



Family Medicaid and CHP+ MORE Grantee Communication Standards



The Department of Health Care Policy and Financing (Department) has established the below communication standards for its community partners to provide guidance for the accurate and consistent dissemination of information on Family Medicaid and the Child Health Plan *Plus* (CHP+) programs. The communication standards are meant to foster uniformity of message for any Department funded advertising and/or promotional materials developed by grantees. These materials could include; brochures, pamphlets, television or radio advertisements, flyers, leaflets, and promotional items.

All marketing and promotional materials must be submitted to the Department for review and approval. A committee meets once weekly to review materials after which time suggested changes and issues regarding Grant requirements will be returned.

Standard Language

Please use the following language and eligibility criteria when describing Family Medicaid and CHP+ programs.

Family Medicaid: Public health insurance for low-income parents with dependent children, pregnant women, and children 18 and under.

Eligibility for Family Medicaid:

- Parents with dependent children, pregnant women, children 18 and under;
- Colorado resident;
- US citizen, legal permanent resident for at least 5 years, an asylee, a refugee or a non-citizen with a qualifying emergency; and
- Applicants within income guidelines.

Child Health Plan *Plus* (CHP+): Public health insurance for children 18 and under and pregnant women.

Eligibility for CHP+:

- Children 18 and under and pregnant women;
- Colorado residents;
- US citizen, legal permanent resident for at least 5 years, an asylee, or a refugee;
- Applicants not eligible for Medicaid;
- Applicants who do not have other health insurance; and

- Applicants within income guidelines.

Program Benefits – Please use the following when describing Family Medicaid and CHP+ program benefits.

Family Medicaid and CHP+ benefits include:

- Doctor's visits
- Well visits and sports physicals
- Shots (immunizations)
- Prescription medications
- Hospital visits
- Prenatal care
- Developmental screenings
- Oral health care

Additional Items to Consider in Your Message Development:

- The Department Web site address is **Colorado.gov/hcpf**.
- The Program and Eligibility Application Kit (PEAK) Web site address is **Colorado.gov/PEAK**.
 - You can drop the www. or http:// when listing Web site addresses.
- **Child Health Plan *Plus***, *Plus* is always in italic as that is the formal name of the program.
- When describing eligibility use **a family of four making up to \$55,000 may qualify**.
- Family Medicaid and CHP+ are branded as **free or reduced cost public health insurance**.
- Some applicants may have an **enrollment fee or small co-pays**.

MORE Grantees

- All printed materials must include a **Health Resources and Services Administration (HRSA)** acknowledgement. Examples are below:
 - “This publication made possible by HRSA Grant Number H2PHS16502.”
 - “This project is supported by HRSA Grant Number H2PHS16502.”
 - “This event made possible by HRSA Grant Number H2PHS16502.”
- Materials must be approved by the Department prior to publication and the Department must receive copies of the final product for its archive. The materials must be sent to Maurice Gardner at Maurice.Gardner@state.co.us.

The Department has approved examples of marketing materials which are posted on the MORE Grant section of the [Web site](#) under the MORE Round 1 and 2 Approved Marketing Materials section.