



## PolicyLab Social Media Toolkit

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*Health Affairs* Study: More Children in Working Families Covered by CHIP, Medicaid

- **Attached in this toolkit please find the following materials to assist you in disseminating the findings of this research to your networks:**
  - Suggested tweets sharing our *Health Affairs* study (slide 3)
  - Suggested tweets sharing the PolicyLab Policy Brief on the study (slide 4)
  - Suggested tweets sharing the PolicyLab blog post on the study (slide 5)
  - Suggested tweets about PolicyLab (slide 6)
  - Downloadable images to share in social media posts (slides 7 - 11)
- **Graphics no longer affect Twitter's character limits and can be included with suggested tweets.**
- **Do not hesitate to contact Lauren Walens (WalensL@email.chop.edu) if you have any questions about these materials.**

## SUGGESTED TWEETS FOR HEALTH AFFAIRS STUDY

More working parents are covering their children w/#Medicaid & #CHIP. New @PolicyLabCHOP study via @Health\_Affairs [http://bit.ly/PolicyLab\\_ESI](http://bit.ly/PolicyLab_ESI)

Low-income families are moving their kids from employer-based coverage to #Medicaid or #CHIP [http://bit.ly/PolicyLab\\_ESI](http://bit.ly/PolicyLab_ESI) @PolicyLabCHOP

Low-income working families w/employer-based #insurance are turning to public options for their kids [http://bit.ly/PolicyLab\\_ESI](http://bit.ly/PolicyLab_ESI) @Health\_Affairs

New @PolicyLabCHOP research underscores importance of #Medicaid & #CHIP for kids in working families [http://bit.ly/PolicyLab\\_ESI](http://bit.ly/PolicyLab_ESI) @Health\_Affairs

Btwn 2008-13, 27% increase of #Medicaid & #CHIP among kids w/parents (200-299% FPL) w/employer-sponsored insurance [http://bit.ly/PolicyLab\\_ESI](http://bit.ly/PolicyLab_ESI)

In just 5 years, 27% increase of #Medicaid & #CHIP among kids in moderate-income families w/employer-based coverage [http://bit.ly/PolicyLab\\_ESI](http://bit.ly/PolicyLab_ESI)

Btwn 2008-13, 31% increase of #Medicaid & #CHIP among kids w/parents (100-199% FPL) w/employer-sponsored insurance [http://bit.ly/PolicyLab\\_ESI](http://bit.ly/PolicyLab_ESI)

#Uninsurance among kids in moderate-income families w/employer-based coverage increased 6% to 9.2% in just 5 years [http://bit.ly/PolicyLab\\_ESI](http://bit.ly/PolicyLab_ESI)

## SUGGESTED TWEETS FOR POLICYLAB POLICY BRIEF

New @Health\_Affairs study shows low-income families increasingly relying on public #healthinsurance for their kids [http://bit.ly/PolicyLab\\_ESI-Brief](http://bit.ly/PolicyLab_ESI-Brief)

.@Health\_Affairs study: more working families rely on #Medicaid & #CHIP for child's #healthinsurance [http://bit.ly/PolicyLab\\_ESI-Brief](http://bit.ly/PolicyLab_ESI-Brief) @PolicyLabCHOP

#Medicaid & #CHIP provide more comprehensive care than private employer-sponsored coverage [http://bit.ly/PolicyLab\\_ESI-Brief](http://bit.ly/PolicyLab_ESI-Brief) @PolicyLabCHOP

31% increase of #Medicaid & #CHIP among kids w/parents (100-199% FPL) w/employer-sponsored insurance [http://bit.ly/PolicyLab\\_ESI-Brief](http://bit.ly/PolicyLab_ESI-Brief) @PolicyLabCHOP

27% increase of #Medicaid & #CHIP among kids in moderate-income families w/employer-based insurance [http://bit.ly/PolicyLab\\_ESI-Brief](http://bit.ly/PolicyLab_ESI-Brief) @PolicyLabCHOP

We must ensure kids have access to affordable & high-quality health coverage. @PolicyLabCHOP brief: [http://bit.ly/PolicyLab\\_ESI-Brief](http://bit.ly/PolicyLab_ESI-Brief) @Health\_Affairs

#CHIP funding is set to expire in 2017. How can we ensure kids have access to high-quality health insurance? [http://bit.ly/PolicyLab\\_ESI-Brief](http://bit.ly/PolicyLab_ESI-Brief)

## SUGGESTED TWEETS FOR POLICYLAB BLOG

"Preserving #CHIP is a no-brainer to protect #children in working families" - New @PolicyLabCHOP blog explains: <http://policylab.chop.edu/blog/preserving-CHIP>

Working families are turning to #Medicaid & #CHIP for comprehensive coverage for their kids. New @PolicyLabCHOP blog <http://policylab.chop.edu/blog/preserving-CHIP>

In just 5 years, 27% increase of #Medicaid & #CHIP among kids in moderate-income families w/employer-based coverage <http://policylab.chop.edu/blog/preserving-CHIP>

In just 5 years, 31% increase of #Medicaid & #CHIP among kids w/parents (100-199% FPL) w/employer-sponsored insurance <http://policylab.chop.edu/blog/preserving-CHIP>

How is the #healthinsurance landscape changing for working families & their kids? New @PolicyLabCHOP blog <http://policylab.chop.edu/blog/preserving-CHIP> #CHIP #ACA

New @PolicyLabCHOP blog explains what's at stake for kids if #CHIP funding is not renewed in September 2017 <http://policylab.chop.edu/blog/preserving-CHIP>

Public #healthinsurance programs are now more important than ever for kids. @PolicyLabCHOP explains <http://policylab.chop.edu/blog/preserving-CHIP> #Medicaid #CHIP

## SUGGESTED TWEETS ABOUT POLICYLAB

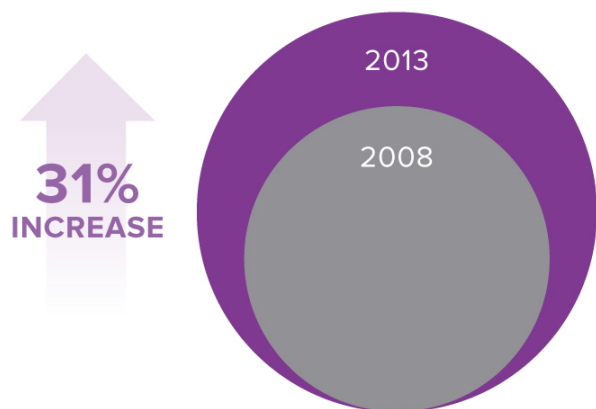
Learn how @PolicyLabCHOP is working to keep kids covered in the changing #healthcare landscape <http://policylab.chop.edu/> #ACA #CHIP #Medicaid

Learn how @PolicyLabCHOP is improving & ensuring insurance coverage, #healthequity & overall #familyhealth <http://policylab.chop.edu/>

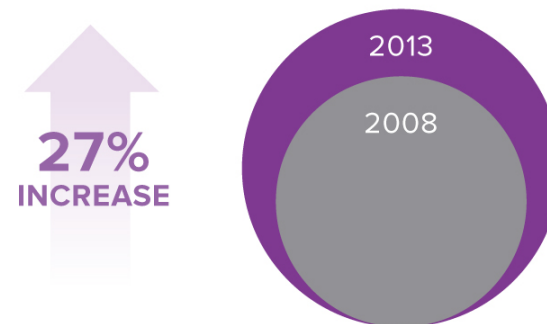
Right click on the image to save it on your computer. If you have any issues downloading the images, please click here: <https://www.dropbox.com/sh/iagg0hwnf5wqp0y/AABcGaBhzRVc2OFRIUhOXB-Ta?dl=0>

## PUBLIC INSURANCE (CHIP, MEDICAID) COVERAGE

Among children with parents covered by employer-sponsored insurance



Kids in families earning 100-199% federal poverty level (FPL)



Kids in families earning 200-299% federal poverty level (FPL)

**SOURCE:** Strane D, French B, Eder J, Wong C, Noonan K, Rubin D. Low-Income Working Families With Employer-Sponsored Insurance Turn To Public Insurance For Their Children. *Health Affairs*. 2016.

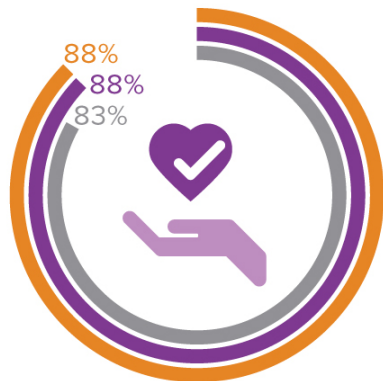
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# QUALITY OF CHILDREN'S HEALTH CARE COVERAGE

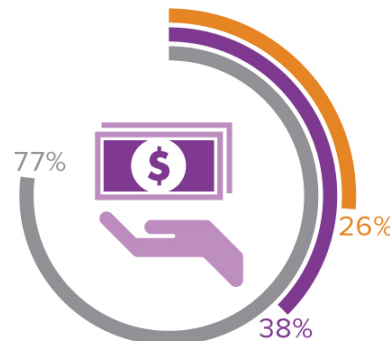
Public vs. Private Insurance



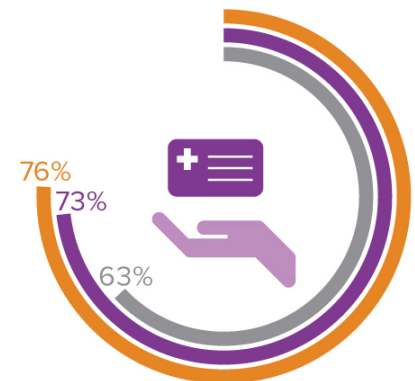
Had a preventive medical visit



Had out-of-pocket costs



Reported insurance always met their needs  
(among children with special health care needs)



■ Medicaid ■ CHIP ■ Private

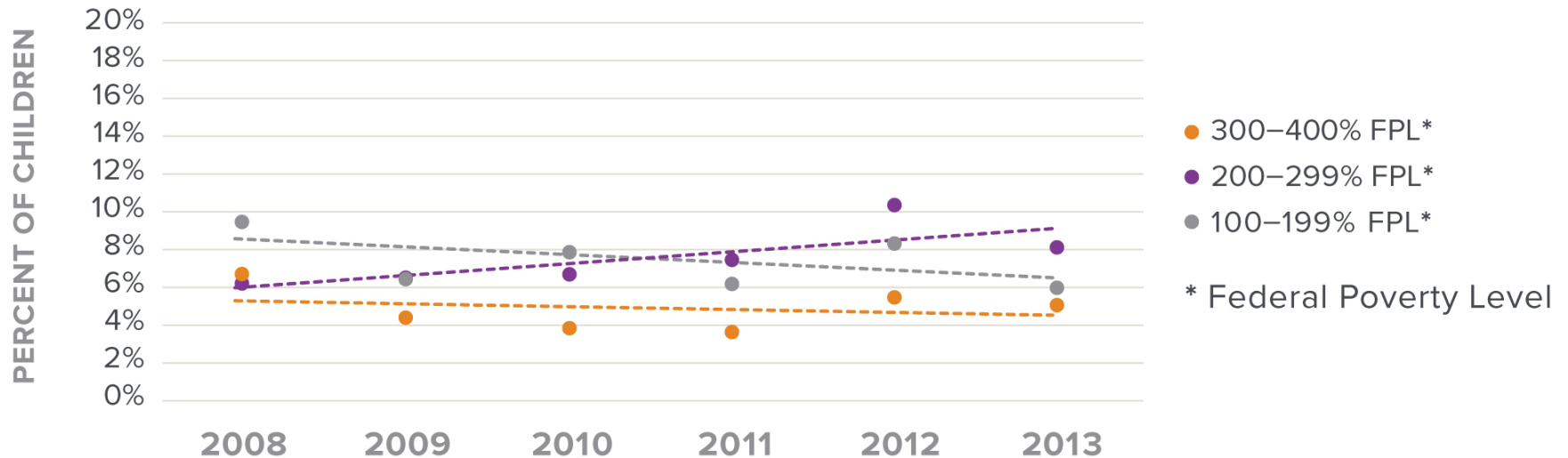
**SOURCE:** Kreider AR, French B, Aysola J, Saloner B, Noonan KG, Rubin DM. Quality of Health Insurance Coverage and Access to Care for Children in Low-Income Families. *JAMA Pediatr.* 2015 Nov 16:1-9.



Right click on the image to save it on your computer. If you have any issues downloading the images, please click here: <https://www.dropbox.com/sh/iagg0hwnf5wqp0y/AABcGaBhzRVc2OFRIUhOXB-Ta?dl=0>

## UNINSURANCE

Among children with parents covered by employer-sponsored insurance

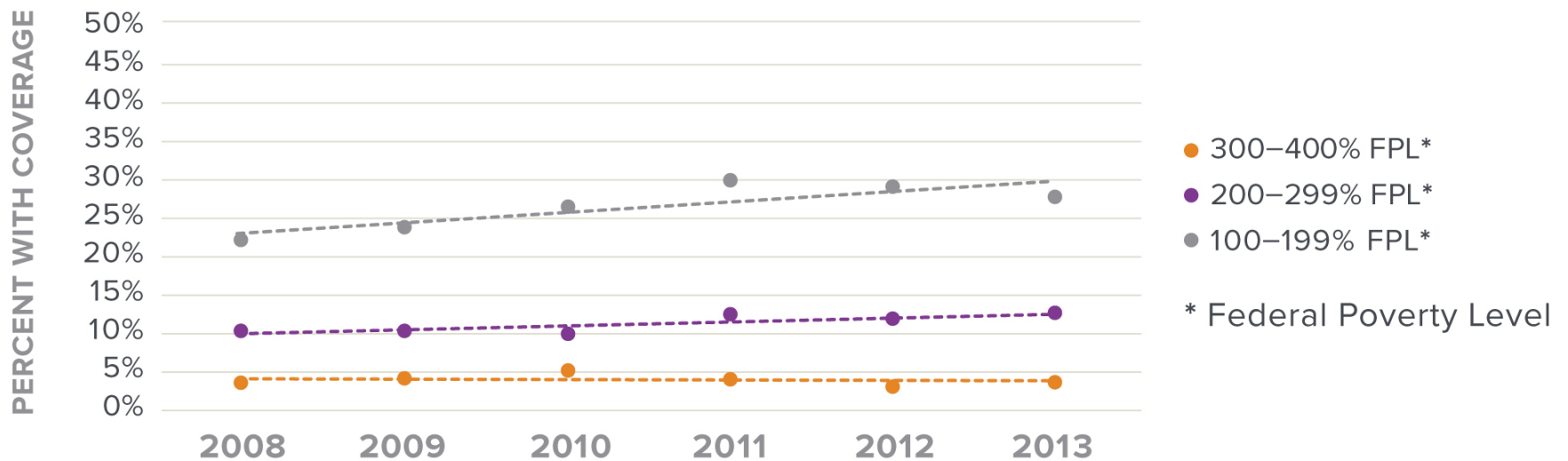


**SOURCE:** Strane D, French B, Eder J, Wong C, Noonan K, Rubin D. Low-Income Working Families With Employer-Sponsored Insurance Turn To Public Insurance For Their Children. *Health Affairs*. 2016.

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## PUBLIC INSURANCE (CHIP, MEDICAID)

Among children with parents covered by employer-sponsored insurance

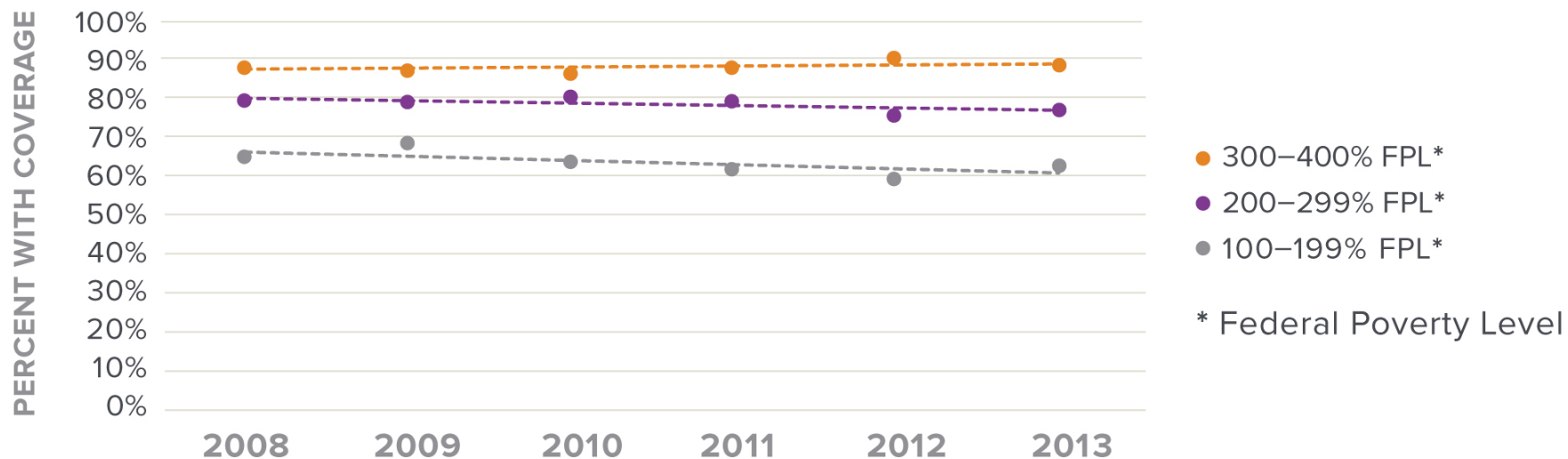


**SOURCE:** Strane D, French B, Eder J, Wong C, Noonan K, Rubin D. Low-Income Working Families With Employer-Sponsored Insurance Turn To Public Insurance For Their Children. *Health Affairs*. 2016.

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## EMPLOYER-SPONSORED INSURANCE (ESI)

Among children with parents covered by ESI



**SOURCE:** Strane D, French B, Eder J, Wong C, Noonan K, Rubin D. Low-Income Working Families With Employer-Sponsored Insurance Turn To Public Insurance For Their Children. *Health Affairs*. 2016.



**For more information,  
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