



BACK TO SCHOOL



Messaging

2023 BTS Campaign: SMS Messages



- ✓ 'The school bell's about to ring! Get ready and make sure your children have health coverage for the school year. Visit commonhelp.virginia.gov to apply.'
- ✓ 'It's time for kids to hit the books! Head to commonhelp.virginia.gov to apply for Medicaid or FAMIS.'
- ✓ 'Make sure you have all your school essentials checked-off, including health insurance! Medicaid and FAMIS have you covered this year with benefits like vaccines, doctor visits, well check-ups, glasses, and much more!'
- ✓ 'Going through back to school checklists? Head to coverva.org to check health insurance off your list! Text SCHOOL to 268782 to sign up for updates.'
- ✓ 'Does your family have health insurance checked-off for the school year? Text SCHOOL to 268782 to sign up for updates on everything back to school!'
- ✓ 'Do you have health coverage for the upcoming school year? Signing up is easy! Visit coverva.org for more information and support! Text SCHOOL to 268782 to sign up for updates.'
- ✓ 'Parents and guardians get ready to renew your child's Virginia Medicaid health coverage! Make sure Virginia Medicaid can reach you with important coverage updates. Visit coverva.org or call Cover Virginia at 1-855-242-8282 (TTY: 1-888-221-1590) to update your phone number, email and mailing address today.'
- ✓ 'This is [SCHOOL/COMMUNITY ORGANIZATION] with a reminder that it's time to renew your child's Virginia Medicaid health coverage. Go to your online account at commonhelp.virginia.gov or look for a notice in the mail with the steps you need to take now to keep your child's coverage. For more information visit coverva.org.'

2023 BTS Robo call script



Hello! This is a message from {School Name}

Wait, don't hang up! Make sure you have everything checked off your list, including health insurance! We want to provide parents and guardians with information about healthcare coverage for children and adults. Medicaid and FAMIS cover annual check-ups, shots, dental care, which now includes adults, mental health care, vision care and glasses, and much more.

Accessing Medicaid is easy! Text SCHOOL to 2668782 to sign up for updates, visit coverva.org, or call toll free at 1-855-242-8282 for more information! Cover Virginia has interpreters on staff waiting to help you at 1-888-221-1590.