

# Pathways Stakeholder Toolkit

## What is Georgia Pathways to Coverage™?

Georgia's Department of Community Health (DCH) is launching Georgia Pathways to Coverage™, a new Medicaid eligibility category to increase access to affordable, quality healthcare coverage for people who would not otherwise be eligible for traditional Medicaid.

To be eligible for Pathways, an applicant should:

- Be a Georgia resident
- Be a U.S. citizen or legally residing non-citizen
- Be between 19 and 64 years of age
- Have a household income of up to 100% of the Federal Poverty Level
- Prove that you are doing at least 80 hours of qualifying activities per month
- Not qualify for any other type of Medicaid
- Not be incarcerated

Qualifying activities include full-time or part-time employment, on-the-job training, job readiness assistance programs, community service, vocational educational training, enrollment in the Vocational Rehabilitation program of the Georgia Vocational Rehabilitation Agency (GVRA), and higher education.

## How Can Your Organization Participate?

As a trusted voice for vulnerable and/or underserved communities in Georgia, your organization is in a unique position to help connect individuals who may be eligible to the Pathways program. Pathways introduces a new category of Medicaid coverage for many of the individuals you already support in their journey to employment, education, and professional development. To be eligible for Pathways, an individual must complete at least 80 hours of qualifying activities per month. As an organization that provides ways for potential members to meet their hours and/or prepares individuals to meet their hours, you are likely already working with Georgians who are Pathways eligible and/or a resource to support individuals who are seeking to become eligible. As such, we would welcome your participation as an organization that can help individuals on their journey to financial independence by helping them prepare and look for work, and become employed, or otherwise meet their qualifying activities requirements.

Since your organization enables potential Pathways members to complete their qualifying activities hours and/or prepares individuals to meet the requirements, it is our hope that you will be a resource to members or potential members who reach out for support. We ask that you support Pathways members as they complete or seek to complete their required 80 hours a month of qualifying activities and encourage them to report their hours on time. This will help Pathways members gain and stay enrolled in health care coverage.

## What is the Pathways Stakeholder Toolkit?

The Pathways Stakeholder Toolkit is designed to equip your organization with tools to support potential Pathways members both become qualified and stay qualified for the program by completing their 80 hours of qualifying activities per month. Tools include informational one-pagers, infographics, prepared Pathways language for your own communication channels, and Pathways FAQs that are ready to share.

## How Can You Use the Pathways Stakeholder Toolkit?

Please use these resources to support potential Pathways members both become qualified and stay qualified for the program by completing their 80 hours of qualifying activities per month. We encourage you to share these resources with your network via email, as fliers at events, by posting Pathways infographics in your physical locations, and by using the prepared Pathways language on your website, newsletter, and social media posts. These resources are designed for you but can also be adapted based on your organization's unique needs.

## How Can Your Organization Help Pathways Members Stay Enrolled?

We hope that you can support potential Pathways members become qualified and stay qualified for the program by completing their 80 hours of qualifying activities per month and guide them to report their hours on time. This will help Pathways members gain and stay enrolled in healthcare coverage.

We encourage you to look at the "How to Stay Covered" one-pager, included in this toolkit, which outlines the process of how Pathways members can report their qualifying activity hours on a monthly basis.

## What's Included?

*The informational one-pagers, infographics, and FAQs are included in the supporting zip file. This document contains Pathways language for your own communications channels.*

- Informational One-Pagers
  - a. Pathways Program Overview
  - b. How to Apply for Pathways
  - c. How to Stay Covered
- Infographics
  - a. Pathways Eligibility Criteria
  - b. Pathways Qualifying Activities
  - c. How to Stay Covered, Year in the Life
- Pathways Language
  - a. Social Media Posts
  - b. Website Blurb
  - c. Newsletter Content
  - d. Drafted Media Response
- FAQs for Members and Providers

## Pathways Language

### a. Social Media Posts

**Recommended Action:** Post the suggested social media posts on your social media channels, including, but not limited to, Instagram, Facebook, LinkedIn, and Twitter. In addition, consider tagging the Department of Community Health (DCH) in your posts and reposting Pathways content shared by Department of Community Health (DCH) social channels, linked below. Social media is an effective way to reach individuals you serve, regardless of where they are physically.

#### Post 1

*Instagram, Facebook, LinkedIn*

On July 1, Georgia Department of Community Health launched Georgia Pathways to Coverage™, a new pathway to Medicaid coverage for Georgians participating in 80 hours of qualifying activities per month. We can help you become qualified and stay qualified for the program by completing your 80 hours of qualifying activities per month. Spread the word in communities and help more Georgians gain access to healthcare coverage!

Learn more at [dch.georgia.gov/georgiapathways](http://dch.georgia.gov/georgiapathways).

*\*Include "Qualifying Activities" graphic in the toolkit to accompany the post text*

*Character Count: 481*

#### Twitter

On July 1, Georgia Department of Community Health launched Georgia Pathways to Coverage™, a new pathway to Medicaid coverage for Georgians. We can help you become qualified and stay qualified by completing your qualifying activities. Learn more at [dch.georgia.gov/georgiapathways](http://dch.georgia.gov/georgiapathways).

*\*Include "Qualifying Activities" graphic in the toolkit to accompany the post text*

*Character Count: 279*

#### Post 2

*Instagram, Facebook, LinkedIn, Twitter*

Apply today for Georgia Pathways to Coverage™, a new pathway to Medicaid coverage and healthier communities! See if you're eligible at [dch.georgia.gov/georgiapathways](http://dch.georgia.gov/georgiapathways) or apply online at [gateway.ga.gov](http://gateway.ga.gov). Contact us if you need help completing your qualifying activities hours.

*\*Use the graphics included in the toolkit to accompany the post text*

*Character Count: 274*



### Post 3

*Instagram, Facebook, LinkedIn*

<<Organization Name>> is committed to <<priority>>. That is why we are excited to promote Georgia Pathways to Coverage™, a new pathway to Medicaid coverage and healthier communities! The program seeks to increase access to affordable healthcare coverage to Georgians who aren't otherwise eligible for traditional Medicaid.

We can help you become qualified and stay qualified for the program by completing your 80 hours of qualifying activities per month! Learn more at [dch.georgia.gov/georgiapathways](http://dch.georgia.gov/georgiapathways) or apply online at [gateway.ga.gov](http://gateway.ga.gov).

*\*Choose one graphic included in the toolkit to accompany the post text*

*Character Count: 512*

### *Twitter*

<<Organization Name>> is committed to <<priority>>. That's why we're excited to share Georgia Pathways to Coverage™, a new pathway to Medicaid coverage and healthier communities! We can help you complete your qualifying activities! Learn more at [dch.georgia.gov/georgiapathways](http://dch.georgia.gov/georgiapathways).

*\*Choose one graphic included in the toolkit to accompany the post text*

*Character Count: 277*

## b. Website Blurp

**Recommended Action:** Upload the relevant one-pagers, infographics, and FAQs, along with suggested website copy below. Adding language directly to your website will allow people who interact with your organization to find information quickly.

Georgia Pathways to Coverage™ is a new pathway to Medicaid coverage and healthier communities! Pathways introduces a new Medicaid eligibility category in Georgia, seeking to increase access to affordable, quality healthcare coverage, lower the uninsured rate across Georgia, support participating members on their journeys to financial independence, and promote members' transitions from Medicaid into private coverage.

To be eligible for Pathways, you should:

- Be a Georgia resident
- Be a U.S. citizen or legally residing non-citizen
- Be between 19 and 64 years of age
- Have a household income of up to 100% of the Federal Poverty Level
- Prove that you are doing at least 80 hours of qualifying activities per month
- Not qualify for any other type of Medicaid
- Not be incarcerated

To learn more about the program, and to see if you qualify, visit **[dch.georgia.gov/georgiapathways](https://dch.georgia.gov/georgiapathways)**.

Georgia residents can apply through the Gateway Customer Portal **online at [gateway.ga.gov](https://gateway.ga.gov)**.

You can also apply:

- In-person at your local Division of Family & Children Services (DFCS) office. To find the location and business hours for a DFCS office, visit: [dfcs.ga.gov/locations](https://dfcs.ga.gov/locations).
- By mail to your local DFCS office.
- By phone at 1-877-423-4746 or 711 for those who are deaf, hard of hearing, deaf-blind or have difficulty speaking.

### c. Newsletter Content

**Recommended Action:** Include the suggested newsletter copy below along with relevant one-pagers, infographics, and FAQs. Newsletters are an important tool for communications as they reach individuals directly.

#### **Pathways Program Overview Newsletter Copy:**

**Subject:** Georgia Pathways to Coverage™, New Medicaid Eligibility Category in Georgia

Georgia Pathways to Coverage™ is a new pathway to Medicaid coverage and healthier communities! Pathways introduces a new Medicaid eligibility category in Georgia, seeking to increase access to affordable, quality healthcare coverage, lower the uninsured rate across Georgia, support participating members on their journeys to financial independence, and promote members' transitions from Medicaid into private coverage.

To be eligible for Pathways, you should:

- Be a Georgia resident
- Be a U.S. citizen or legally residing non-citizen
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- Not qualify for any other type of Medicaid
- Not be incarcerated

To learn more about the program, and to see if you or someone you know may qualify, visit **[dch.georgia.gov/georgiapathways](https://dch.georgia.gov/georgiapathways)**.

Georgia residents can apply through the Gateway Customer Portal **online at [gateway.ga.gov](https://gateway.ga.gov)**.

You can also apply:

- In-person at your local Division of Family & Children Services (DFCS) office. To find the location and business hours for a DFCS office, visit: [dfcs.ga.gov/locations](https://dfcs.ga.gov/locations).
- By mail to your local DFCS office.
- By phone at 1-877-423-4746 or 711 for those who are deaf, hard of hearing, deaf-blind or have difficulty speaking.

#### **Additional Newsletter Copy:**

Georgia Pathways to Coverage™ is a new pathway to Medicaid coverage and healthier communities! Pathways introduces a new Medicaid eligibility category in Georgia, seeking to increase access to affordable, quality healthcare coverage, lower the uninsured rate across Georgia, support participating members on their journeys to financial independence, and promote members' transitions from Medicaid into private coverage.

#### **Did You Know?**

- There are many ways to meet qualifying activity requirements for Pathways including full-time or part-time employment, on-the-job training, job readiness assistance programs, community service, vocational educational training, enrollment in the



Vocational Rehabilitation program of the Georgia Vocational Rehabilitation Agency (GVRA), and higher education.

- Pathways offers multiple ways to apply and report qualifying hours, including online, in-person at any DFCS office, by mail, or by phone.

To learn more about the program, and to see if you qualify, visit **[dch.georgia.gov/georgiapathways](https://dch.georgia.gov/georgiapathways)**.

If you think you are eligible and would like to apply to Pathways, please **visit [gateway.ga.gov](https://gateway.ga.gov) to apply online** in the Customer Portal.

#### d. Drafted Media Response

**Recommended Action:** *Be prepared to respond to media inquiries about Pathways relative to your organization only. Please do not provide personal views or commentary about program; instead, refer the reporter to the Georgia Department of Community Health Communications team (see contact below). Your organization may leverage the suggested responses below and can reach out to your assigned POC with any questions. Having a drafted media response will help ensure that communications about Pathways are consistent and correct.*

**General Statement:**

Georgia Pathways to Coverage™, or Pathways, is an innovative program that establishes a new category of Medicaid eligibility for Georgians who otherwise would not qualify. This program seeks to increase access to affordable healthcare coverage, lower the uninsured rate across Georgia, support members on their journeys to financial independence, and promote members' transitions from the Medicaid program into private coverage. The Pathways program will help create healthy futures for the people <<Organization Name>> serves.

**Responses to Anticipated Questions:**

**How will this program impact your organization?**

<<Organization Name>> supports <<number>> of people each year in <<securing employment / completing education / serving communities>>. Our organization provides resources, connections, and support to individuals seeking employment, education, and professional development to create bright futures and financial independence, a key component of the Pathways program. We hope that by promoting this program, we can support Georgians on their journeys to financial independence and promote members' transitions from Medicaid into private coverage. We see socio-economic improvement as a central contributor to the overall prosperity of a community.

**What are you doing to inform the public about this program?**

<<Organization Name>> is promoting Pathways to students, volunteers, individuals engaged in training or employment, and community partners on its website, via social media, with newsletter outreach, and in its day-to-day operations. The effort will be focused on educating potential members about the program, how to apply, and how to stay in control of their healthcare coverage.

**Please direct media inquiries to Fiona Roberts, [fiona.roberts@dch.ga.gov](mailto:fiona.roberts@dch.ga.gov) at the Department of Community Health (DCH) for all general Pathways questions.**