Partner Toolkit - Universal Health Coverage for Children: Current Barriers and New Paths Forward



PolicyLab's solutions-oriented *Evidence to Action* brief assesses the fragmented system for children's coverage in the United States, explores barriers to families accessing adequate, affordable coverage, and proposes a spectrum of policy options for state and federal lawmakers to consider if they wish to achieve universal, affordable, comprehensive coverage for all children. We welcome you to use the key messages, suggested social media posts, graphics and newsletter blurb below to disseminate this material to your networks.

KEY MESSAGES:

- The current COVID-19 crisis has only magnified the troubling trends the U.S. has been experiencing in the rise in uninsurance and underinsurance among our nation's youth.
- With rising out-of-pocket costs for those with private insurance and enrollment barriers to our robust public health insurance options, families have been facing a crisis with the affordability and adequacy of children's health insurance.
- Today, 1 in 18 children in the U.S. are uninsured, but there is also a larger crisis of underinsurance causing many families to rely more heavily on our public insurance programs, Medicaid and the Children's Health Insurance Program (CHIP), or forego needed care for their children even when they have insurance.
- Ambitious action is needed to stabilize the market for dependent coverage, much less achieve gains in the years ahead.

Join the conversation.

@PolicyLabCHOP

@PolicyLab at Children's Hospital of Philadelphia

Be sure to use **#coverageforallkids** to connect to the conversation.

Post your commitment to children's health coverage and use your platform to share these potential pathways with your audience. Here are some sample social media messages.

SAMPLE TWITTER MESSAGES:

Share the report:

- While the world battles #COVID19, 1 in 18 children in the U.S. are uninsured. How can we ensure every child has the #healthcare coverage they need? @PolicyLabCHOP shares a comprehensive menu of policy options to help achieve #coverageforallkids: bitly.com/CoverageBrief
- Rising out-of-pocket costs & threats to #Medicaid & #CHIP are just some of the barriers to achieving #coverageforallkids. @PolicyLabCHOP's new brief IDs opportunities at the state & federal level to move the needle on universal health coverage for kids: bitly.com/CoverageBrief

Declare your commitment:

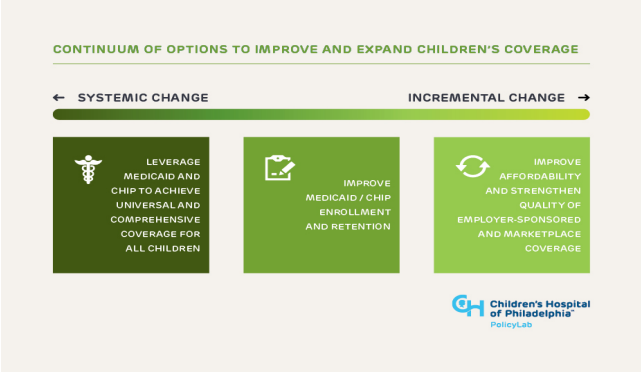
- In light of #COVID19, kids in low- & moderate-income families are at even greater risk for being underinsured. We can create more equity at state & federal levels to provide #coverageforallkids. I'm all in to help move the needle for our kids. Learn more: bitly.com/CoverageBrief
- In the midst of a pandemic, the number of uninsured kids is rising. In 2020, I'm committed to working toward #coverageforallkids. Dig in to @PolicyLabCHOP's review of state & federal policy options to explore how we can move the needle for our kids: bitly.com/CoverageBrief
- 1 in 18 kids in the U.S. are uninsured. Through partnerships, we can create more opportunities to provide #coverageforallkids. We're all in to help move the needle for families across the country. Learn about our options with @PolicyLabCHOP's new brief: bitly.com/CoverageBrief

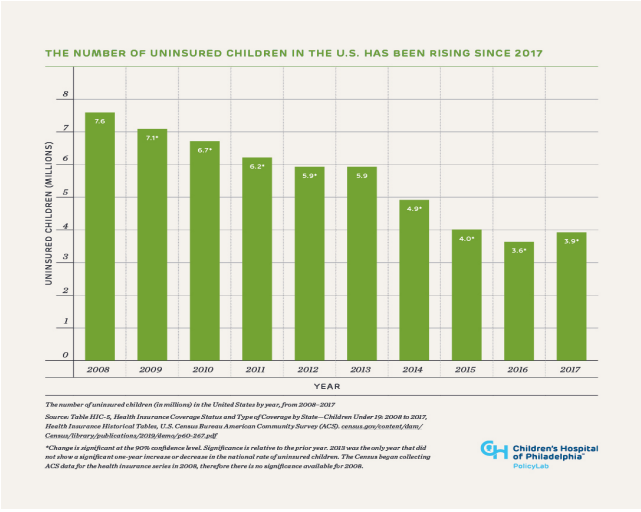
SAMPLE LINKEDIN MESSAGE:

The current COVID-19 crisis has only magnified the troubling trends the U.S. has been experiencing in the rise in uninsurance and underinsurance among our nation's youth. In a new Evidence to Action brief from @PolicyLab at Children's Hospital of Philadelphia, experts reviewed the children's health insurance market and barriers families are facing to create a menu of policy options for state & federal decision-makers to achieve affordable, comprehensive coverage for all children. Read their complete report at bitly.com/CoverageBrief

SOCIAL GRAPHICS:

Download & share the visuals below for greater impact in your messaging. Please right click and save each image for your use.





TEMPLATE NEWSLETTER LANGUAGE:

New Resource: Current Barriers and Pathways to Achieve Universal Health Coverage for Children
The current COVID-19 crisis has only magnified the troubling trends the U.S. has been experiencing in the rise in uninsurance and underinsurance among our nation's youth. A new solutions-oriented *Evidence to Action* brief from experts at PolicyLab at Children's Hospital of Philadelphia digs into the alarming change in children's coverage rates and reviews the current insurance market and barriers families face. The authors created a menu of policy options for state and federal decision-makers to achieve affordable, comprehensive coverage for all children. Learn more: bitly.com/CoverageBrief

LINKS:

Evidence to Action brief: bitly.com/CoverageBrief

Policy Brief: bitly.com/Kids-Coverage-Pathways

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Related Content

- Universal Health Coverage for Children: Current Barriers and New Paths Forward
  Evidence to Action Briefs
  Jan 2021
- Pathways to Achieve Universal Health Coverage for Children
  Policy Briefs
  Apr 2020
- Growth of Public Coverage Among Working Families in the Private Sector
  Article
  Jul 2019
- The Role of Medicaid and CHIP is Changing for Working Families. Here's How.
  Blog Post
  Jul 01, 2019