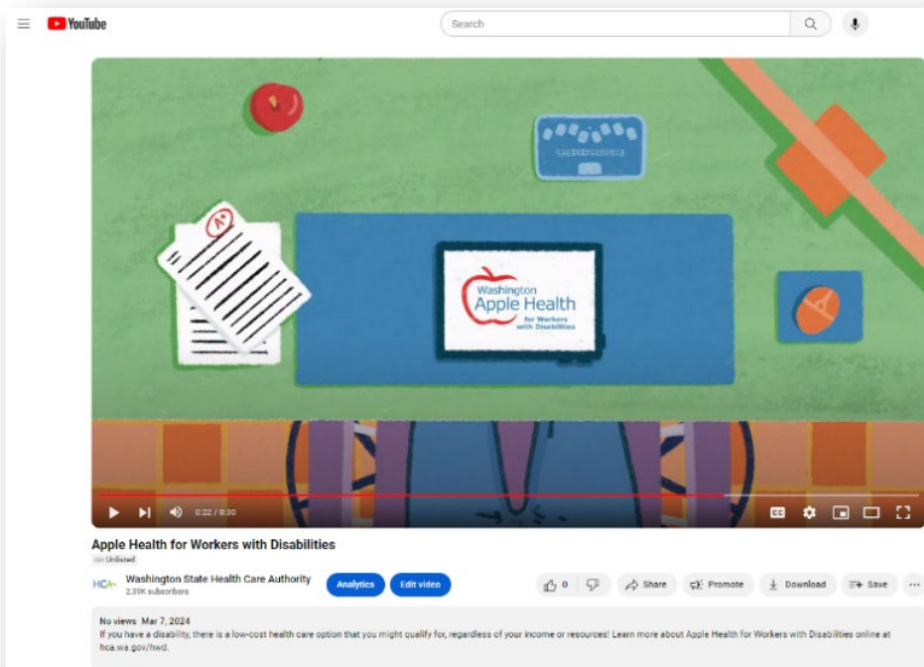
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General campaign (all audiences)

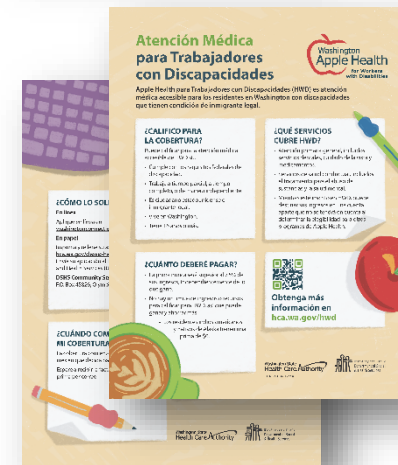
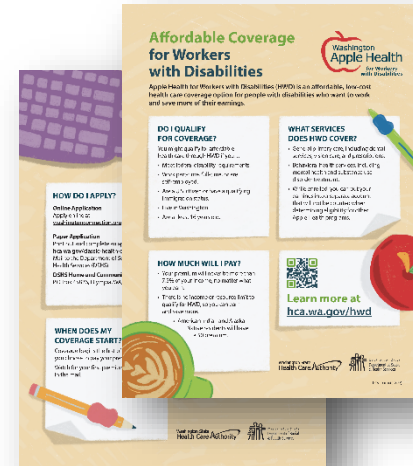
Video

This video is available in a 30 second standard format and a 15 second vertical format for posting on social media platforms. It has also been translated into Spanish. View the [English](#) and [Spanish](#) standard format of the videos on YouTube. Email ahcommunications@hca.wa.gov to request copies of the 15 second videos for posting to social media.



Flyer

Use this flyer as an informational resource for clients to promote Apple Health for Workers with Disabilities. View the flyer online in [English](#) or [Spanish](#).



Rack Card

Use this rack card as a handout for clients or to have it left in informational areas for clients to find. [View the rack card](#) online (English).



Washington Apple Health
for Workers with Disabilities

Affordable Coverage for Workers with Disabilities

Apple Health for Workers with Disabilities (HWD) is an affordable, low-cost health care coverage option for people with disabilities who want to work and save more of their earnings.

Get primary care, behavioral health services, dental services, vision care, and prescriptions.

There is no income or resource limit to qualify for HWD, so you can earn and save more.

YOU MIGHT QUALIFY FOR COVERAGE IF YOU...

- Meet federal disability requirements.
- Work part-time, full-time, or are self-employed.
- Are a U.S. citizen or have a qualifying immigration status.
- Live in Washington.
- Are at least 16 years old.

Learn more at hca.wa.gov/hwd

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LOW-COST MONTHLY PREMIUMS

No matter your income or resources, your monthly premium will never be more than 7.5% of your income.

American Indian and Alaska Native residents have a \$0 premium each month.

APPLY ONLINE OR BY MAIL

Online Application
Apply online at washingtonconnection.org.

Paper Application
Print out and complete an application at hca.wa.gov/classic-health-care-application. Mail to the Department of Social and Health Services (DSHS)

DSHS Home and Community Services
P.O. Box 45826, Olympia, WA, 98504-5826

Washington State Department of Social & Health Services
Washington State Health Care Authority

Giveaway items

As a part of this campaign, the Health Care Authority ordered various SWAG giveaway items to promote Apple Health for Workers with Disabilities at outreach events. These items are for use by HCA staff at community events. The images below are examples of these materials.



Social media

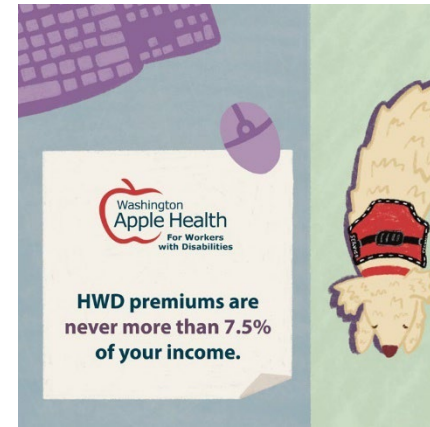
Use the below social media post copy and images to spread the word about Apple Health for Workers with Disabilities coverage. Image sizes are available for Facebook, Instagram, LinkedIn, and X (Twitter). Email ahcommunications@hca.wa.gov with subject line "HWD social media images" to request copies of these photos for social media.



Working and have a disability? You may be eligible for affordable, low-cost health care coverage, regardless of your income or resources. Learn more: hca.wa.gov/hwd



Do you know a friend or loved one who's working and has a disability? Washington workers with disabilities may be eligible for low-cost health care coverage. Let them know about this affordable health care option: hca.wa.gov/hwd



Working part-time, full-time or self-employed and have a disability? Your Apple Health for Workers with Disabilities (HWD) premium will never be more than 7.5% of your income. Find out if you qualify: hca.wa.gov/hwd



When enrolled in Apple Health for Workers with Disabilities, you won't lose your health care coverage if you lose your job as long as you pay your premium and have one when you renew coverage. Find out if you qualify: hca.wa.gov/hwd



If you are self-employed and have a disability, you may be eligible for health care coverage regardless of your income or resources. Learn more about Apple Health for Workers with Disabilities and apply: hca.wa.gov/hwd



Apple Health for Workers with Disabilities covers annual checkups, and behavioral health services like mental health and substance use disorder treatment. Find out if you qualify: hca.wa.gov/hwd



Your journey to affordable health care begins here. If you live in Washington and have a disability, you may be eligible for low-cost health care coverage if you are working. Explore Apple Health for Workers with Disabilities and find out if you qualify: hca.wa.gov/hwd



Working and have a disability? You may be eligible for affordable, low-cost health care coverage, regardless of your income or resources. Learn more: hca.wa.gov/hwd



Finding affordable health care coverage can be difficult. Washington residents with disabilities may be eligible for low-cost health care coverage, no matter their income or resources. Learn more here: hca.wa.gov/hwd



Washington residents with disabilities can access affordable, low-cost health care coverage through Apple Health for Workers with Disabilities. Learn more about our commitment to providing accessible care: hca.wa.gov/hwd



If you have a disability, there is a low-cost health care option that you might qualify for, regardless of your income or resources! Learn more about Apple Health for Workers with Disabilities: hca.wa.gov/hwd



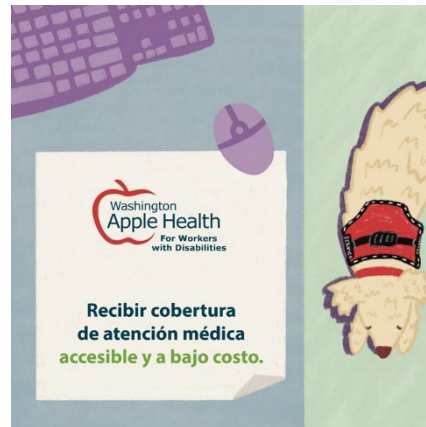
By enrolling in Apple Health for Workers with Disabilities, which has no income or resource limit, you'll have more control over your financial future. Find out if you qualify here: hca.wa.gov/hwd

Social media – Spanish translation

Use the below social media post copy and images to spread the word about Apple Health for Workers with Disabilities coverage. Image sizes are available for Facebook, Instagram, LinkedIn, and X (Twitter). Email ahcommunications@hca.wa.gov with subject line “HWD social media images” to request copies of these photos for social media.



Si tiene una discapacidad, puede calificar para obtener atención médica asequible y a bajo costo mientras trabaja a tiempo parcial, a tiempo completo o de manera independiente. Obtenga más información y solicite la cobertura: hca.wa.gov/hwd



¿Trabaja de manera independiente y tiene una discapacidad? Si es residente legal o tiene condición de inmigrante legal, puede calificar para recibir cobertura de atención médica asequible y a bajo costo. Obtenga más información y solicite la cobertura: hca.wa.gov/hwd



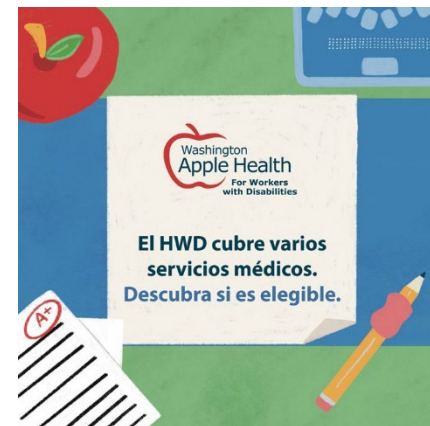
Reciba cobertura de atención médica asequible y a bajo costo si es residente legal o tiene condición de inmigrante legal. Averigüe cómo presentar su solicitud y obtenga más información aquí: hca.wa.gov/hwd



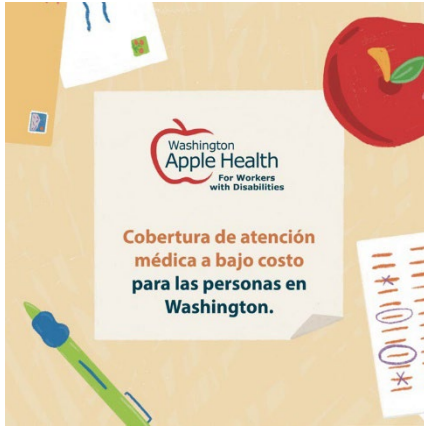
Los trabajadores con discapacidades y condición de inmigrante legal pueden calificar para recibir atención médica asequible y a bajo costo a través de Apple Health para Trabajadores con Discapacidades. Obtenga más información y solicite la cobertura: hca.wa.gov/hwd



Ahora más que nunca, más personas están recibiendo cobertura de atención médica a bajo costo. Los trabajadores con discapacidades y condición de inmigrante legal pueden ser elegibles. Averigüe si califica aquí: hca.wa.gov/hwd



Si trabaja a tiempo completo, a tiempo parcial o de manera independiente y tiene condición de inmigrante legal, puede calificar para recibir cobertura de atención médica asequible y a bajo costo: hca.wa.gov/hwd



Apple Health para Trabajadores con Discapacidades ofrece cobertura de atención médica a bajo costo para las personas en Washington. Averigüe si califica: hca.wa.gov/hwd



Apple Health para Trabajadores con Discapacidades es una opción de atención médica a bajo costo que cubre chequeos anuales y servicios de salud conductual, como el tratamiento para el abuso de sustancias y la salud mental. Las personas con condición de inmigrante legal también pueden ser elegibles. Obtenga más información: hca.wa.gov/hwd



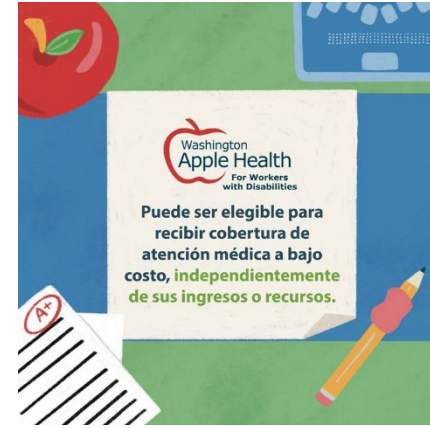
Si tiene una discapacidad, existe una opción de atención médica a bajo costo para la cual podría calificar, independientemente de sus ingresos o recursos. Obtenga más información sobre Apple Health para Trabajadores con Discapacidades: hca.wa.gov/hwd



Apple Health para Trabajadores con Discapacidades es una opción de cobertura de atención médica a bajo costo para las personas en Washington que trabajan en relación de dependencia o de manera independiente: hca.wa.gov/hwd



Si es trabajador y tiene una discapacidad y condición de inmigrante legal, conozca más sobre Apple Health para Trabajadores con Discapacidades, una opción de cobertura asequible y a bajo costo: hca.wa.gov/hwd



Encontrar cobertura de atención médica asequible puede ser difícil. Los residentes en Washington con discapacidades pueden ser elegibles para recibir cobertura de atención médica a bajo costo, independientemente de sus ingresos o recursos. Obtenga más información aquí: hca.wa.gov/hwd

Native campaign

American Indian and Alaska Native individuals who meet the eligibility requirements can receive Apple Health for Workers with Disabilities with a \$0 monthly premium. These campaign materials were designed to outreach to Native individuals who may be eligible for this program. These campaign materials are available in English.

Flyer

Use this flyer as an informational resource for Native people to promote Apple Health for Workers with Disabilities. [View the flyer in English.](#)

Affordable Health Care for Native People with Disabilities

Washington Apple Health
For Workers with Disabilities

Apple Health for Workers with Disabilities (HWD) provides health care coverage to Native people with disabilities in Washington for a \$0 monthly premium.

DO I QUALIFY FOR COVERAGE?
You might qualify for affordable health care through HWD if you:

- Meet federal disability requirements.
- Work part-time, full-time, or are self-employed.
- Are a U.S. citizen or have a qualifying immigration status.
- Live in Washington.
- Are at least 16 years old.

WHAT SERVICES DOES HWD COVER?

- General primary care, including dental services, vision care, and prescriptions.
- Behavioral health services, including mental health and substance use disorder treatment.
- While enrolled, you can put your earnings into a separate account that will not be counted when determining eligibility for other Apple Health programs.

HOW MUCH WILL I PAY?

- Native people will have a \$0 premium.
- There is no income or resource limit to qualify for HWD, so you can earn and save more.

Learn more at hca.wa.gov/hwd

Under the State Health Care Authority | Washington State Department of Social & Health Services

Washington Apple Health
For Workers with Disabilities

HOW DO I APPLY?

Online Application
Apply online at: washingtconnection.org.

Paper Application
Print out and complete an application at hca.wa.gov/classic-health-care-application. Mail to the Department of Social and Health Services (DSHS)
DSHS Home and Community Services
P.O. Box 45826, Olympia, WA, 98504 - 5028

HOW LONG WILL I HAVE COVERAGE?
If you lose your job while enrolled in Apple Health HWD ...

- You will keep your coverage if you have a job at the time of renewal.
- Coverage renews once a year, so you have flexibility if you lose your job and need to find another.

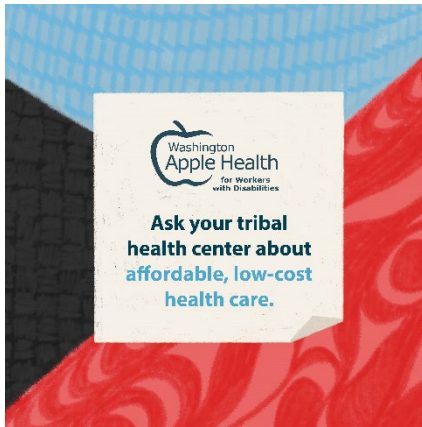
WHEN DOES MY COVERAGE START?
Coverage begins the first of the month you are approved for HWD.

Learn more at hca.wa.gov/hwd

Under the State Health Care Authority | Washington State Department of Social & Health Services

Social media – Native audience

Use the below social media post copy and images to spread the word about Apple Health for Workers with Disabilities coverage. Image sizes are available for Facebook, Instagram, LinkedIn, and X (Twitter). Email ahcommunications@hca.wa.gov with subject line “HWD social media images” to request copies of these photos for social media.



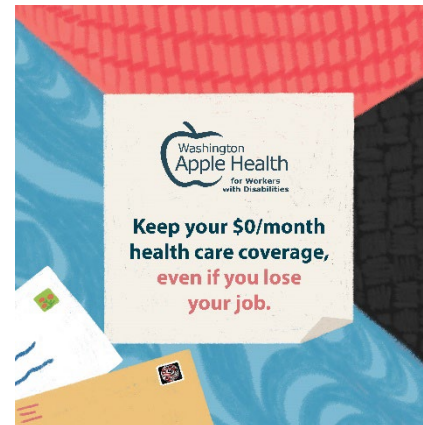
Are you employed and have a disability? Ask your tribal health center about affordable, low-cost health care coverage through Apple Health for Workers with Disabilities. Learn more and apply for coverage: hca.wa.gov/hwd



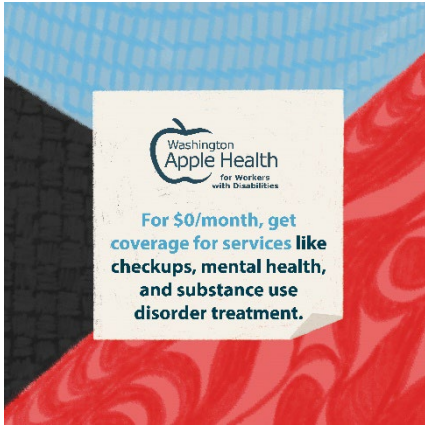
Apple Health for Workers with Disabilities provides health care coverage to Native residents for a \$0 monthly premium. Find out if you qualify: hca.wa.gov/hwd



Native people with disabilities may be eligible for affordable, low-cost health care coverage through Apple Health for Workers with Disabilities. Reach out to your tribal health center or learn more: hca.wa.gov/hwd



If you are a Native resident with a disability in Washington, you'll keep your health care coverage through Apple Health for Workers with Disabilities even if you lose your job. Learn more and see if you qualify: hca.wa.gov/hwd



Native people with disabilities in Washington can get affordable, low-cost health care coverage for services like annual checkups, mental health support, and substance use disorder treatment. Find out if you qualify for Apple Health for Workers with Disabilities: hca.wa.gov/hwd



Native people with disabilities in Washington can get affordable, low-cost health care coverage for services like annual checkups, mental health support, and substance use disorder treatment. Find out if you qualify for Apple Health for Workers with Disabilities at hca.wa.gov/hwd



If you qualify for Apple Health for Workers with Disabilities, you can enroll any time during the year. Contact your tribal health center to learn more: hca.wa.gov/hwd



Apple Health for Workers with Disabilities covers dental care as well as physical and behavioral health care. Native people pay \$0 premium, no matter your income or resources. Find out if you qualify at hca.wa.gov/hwd

Requesting printed materials

Outreach handouts can be printed and mailed to you or your organization upon request.

How to request materials

- Email requests to ahcommunications@hca.wa.gov
 - In your request include the following information:
 - Your name and/or organization
 - Mailing address
 - Publication that you are requesting (including language)
 - Quantity of the publication you are requesting
- The Apple Health communications team will process your request and let you know the materials are on the way.

What are the names of the different publications?

- Flyers available:
 - [Apple Health for Workers with Disabilities flyer – English](#)
 - [Apple Health for Workers with Disabilities flyer – Spanish](#)
 - [Apple Health for Workers with Disabilities flyer – for Native audience](#)
- Rack card available:
 - [Apple Health for Workers with Disabilities rack card – English](#)

Resources

Outreach materials

Videos

- [Apple Health for Workers with Disabilities – 30 second video](#)
 - [Spanish](#)
- Email ahcommunications@hca.wa.gov to request the 15 second version of vertical videos for use in social media.

Publications

- [Apple Health for Workers with Disabilities flyer](#)
 - [Spanish](#)
- [Apple Health for Workers with Disabilities rack card](#)
- [Apple Health for Workers with Disabilities flyer for Native audiences](#)

Social media

- Email ahcommunications@hca.wa.gov for copies of the social media images shown above.

Online

- Learn more about Apple Health for Workers with Disabilities online at hca.wa.gov/hwd.

Contact

Apple Health clients

- Send clients to hca.wa.gov/hwd to learn more about coverage.
- Clients can call 1-800-871-9275 for assistance applying for coverage but should be referred to the online resources first.

Partners and stakeholders

- Email ahcommunications@hca.wa.gov with questions about this campaign.