

Cover All Coloradans Media Packet

2024



CHP+
Child Health Plan *Plus*



Health First
COLORADO
Colorado's Medicaid Program



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Overview

The Department of Health Care Policy & Financing (HCPF) is implementing a new Colorado law, House Bill HB22-1289, known as “Cover All Coloradans.” Cover All Coloradans will improve health equity for children and pregnant people by making health care more affordable and available to more people.

The Department of Health Care Policy and Financing is working with 10 community organizations, known as Ambassadors, to build trust among a group that has been left out of public health coverage in the past. Ambassadors will engage, educate, and reach out to Coloradans to tell them about the new public health coverage that starts in 2025.

As a partner in this effort, the Colorado Health Institute has put together this media packet to help Ambassadors and community organizations share messages and information with their communities.

Terminology

Children

- Colorado children aged 18 and younger

Pregnant person

- Pregnant people
- Birthing parents
- Pregnancy care

Postpartum

- Care up to a year after pregnancy
- People who gave birth in the past 12 months

People without a qualifying immigration status

- Immigrant
- No matter what your immigration status is

HCPF/CHP+

- Health First Colorado (Colorado's Medicaid program) and CHP+
- Free health coverage

Plain Language Guidance

“People” or “members”

- Not “individuals” or “persons”

“People who qualify,” “people who do not qualify.”

- Not “low-income” or other income modifiers.

“End of a pregnancy”

- Not “abortion” or “termination.” Pregnancy can end in many ways. “End of a pregnancy” expresses concern for the mother and does not imply judgment.

Main Message

A new law expands health coverage

A new Colorado law, House Bill HB22-1289, known as “Cover All Coloradans,” expands health coverage to children and pregnant people, no matter what their immigration status is. This law makes sure children and pregnant people, regardless of their immigration status, can see a doctor and get care when they need it.

Variations

Health equity

- Cover All Coloradans, House Bill HB22-1289, will improve health equity for children and pregnant people by making health care more affordable and easier to access.

Improves benefits for children and pregnant people

- The law also improves Health First Colorado (Colorado’s Medicaid program) and Child Health Plan Plus (CHP+) benefits for all covered children and pregnant people.

Frequently Asked Questions

Please visit the [Cover All Coloradans webpage](#) for an updated list of frequently asked questions.

Newsletter Blurb for Partners to Share

Cover All Coloradans Program: Health First Colorado (Colorado's Medicaid program) and CHP+ coverage is expanding to cover children and pregnant people, regardless of immigration status.

Starting January 1, 2025, Health First Colorado (Colorado's Medicaid program) and Child Health Plan *plus* (CHP+) will expand to provide free health coverage for children and pregnant people, regardless of immigration status. Enrollment is open year-round with no limits, so you can apply at any time. Stay tuned for further updates on this important health coverage expansion.

Social Media Post Examples for Partners to Share

Post 1

Big News for Health in Colorado!

Starting January 1, 2025, children and pregnant people, regardless of immigration status, can get free health coverage from Health First Colorado (Colorado's Medicaid program) and CHP+ through the Cover All Coloradans program!

No difference in coverage for new or existing enrollees.

No limit on enrollment – Apply year-round!

Income requirements vary based on family size.

No need to show immigration status or Social Security number during enrollment.

Spread the word and help ensure everyone knows about this vital health coverage expansion!

#CoverAllColoradans

[Graphic example here](#)

Social Media Post Examples for Partners to Share

Post 2

Cover All Coloradans Program Explained

Who's eligible? Undocumented pregnant people and children 18 and younger.

When does coverage start? January 1, 2025.

Is there a cap on enrollment? No cap!

Any income requirements? Yes, varies by family size.

Documentation during enrollment? No immigration status or Social Security number required.

For more details and FAQs, visit our website or reach out to us. Let's ensure everyone has access to essential health care! #CACFAQ #HealthCoverage

[Graphic example here](#)

Social Media Post Examples for Partners to Share

Post 3

Cover All Coloradans: A new way to keep yourself and your kids healthy! This program includes:

- Free health care for children 18 and under.
- Free pregnancy care.
- Free care up to a year after pregnancy.
- No restrictions because of immigration status!

Find more information from this trusted community partner. (Add your website or someone else's website here)

Resources

- *House Bill 22-1289*
- *Cover All Coloradans Website*
- *Public Charge flyers: English and Spanish*
- *Communications Ambassador Request Form*
- *1289 Ambassador Media Google Slides*