

OCI-DHS Health Care Coverage Partnership Promotions and Marketing Workgroup

September 2023

Agenda –

- The Why Behind The Work
- Meet The Agencies
- Our Goals and What We've Learned
- Achievements To Date
- Our Approach and Creative Examples
- How You Get Involved



OCI DHS Health Care Coverage Partnership History

Launched by Governor Tony Evers in 2019 to foster coordination around outreach and education, increase enrollment and health insurance literacy, and improve enrollment retention

Four workgroups:

- Promotions and Marketing
- Outreach, Education, and Enrollment Networks
- Data
- Workforce and Capacity



Who We Are

- Stakeholders (public, private, and non-profit) that collaborate with the Wisconsin Office of the Commissioner of Insurance (OCI) and the Wisconsin Department of Health Services (DHS) to create health insurance messaging for statewide promotion of Open Enrollment on HealthCare.gov and Medicaid throughout the year.
- We also bring updates to the quarterly Partnership Forum on the group's accomplishments.



Agency Introductions



WISCONSIN DEPARTMENT
of **HEALTH SERVICES**



Claudine N. McCarthy
Director of Communications
Division of Medicaid Services

Wisconsin Department of Health Services (DHS)

- The Division of Medicaid Services (DMS) provides access to health care, long-term care, and nutritional assistance to more than one million Wisconsinites.
- Mission: Protecting and promoting the health and safety of the people of Wisconsin.



Agency Introductions



Wisconsin Office of the
COMMISSIONER
OF INSURANCE



Kelsey McDermott
Advanced Communications
Specialist

Office of the Commissioner of Insurance (OCI)

- Created by the legislature in 1870
- Mission: Protect and educate Wisconsin consumers by maintaining and promoting a strong insurance industry.



Agency Introductions



Stephanie Severs
Insurance Literacy &
Communications Manager

Covering Wisconsin (CWI)

- Wisconsin's Health Insurance Navigator agency
- Program of the University of Wisconsin-Madison Division of Extension.
- Connect residents with health insurance and other programs that support health.

Our work is supported by the Centers for Medicare and Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$3,131,871 with 52% funded by CMS/HHS and \$99,000 amount and 2% funded by non-government source(s). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CMS/HHS, or the U.S. Government."



Agency Introductions



Alison True

Organizational
Advancement Director

The Milwaukee Enrollment Network (MKEN)

is a consortium of nearly 100 organizations supporting the enrollment, and re-enrollment of eligible individuals in public or private insurance with a focus on low-income, vulnerable populations. It is co-convened by the Milwaukee Health Care Partnership (MHCP) and Covering Wisconsin.

Funders include: Milwaukee City and County health agencies, health insurance issuers, Covering Wisconsin, and Milwaukee's four health systems



Agency Introductions



Emani Taylor
Organizational
Advancement Director

INPOWER is a mission-drive solutions studio specializing in strategy, technology, and marketing for social good. We partner with grassroots organizations, public health agencies, nonprofits and government entities to empower communities to live healthier lives.



Agency Introductions



Patricia Sarvela

Chief Development Officer

Partnership Community Health Center (PCHC)

- Since 2013, PCHC has employed embedded multicultural enrollment specialists and integrated strategies for “coverage to care” as an organizational approach for patient engagement
- Partnership leads the local and regional grassroots and community efforts to increase access to primary medical, dental and integrated behavioral health care and enrollment services for over 16,000 individuals.



What We Accomplished Together

- Built a microsite WisCovered.com
- Most statewide promotions direct people to WisCovered
 - Over **237,000 page views** since launch!
- Campaigns: 3 Open Enrollments, 3 Special Enrollment Periods (SEP) campaigns, 1 Unwinding/SEP (*in progress*)
- Impressions/views July 1, 2022-June 30, 2023: **Over 65 million**
- Outreach toolkits 7/1/22-6/30/23: **43,042 page visits**
- Readiness for nimble response such as Unwinding, Special Enrollment Periods, Covid policies
- Identifying priority populations where messaging and outreach is needed



How We Got There

- Establishing clear shared goals
- Regular meetings (bimonthly)
- Bringing content to the group and community for feedback
- Freely sharing ideas, collateral, staff time and funds
- Committing to using messaging ideas generated in the group to be consistent (differing versions to respect culture and community)
- Being able to accept that path to the end goal may involve giving away some collateral and recognition (not always a popular concept)
- Using data to inform our plans (e.g., Market study)



Wisconsin Market Study Findings (slide 1 of 2)

- Estimated statewide uninsured rate was 5.5% in 2020
- People more likely to be uninsured: lower income, persons of color, and Hispanic/Latinos of any race
- ACA-compliant individual market grew 8% from 2018 to 2021
- 212,209 Wisconsin consumers selected plans via [HealthCare.gov](https://www.healthcare.gov) during Open Enrollment 2022 - 88% qualified for premium subsidies



Wisconsin Market Study Findings (slide 2 of 2)

- Over half of uninsured adult respondents report knowing “a little or nothing at all” about [HealthCare.gov](https://www.healthcare.gov) coverage options and financial assistance
- Demand for and use of navigators increased substantially in 2021; CWI doubled the monthly count of consumers helped from 2021 to 2022
- State and national surveys confirm the need for more outreach efforts to address consumer knowledge of coverage options, subsidies, cost-sharing, deductibles, etc.

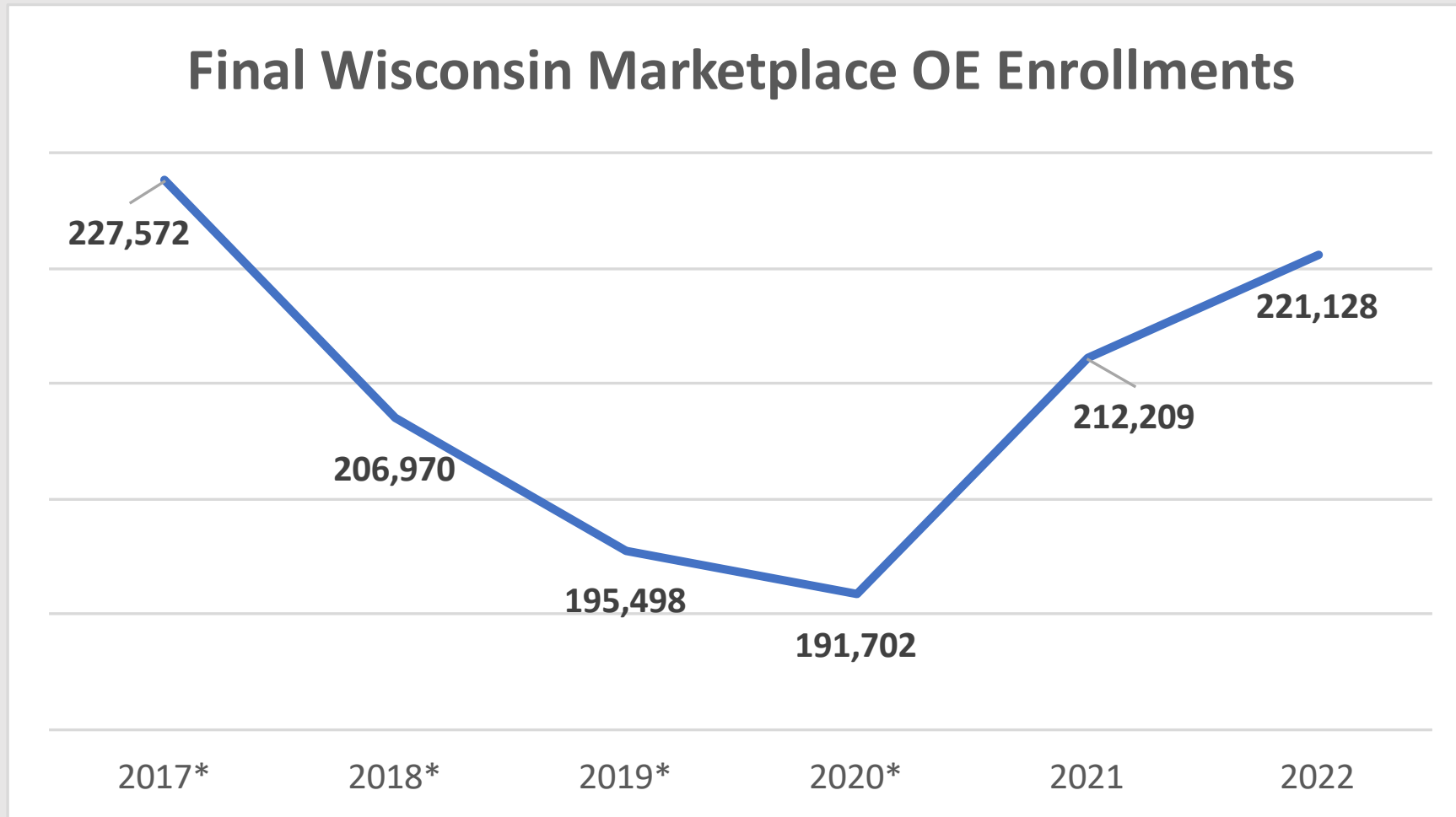


What We Learned

- We can accomplish so much by working together
 - Better coordinated statewide marketing coverage
 - Targeted messaging in each community that speaks to the residents
 - Dollars are spread farther
- We can successfully solicit funds from corporate organizations when they see our success
- Conceptualizing, creating, and running huge campaigns is easier when we share the work
- We are inspiring each other



Potential Impact



Unexpected Positive Results

- Wider network of professionals to bounce ideas off and learn from
- Inspiration for new ideas (*Hey! That's cool, let's do something like that!*)
- Support and feedback
- Stronger relationships
- Messaging from individual partners becomes more succinct
- Greater respect for each agency's role



Poll Question # 1

What media channel do you think is the most important for marketing to the specific audience you would like to reach?

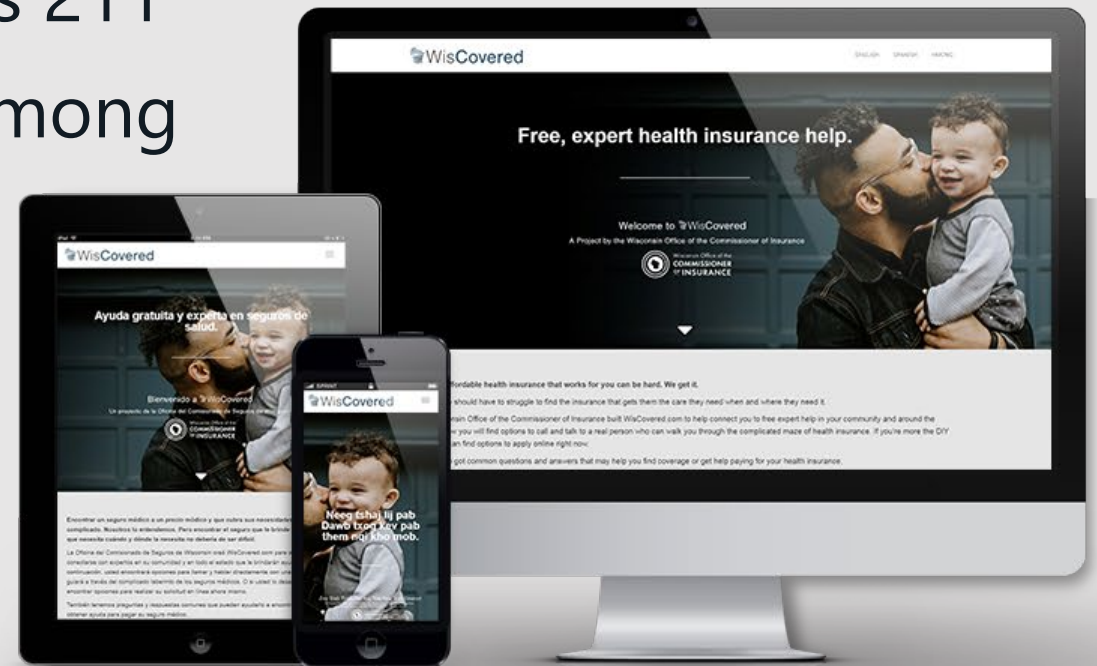
- a. Newspapers
- b. Cable TV
- c. Streaming TV
- d. Social media
- e. Paid Google ads
- f. Radio
- g. Bus placards
- h. Billboards



Creative That Works

WisCovered.com - Overview

- Launched on June 23, 2020
- Connects folks needing health insurance with experts at Covering Wisconsin, the Medigap Helpline, and United Way's 211
- Available in English, Spanish, and Hmong
- Mobile-first design
 - Works best on smartphones for Wisconsinites who may not have access to a computer or internet at home



Television Creative

Lead Agency: Covering Wisconsin / Collaborators:
Promotions workgroup / Engagement : WisCovered

Approach and Impact

- **Messaging:** Open enrollment PSA, "Need Help Paying for Health Care?"
- **Distribution:** Statewide, 36 local TV stations
- **CTA:** Visit WisCovered or Call 2-1-1
- **Dates:** 11/8/22-1/15/23
- **Additional Funding Support:** Common Ground, Anthem, UW Health, OCI



7.5 Million+
Impressions



Radio Campaigns

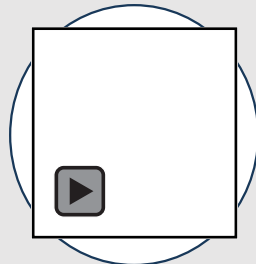
Medicaid Renewal

- Audience & Tone: Ages 18-45; educational, positive, relatable
- Music Interests: Pop, Trending, Urban
- Distribution: Statewide
- Broadcast: Pandora
- Call-to-action: MyACCESS and CoveringWI
- Dates: July – August 2023
- Impressions: Approx. 57,000

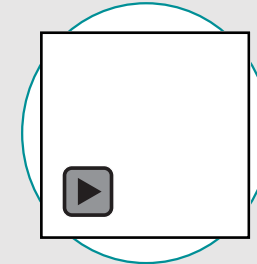
Open Enrollment

- Campaign: PSA for Open Enrollment, WBA
- Distribution: Statewide
- Broadcast: 162 radio stations (FM and AM)
- Tone: Reassuring, Confident
- Call-to-action: WisCovered or 211
- Dates: 11/8/22-1/15/23
- Impressions: 11,834,400 (Neilson data 2017)

Listen Now

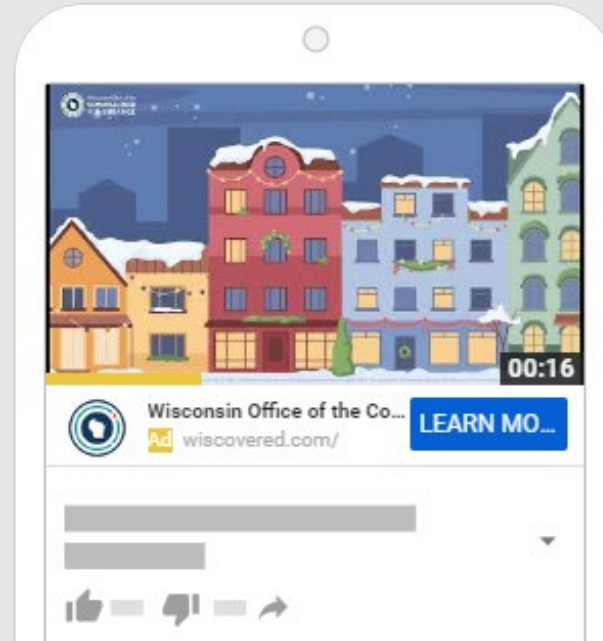
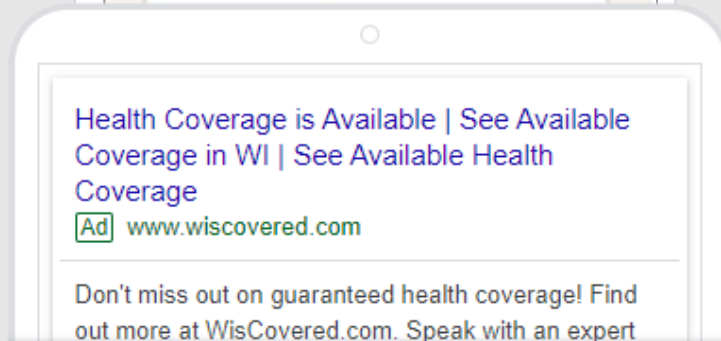
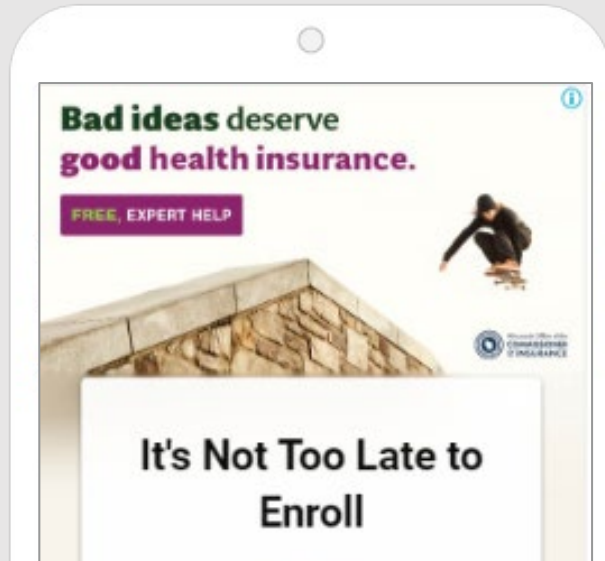


Listen Now



Paid Google Campaign Example OCI

- OCI: 7,284,693 impressions on Google Ads (includes YouTube)



Google Keywords

{health insurance}
{health coverage}
{health plan}
{health care}
{best way to find affordable health insurance}
{health insurance hacks}
{healthcare should be free}
{healthcare marketplace}
+Obamacare+coverage
Enroll+in+Obamacare
"qualify for health insurance"
"eligible for health insurance"
"best health insurance"
"cheap health insurance"
"affordable health insurance"
"affordable health coverage"
"affordable medical coverage"
"affordable healthcare plans"
"free health insurance"
"health insurance without a job"
"health insurance without waiting period"
"health insurance as a student"
"health insurance as a freelancer"
"health insurance as a contractor"



Paid Google Campaign Creatives



Approach and Impact

- **Distribution:** Statewide
- **Target Audience:** Ages 18-64, healthcare, insurance, news, health plan and medical
- **Dates:** April 2023 – June 2023
- **Call-to-Action:** Download MyACCESS app/ CWI website



Women,
Ages 55-64



35,000+
Impressions

Creative: Covering Wisconsin / Ad Placement: INPOWER /
Client Engagement : DHS and Covering Wisconsin

Approach and Impact

- **Target Audience:** Ages 18-55, interest in home & gardening, media & entertainment, health insurance, retirement, travel
- **Distribution:** Statewide
- **Dates:** June 2023 – August 2023
- **Call-To-Action:** WisCovered.com

Worried about losing
health insurance?

Worried about losing
health insurance?

Get free local help to renew, apply for coverage, or find financial help

(877) 942-6837

covering
Wisconsin

Get free local help to renew, apply for coverage, or find financial help

(877) 942-6837

covering
Wisconsin



Paid Google Campaign Creatives

Lead Agency: MKEN / Contracted Agency : INPOWER / Client Engagement : Covering Wisconsin via HealthyMKE

Approach and Impact

- **Creative Inspiration:** Dynamic, Abstract, Colorful
- **Messaging:** Playful yet Direct
- **Distribution:** Milwaukee, Wisconsin
- **Target Audience:** Ages 18-55 with interest in healthcare, insurance/ medical insurance, news, health plan
- **Duration:** November 2022 – January 2023
- **Call-To-Action:** HealthyMKE.com



1.13M+
Impressions



Women,
Ages 25-34

**SAVINGS ON
2023 HEALTH
INSURANCE ARE
WITHIN REACH**

DEADLINE JANUARY 15TH

GET FREE HELP NOW



Social Media Campaign Considerations

Real People, Real Results

- Leveraging Influencers can boost connections with the brand, content and drive higher conversations

Get Creative

- Think outside the box – serious topics can be cool to discuss
- A/B test creative and messages – you may be surprised
- Follow the trend – it's okay!

Videos Matter

- Use short, colorful clips – you're competing for the first 3 seconds
- Music sets the vibe – don't be too traditional



Social Media Campaign Content

Lead agency: MKEN / Contracted agency: INPOWER / Client Engagement : Covering Wisconsin via HealthyMKE

Let's Talk About...

- Our Creative Inspiration
- Illustrations and Music Dominated
- Creative Message Integrations
- Partner Sharing
- **Over 1 Million Impressions Created from Nov. 22 to Jan. 23**



Social Media Campaign


Creative: CWI and INPOWER / Advertiser: INPOWER CWI
Client Engagement : Covering Wisconsin and Wiscovered

People who shared this


Lieutenant Governor Mandela Barnes
November 1, 2022

Covering Wisconsin - CWI
Published by Michael Moriarty · November 1, 2022

Healthcare.gov is open! Get enrolled today! Call 2-1-1 to find free, expert help near you or visit WisCovered.com to learn more.
[#GetCovered](#) [#Wisconsin](#) [#selfcare](#)



Need help paying for health care?



We can help you find free or low-cost options

covering Wisconsin
Connect to Care. Enroll in Health
www.cwi.org

Numbers

Static post:

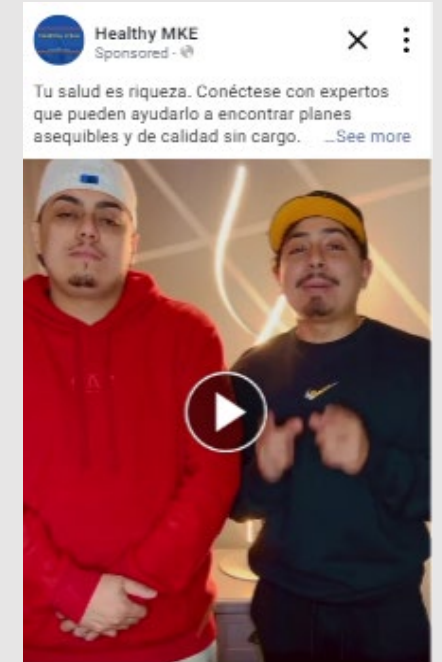
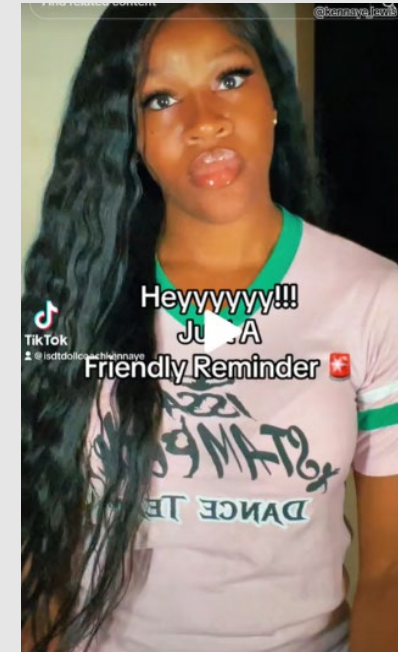
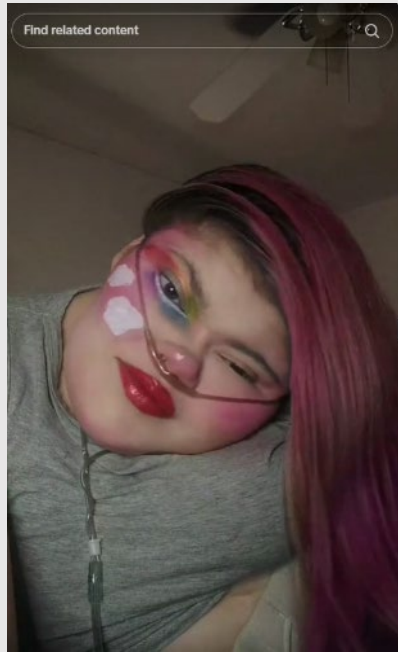
- **36K** Impressions on Facebook and Twitter

Videos:

- 10+ videos had over **2M** impressions on YouTube and Facebook



The Power of Influencers



Combined Impact

- **Platforms:** Tik Tok, Facebook, Meta
- **1.5M+** Followers

• **3M+** Impressions
• **800K+** Views

• **42K+** Link Clicks (23K from Tik Tok)



Bus Placards and Billboards

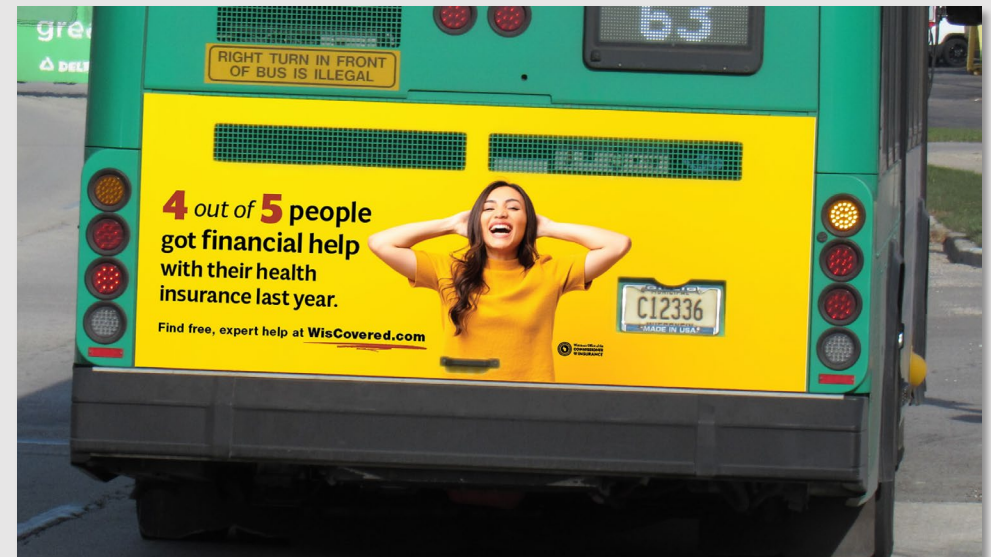
Creative and Advertiser: OCI /
Engagement: 211 and Wiscovered

- **Messaging Approach**

- Echoes messages seen elsewhere

- **Impact**

- 3,436,753 impressions via Billboards
- 1,780,000 impressions via Bus Ads



Bus Placards and Billboards

Lead Agency: CWI / Creative: MKEN and CWI/ Client Engagement : 2-1-1 Helpline or HealthyMKE.com

Billboards:

- **6.5 million** impressions
- **25 Billboards** in Northwest, Central, and Western Wisconsin



Bus Placards:

- **Over 15 Million impressions** across Madison, Milwaukee and La Crosse
- **28 Bus Placards**



Rural Newspapers

- 159 Rural newspaper ads placed in Northern, Western, & central Wisconsin
- Circulation of 24 paper distributors
- 243,609 Total readers

Lead Agency: CWI / Client Engagement : Local Navigators in Northern Wisconsin

YOU DON'T NEED
A TRAIL CAM
TO BAG TROPHY

**HEALTH
INSURANCE**

GET FREE, LOCAL HELP

CALL KIRK MOORE
608-234-0211

covering
Wisconsin
Connect to Care, Engage in Health
www.coveringwi.org

Your **Health** is **Wealth**

Get health insurance and be there for the important people in your life.

To find free, local help:

Call **Northwest Wisconsin CEP** at **(715) 682-9141**

www.nwcep.org

covering
Wisconsin
Connect to Care, Engage in Health
www.coveringwi.org

Get hooked on **health insurance**

To find free, local help:

Call **Kirk Moore** at **(608) 234-0211**

www.WisCovered.com

covering
Wisconsin
Connect to Care, Engage in Health
www.coveringwi.org

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1/26, 2022 | NORTHWOODS SHOPPER

Country Farms
Open House

OPEN HOUSE HOURS

Nov 25 • 6pm-8pm
Holiday Cookies
Nov 26 • 9am-1pm
Nov 27 • 10am-1pm
Holiday Hours
Nov 28th-Dec 23rd
Mon-Fri 1pm-4pm
Sat & Sun 10am-1pm

Lossoms Greenhouse
115 Gilles Rd., Ashland, WI 54806

TO BUY TRUCKS

RED'S AUTO

FOR HOMES
ISS C, B & A

Receive a loan on it or pay it off for you!
@ 906-364-0666

BS FOUNDATIONS BASEMENTS INSULATION

SCHEDULE A FREE ESTIMATE!
804-0303

YOU DON'T NEED
A TRAIL CAM
TO BAG TROPHY


**HEALTH
INSURANCE**

GET FREE, LOCAL HELP

CALL **NORTHWEST WISCONSIN CEP** AT (715) 682-9141

www.nwcep.org

FIND YOUR PASSION



Christmas gift shop

Once again it is time to remember the hospitalized veterans at the Minneapolis Veterans Hospital. The annual Christmas Gift Shop is sponsored by the American Legion Auxiliary Unit 121 of River Falls. The gift shop will be held at Freeman's Drug from Nov. 5 to Nov. 30. Donations may be dropped off daily during that time. Due to COVID-19, only gift cards and cash

try is holding a "Grumpy Old Men" food drive on and appreciates your donations. Nov. 29. This year has four

WE CAN HELP YOU GET READY FOR WINTER

KINNI
SPORT & POWER

We service and sell snow plows & snow blowers, pickup and delivery available!

SNOWDOG

SNO-WAY

RIVER FALLS WI • 715-307-4685 or text 715-977-4954

THANKSGIVING DAY BUFFET

10 AM - 3 PM

CALL FOR RESERVATIONS TODAY!
(715) 386-5885

LIVE MUSIC!

BLUE MOON DRIVE
Wednesday, November 23

ELECTRIC RODEO
Friday, November 25

BIGLY!
Saturday, November 26

WILLOW RIVER Saloon

Hours: Sun 8 am-10 pm, Mon-Fri 11:30 am-3 pm

1106 County Road A, Hudson, WI Bar: (715) 386-2201
Restaurant: (715) 386-5885
willowriverbar.com

YOU DON'T NEED A TRAIL CAM TO BAG TROPHY

**HEALTH
INSURANCE**

GET FREE, LOCAL HELP

CALL **MIKE RUST WITH ABC FOR RURAL HEALTH** AT (608) 358-0028

ABC FOR RURAL HEALTH

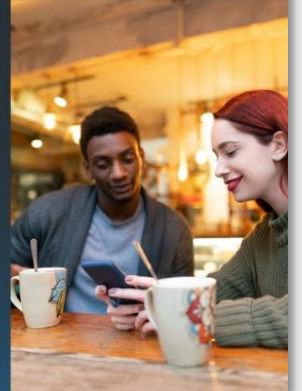
Outreach Toolkits

- Toolkits are a reliable way to scale consistent messaging
- Collaboration in action
- Great approach when time, resources and funding are limited
- Increases overall return on investment

Sawyer County Public Health
November 8 at 10:00 AM · 🌐

This year, more people than ever qualify for low-cost health insurance. Visit [WisCovered.com](https://www.wiscoversed.com) to connect with free, expert help finding a plan that works for your needs. Then, get ready to enjoy your savings with room for cream and sugar. ☺☺

**Get health insurance
for the cost of a
coffee date**
(yes, really!)



Rep. Jonathan Brostoff · 22h · 🌐

Open Enrollment for health insurance started November 1st, and runs through January 15th - are you and your family covered? Call or text 211 or head over to [WisCovered.com](https://www.wiscoversed.com) to find out how you can enroll in a health insurance plan that works for you!

**Find health insurance faster than
you can choose what to watch.**

Call or text 211 to
find free, expert help.



Partnership Community Health Center
December 6, 2022 at 8:07 AM · 🌐

Believe it or not... it's true! Many Wisconsinites qualify for low-cost, quality health insurance plans on [Healthcare.gov](https://www.healthcare.gov).

Only a little over a week left to sign up for coverage that starts Jan 1st. Give us a call for help looking at your options - 920-882-6420



**Get health insurance
for the cost
of one Friday
night Fish Fry.**

Visit [WisCovered.com](https://www.wiscoversed.com)
for free, expert help.



Outreach Toolkits

Available in 3 different formats to accommodate most consumer media

Printable
Flyer



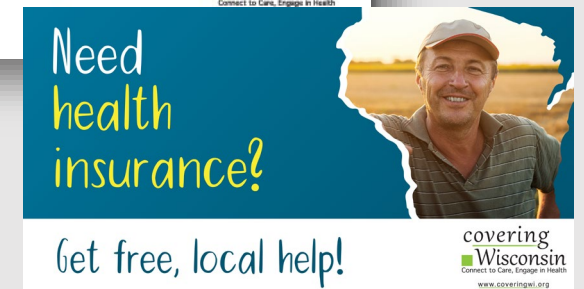
Sized to fit standard post-card printing and mailing

Outreach
Postcard



5,282 visits to the Covering Wisconsin toolkit page

Social
media



Date range: 7/1/2022 - 6/30/2023



Outreach Toolkits- MKE

- **Background**

- Consisted of flyers, postcards and social media posts
- Multilingual materials
- Shared to partners & community

- **Impact**

- Total visits to the toolkit page: 13K
- Total clicks to share on social: 2.4K
- Total downloads: 556



Printable Flyers



Social Media



Unwinding Early Days

Unwinding task force

- **Goal:** Bring partners together regularly to share information, identify issues, and create & implement solutions to help Wisconsinites navigate Unwinding & retain coverage
- **Results:** Roughly 20 meetings since inception in November 2021, with 50-100 participants from 100+ organizations.


Partner toolkit dhs.wi.gov/unwindingtoolkit

- **Goal:** Create a one-stop place for partners to download approved DHS materials and easily click to share social media.
- **Results:** 21,958 pageviews (1/1/2022, to 9/7/2023)

Update your address social media

- **Goal:** Improve mail delivery of renewal notices and packets
- **Results:** Single-digit return mail, far exceeding expectations.

Calling all BadgerCare Plus or Medicaid members



Have you moved in the past 3 years?



Are you a member of BadgerCare Plus or another Medicaid program?

While the COVID-19 emergency continues, so do your benefits.

Get ready for changes in 2022.



Keep Your BadgerCare Plus or Medicaid Health Insurance

ForwardHealth
Wisconsin serving you
0000 0000 0000 0000
00000000



Make sure we have your current address to reach you when it's time to renew your benefits.



ACCESS and MyACCESS



- **Goal:** Promote member self-service options
- **Social media engagement:** 338
- **Views/impressions:** 91,193

MyACCESS App Tip

ForwardHealth Digital Card

With the MyACCESS mobile app, you can view your ForwardHealth digital benefits card anywhere, anytime!

- ✓ Select 'My benefits card' from the main navigation menu
- ✓ Choose the name of the person whose digital card you would like to view
- ✓ View your digital card and show it to your provider at visits
- ✓ See more details about using your digital card in the dropdown menu



MyACCESS App Tip

New HMO Features

Did you know? With the MyACCESS mobile app, you can view your household's HMO enrollment and more!

- ✓ Tap the phone icon to call your HMO provider
- ✓ See a list of everyone in your household enrolled in an HMO
- ✓ View information for household members enrolled in an HMO



MyACCESS App Tip

Get reminders

Did you know? With the MyACCESS mobile app, you can get reminders on when to take important actions to keep your benefits!

- ✓ Enable push notifications to let MyACCESS send you reminders
- ✓ Get important updates about your benefits



Wondering how much you have to spend at the grocery store this week?

FoodShare WISCONSIN



Use the MyACCESS app to check your FoodShare balance!

Get the free download – search for MyACCESS



MyACCESS App Tip

Submit Documents

Did you know? With the MyACCESS mobile app, you can submit important documents anywhere, anytime!

- ✓ See what documents are needed
- ✓ Submit photos or PDFs
- ✓ Check your document's status
- ✓ Get back to the rest of your day



MyACCESS App Tip

Check your benefits

Did you know? With the MyACCESS mobile app, you can check your benefits anywhere, anytime!

- ✓ View your ForwardHealth benefits and see when your renewal is due
- ✓ Find your digital ForwardHealth/SeniorCare card so you can use it when you need to
- ✓ Get back to the rest of your day



MyACCESS App Tip

Check your EBT balance

With the MyACCESS mobile app, you can check your EBT balance and see transaction history anywhere, anytime!

- ✓ Check your current EBT balance
- ✓ See when benefits will be put on your card next
- ✓ View how you used your benefits in the last 90 days, to keep track of how much you spent and where



MyACCESS App Tip

Update your address

Did you know? With the MyACCESS mobile app, you can update your mailing address and contact information anytime, anywhere!

- ✓ Keep your mailing address and contact information up to date
- ✓ Make sure you get important information about your benefits



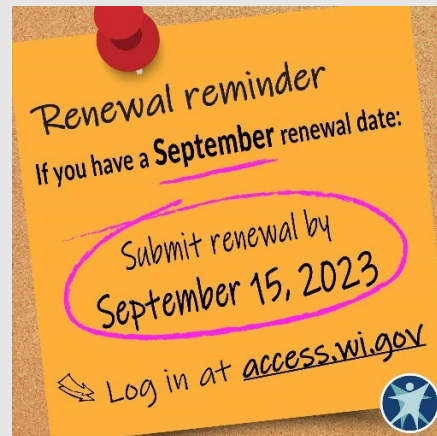
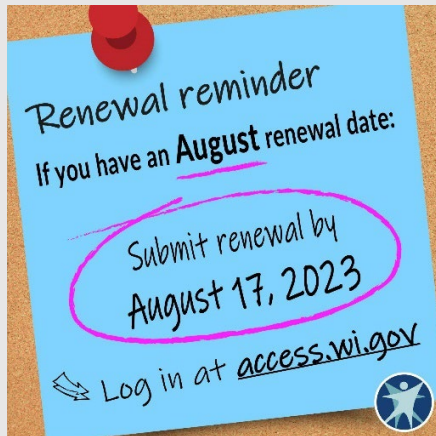
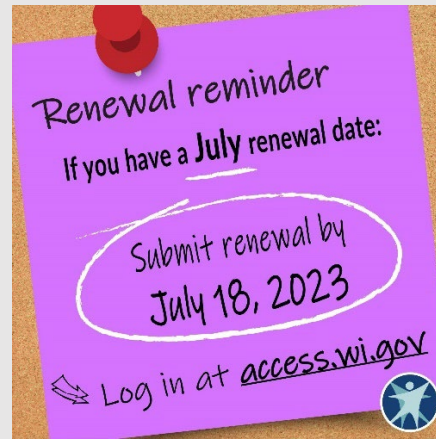
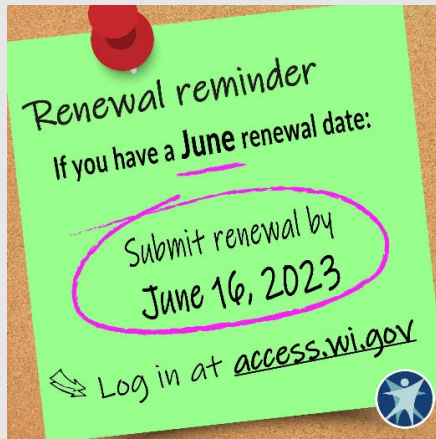
Watch. Read. Act.



- **Goal:** Increase awareness of renewal process
- **Social media engagement:** 248
- **Views/impressions:** English 109,035, Hmong 69,797, Spanish 65,563 = 244,395 total



Current Campaign: Renewals are Back



- **Goals:** Know your due date and renew at the right time
- **Social media engagement:** 362
- **Views/impressions:** English 78,652, Hmong 33,633 Spanish 40,844, = 153,129 total



Additional Update Your Address Campaigns



Social media

- **Goal:** Improve mail delivery
- **Social media engagement:** 182
- **Views/impressions:** 61,018

Address prompt text and email

- **Goal:** Improve mail delivery
- **Results:** 140,936 texts and 94,586 emails from 3/29/2023 to 8/30/2023

Kids, Families, and Back to School



As a parent, your **little** one's health is a **BIG** priority.

Think you might not be eligible for BadgerCare Plus? **Renew anyway!**

→ Your kids might qualify, even if you don't.

dhs.wi.gov/renew 🔍

Does your child have BadgerCare Plus?
Help them stay covered and healthy.

! Pro-tip: Even if you don't think you're eligible, **renew anyway.** Your kids might qualify, even if you don't.

Getting ready for back to school?

Start the year off right with **health insurance** that's right for your family

Healthy kids do better in school

Make sure you've lined up **health insurance** to take care of your student

Does your child have BadgerCare Plus?

Help them stay covered and healthy.

Think you might not be eligible for BadgerCare Plus? **Renew anyway!** Your kids might qualify even if you don't.

dhs.wi.gov/renew 🔍

When to renew:

Find your family's renewal month on access.wi.gov or the MyACCESS app on your smartphone.

About two weeks before your renewal month, you'll get a form and instructions in the mail. Renew as soon as you get your packet to avoid a gap in coverage.

Need help?

Free help with your renewal or finding other health coverage is available at [WisCovered.com](https://www.wiscovered.com) or by calling 211.

Get the app

Learn more about health care renewals

WISCONSIN DEPARTMENT of HEALTH SERVICES

P-XXXXX (08/2023)

Did you know?

Kids and teens who have health insurance are **less likely** to miss school and are **more likely** to graduate

Are doctor visits or vaccines on your back-to-school checklist?

Make sure your kids are all set with **health insurance**



Poll Question # 2

Have you ever seen any of these ads mentioned here?

- a. Yes
- b. No
- c. Unsure



Personalizing Creative Content for Your Community



From Message Creation to Outreach: *Community Health Center Voice at the Table*

- Messages and conversations focus on engagement of the most vulnerable populations locally and statewide
- Understandable and relevant information for all people through the lens of health equity and cultural competence



BadgerCare Plus
renewals are back!



Watch your mailbox
Read letters from the state
Act by your deadline

A **renewal** is when you provide updated information about your household, income, and more. Renewals have been paused for the past three years due to COVID-19. **Now they're back!**

Get ready

- 1** Find your renewal due date on access.wi.gov or using the **MyACCESS** app. Use the same User ID and password.
- 2** Watch for your renewal packet in the mail. This means your time to renew is coming soon.
- 3** Plan to submit your renewal on the first day of your renewal month. **Do not renew early!**



Let us help you stay insured:
920-882-6420



State level communication discussions impact local engagement strategies



Social Media and Toolkits for Outreach

How to get involved: Help us spread the word.



Covering Wisconsin
([Facebook](#)/[Twitter](#))

[Toolkit link](#)

Wisconsin Office of the
Commissioner of Insurance
([Facebook](#)/[Twitter](#))

[Toolkit link](#)

Wisconsin Department
of Health Services
([Facebook](#)/[Twitter](#)/[Instagram](#))

[Toolkit link](#)

Milwaukee Enrollment
Network
[Facebook](#)/[Instagram](#)
[Toolkit link](#)



Want to Join?

If you are interested in joining the Promotions and Marketing Workgroup, contact:

Kelsey McDermott: kelsey.mcdermott@wisconsin.gov

