BACK TO SCHOOL
Messaging for texts and robo calls

2025 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 Cardinal Care (VA Medicaid).'

✓ 'Make sure you have all your school essentials checked-off, including health coverage! Cardinal Care (VA Medicaid) has 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.dmas.virginia.gov to check health coverage off your list! Text SCHOOL to 268782 to sign up for updates.'

✓ 'Does your family have health coverage 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? Visit coverva.dmas.virginia.gov to sign up or
for more information and support! Text SCHOOL to 268782 to sign up for updates.'

✓ '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.dmas.virginia.gov .'

2025 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 coverage! We want to provide parents and guardians with information about healthcare coverage for children and adults. Cardinal Care (VA Medicaid) covers annual check-ups, shots, dental care, behavioral health care, vision care and glasses, and much more.

Accessing Cardinal Care (VA Medicaid) is easy! Text SCHOOL to 2668782 to sign up for updates, visit coverva.dmas.virginia.gov , 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.