



# MaineCare Unwinding Communications Toolkit



[MyMaineConnection.gov](https://www.mymainecareconnection.gov)

Thank you for your partnership in reaching people with MaineCare to let them know that changes are coming and how they can ***stay connected to stay covered.***



## Overview

In March 2020, the federal government temporarily waived certain Medicaid and Children's Health Insurance Program (CHIP) requirements and conditions. This action helped prevent people with MaineCare (Maine's Medicaid program) and CHIP from losing their health coverage during the pandemic, even if their circumstances changed during that period, in exchange for enhanced federal funding. This action is known as the continuous coverage requirement.

However, after the continuous coverage requirement expires at the end of March 2023, Maine will need to conduct a full redetermination of eligibility for all MaineCare members, a process known as the "unwinding" of the continuous coverage requirement.

The Maine Department of Health and Human Services is working to minimize the number of people that lose their coverage during this unwinding process by partnering with organizations and stakeholders in communities across the state to reach people with MaineCare and let them know that changes are coming, and what they need to do to stay covered.

## A Communications Toolkit

MaineCare members must know what to expect and what to do to keep their health coverage. Most will either remain eligible for MaineCare or qualify for financial assistance that will help them to buy affordable coverage through [CoverME.gov](https://www.coverme.gov), Maine's Health Insurance Marketplace.

This toolkit, along with our [MaineCare.gov/unwinding](https://www.maine.gov/health/care/unwinding) web page, provides important resources to help inform people with MaineCare about the steps they need to take to avoid losing coverage.

**Thank you for your valued partnership to help Maine people access affordable, quality health coverage!**

# Key Messages

## Changes are coming to MaineCare, and your coverage will need to be renewed soon.

**What you should do now:** Update your address – if you've moved, let MaineCare know your updated address, so they can contact you about your renewal. Make sure they also have your current email and phone number to reach you when it's time for renewal. You can call 1-855-797-4357, option 1 to update your information through an automated system, or visit [MyMaineConnection.gov](https://MyMaineConnection.gov).

## Stay connected to stay covered!

**What you can do later this year:** Complete your renewal form. MaineCare will send you a renewal form by mail or e-notice that you need to complete. This form will arrive between April 2023 and March 2024. To make sure you do not miss it, be on the lookout for the envelope with a blue block with the renewal information and instructions. If you signed up for e-notices, you will get a message in your account when it is time for your renewal. When you get your renewal form, fill it out and return it right away to avoid a gap in coverage.

## If it's blue, it's time to renew!



# Poster 1

Size: 26" x 18"

## Stay connected to stay covered.

Changes are happening with MaineCare. Let's work together to make sure you keep the health coverage you need.

Here are the two things you need to do:

**1** Update your contact information.

**2** Look out for the envelope with a blue block.

If you get one, complete and return your renewal form right away.

**If it's blue, it's time to renew!**



Visit [MyMaineConnection.gov](https://www.mymaineconnection.gov) or renew by phone (855) 797-4357.



Download Poster →





# Poster 2

Size: 26" x 18"

## If it's blue, it's time to renew!

Changes are happening with MaineCare. Let's work together to make sure you keep the health coverage you need.

Here are the two things you need to do:

- 1 Update your contact information.
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Visit [MyMaineConnection.gov](https://www.mymaineconnection.gov) or renew by phone (855) 797-4357.



[Download Poster](#) →



# Printable Flyer 1

Size: 8.5" x 11"



## Stay connected to stay covered.

Changes are happening with MaineCare.  
Let's work together to make sure you keep  
the health coverage you need.

Here are the two things you need to do:

- 1 Update your contact information.**
- 2 Look out for the envelope with a blue block.**  
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Visit [MyMaineConnection.gov](https://www.mymaineconnection.gov) or renew by phone (855) 797-4357



Download Flyer →



# Printable Flyer 2

Size: 8.5" x 11"

## Stay connected to stay covered.

### Changes are happening with MaineCare.

Let's work together to make  
sure you keep the health  
coverage you need.

Here are the two things you need to do:

- 1 Update your contact information.
- 2 Look out for the envelope with a blue block. If you get one, complete and return your renewal form right away.

If it's **blue**, it's time to **renew**.

Visit [MyMaineConnection.gov](https://www.mymaineconnection.gov) or renew by phone (855) 797-4357



Download Flyer →



# Wallet Card

**Size:** 3.5" x 2"

Stay connected  
to stay covered.

Update your MaineCare  
contact information at  
**MyMaineConnection.gov**

*Front*

**FIND AFFORDABLE  
HEALTH COVERAGE  
PLANS AT**

**coverME.gov**  
AFFORDABLE HEALTH  
COVERAGE FOR MAINE



*Back*

[Download Card →](#)

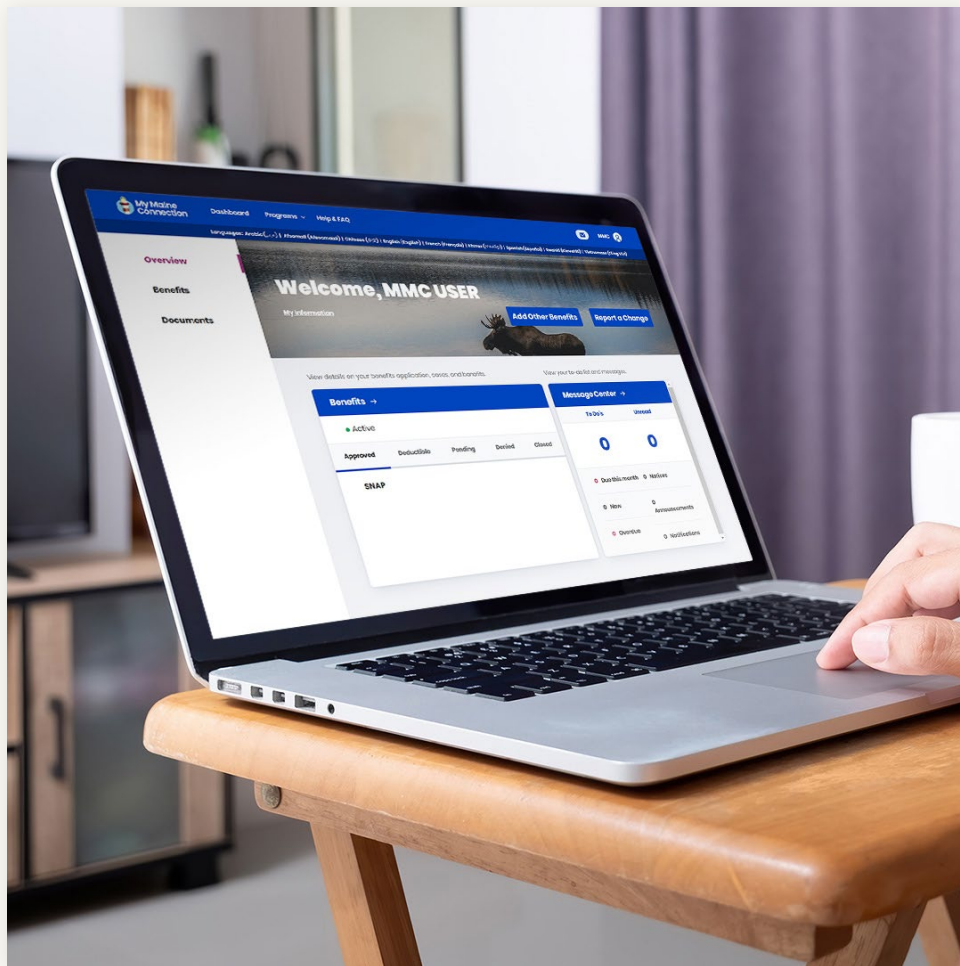




# Facebook & Instagram Post 1

## Social post copy:

Are you covered by MaineCare? If so, it's time to stay connected to stay covered. Update your contact info at [MyMaineConnection.gov](https://MyMaineConnection.gov) to avoid a gap in your health coverage!



This image and copy can be used to create a Facebook or Instagram post.

[Download Image →](#)



# Facebook & Instagram Post 2

## Social post copy:

Update your contact information and then look for the envelope with the blue block in your mail. If it's blue, it's time to renew!



This image and copy can be used to create a Facebook or Instagram post.

[Download Image →](#)



# Screen Saver

**Size:** 1920 x 1080px

Changes are  
happening  
with  
MaineCare.



Update your contact information  
**MyMaineConnection.gov**



This screen saver is designed to be  
used on a public facing flat screen  
or computer.

[Download Screen Saver →](#)



# Digital Asset

**Size:** 1080 x 1080px



This digital asset is designed to be posted on a public facing web page with a clickable link to MyMaineConnection.gov.

[Download Digital Asset →](#)



# Thank You!

