

2023

# Georgia Medicaid Unwinding Grassroots Advocacy Toolkit

*Advocating for Access to Life-Saving  
Health Care*



## 2023 Georgia Medicaid Unwinding: Grassroots Toolkit

[Overview & Talking Points](#)

[How to Figure Out Which Communities Need Support](#)

[How to Support Affected Communities](#)

[How to Advocate for Long-term Change](#)

[Additional Resources](#) (One-Pagers, Toolkits, etc. from State/Federal Government and from Non-Profit Organizations)

## Overview

Starting in April 2023, Georgia began the 14-month process of unwinding the pandemic-era Medicaid continuous coverage policy and re-determining the eligibility of all Georgians who get their health care coverage through Medicaid and PeachCare. This unwinding puts unprecedented pressure on our state agencies and our health care system and could result in major coverage losses—including temporary losses in coverage for children. Grassroots organizations play an important role—through community support and advocacy—in minimizing the harm of the unwinding and helping Georgians stay connected to life-saving health care.

## Talking Points

### *Values*

Georgians deserve access to continuous, life-saving health care coverage. We all do better when everyone has what they need to thrive.

### *Problem*

Thanks to a pandemic-era policy, millions of Georgians have had uninterrupted access to affordable health care over the past three years—allowing them to see a doctor, refill prescriptions, and get vaccines during a time of health and economic uncertainty. Starting in April 2023, that continuous Medicaid and PeachCare coverage began to unwind, and every child and adult enrolled in Georgia’s health care safety net will have their eligibility re-determined prior to the end of May 2024. This unprecedented health care event will put pressure on state agencies and jeopardize the health and financial security of Georgians with lower incomes. It is estimated that about 545,000 Georgians will lose coverage. An estimated 45 percent of those losing coverage will be impacted by procedural denials, which means they are still eligible but are denied coverage due to a human or technological error in the process—like the form being sent to the wrong address. The burden of this health care coverage loss will likely fall heaviest on children, young adults, and postpartum people from communities of color.

### *Solution*

It is critical to help eligible Georgians keep their Medicaid, help ineligible Georgians transition to other forms of coverage, and continue advocating for full expansion of Medicaid so that no one falls back into the coverage gap.

### *Action*

Grassroots organizations can use their power as trusted voices within their communities and as catalysts of change to ensure that affected Georgians stay connected to the health care they deserve and to push back against the potential harm of this Medicaid unwinding.

## How to Figure Out Which Communities Need Support

WHAT	HOW
Use the Medicaid unwinding data dashboard to understand the current status of renewals and disenrollments	<p>The Department of Community Health and Department of Human Services have created a Medicaid unwinding data dashboard. Other organizations, such as Georgetown University’s Center for Children and Families and KFF, have created similar tools that track information across states. These tools allow grassroots organizations and others to see how many people have had their coverage renewed and how many people have lost coverage. This information is critical for understanding the problem and how to best support communities through direct support and advocacy.</p> <p><a href="#">Georgia’s Medicaid Unwinding Data Dashboard</a></p> <p><a href="#">50-State Unwinding Renewal Data</a></p> <p><a href="#">50-State Medicaid Unwinding and Enrollment Tracker</a></p>
Use Medicaid/PeachCare enrollment ‘heat’ maps to figure out which communities may need support	<p>Georgians of every age and race/ethnicity from Albany to Atlanta are being impacted Medicaid unwinding. However, there are some communities that have higher rates of Medicaid and PeachCare enrollment and thus may be at higher risk for coverage losses. Some Georgians may lose coverage because they are no longer eligible. Some Georgians, particularly children, may lose coverage for a procedural reason, which means they are still eligible but are denied coverage due to a human or technological error in the process—like the form being sent to the wrong address.</p> <p>Understanding which communities are more likely to be enrolled in Medicaid and PeachCare can guide resource allocation and priority setting as grassroots organizations plan their education, outreach, and direct support activities. The three ‘heat’ maps on the next page along with the other key stats below are a place to start.</p> <p>Key stats:</p> <ul style="list-style-type: none"><li>• Children (0-18 years old) account for about 69% of the overall Medicaid/PeachCare population in Georgia.</li><li>• About 1 in every 4 Black and Latinx Georgians are covered by Medicaid/PeachCare compared to about 1 in every 10 white Georgians. Among children who are 18 years old and younger, about 1</li></ul>

in every 2 Black and Latinx children are covered by Medicaid/PeachCare compared to about 1 in every 4 white children.

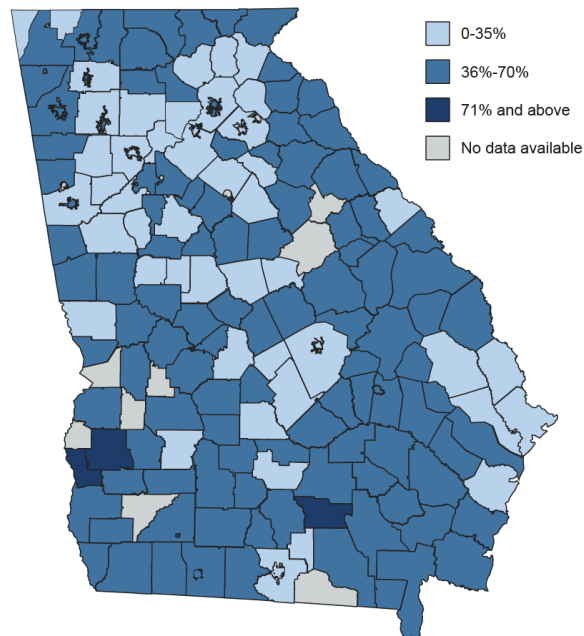
- Rural counties tend to have a higher proportion of their population enrolled in Medicaid/PeachCare compared to non-rural counties. [For example](#), about 52% of children in small town and rural areas of Georgia are covered by Medicaid/PeachCare compared to about 40% in metro areas of the state.

Map 1: [Georgia Child Medicaid Coverage by County, 2020 - 2021](#)

Map 2: [Georgia Non-Elderly Adult Medicaid Coverage by County, 2020-2021](#)

Map 3: [Percentage of School-Age Children and Adolescents with Medicaid/PeachCare in Georgia by School District, 2017-2021](#)

*Percentage of Children with Medicaid/PeachCare  
Coverage in Georgia School Districts, 2017-2021*




Source: Georgetown University Center for Children and Families analysis of U.S. Census Bureau 2017-2021 American Community Survey (ACS) 5-year estimates.

## How to Support Affected Communities

WHAT	HOW
<p>Encourage people in your community/network who are covered by Medicaid/PeachCare or who care for someone covered by Medicaid/PeachCare to update their contact information in the Gateway system either online, in-person, or over the phone</p>	<p><b>Share information directly with community members or post to social media</b> around how Medicaid/PeachCare members can update their contact information in <a href="#">Gateway</a>. As needed, help Medicaid/PeachCare members troubleshoot accessibility issues (internet access, transportation to local DFCS office, access to phone, language translation) that may prevent access to the Gateway system.</p> <p>Talk about the unwinding in ways that people understand. For example, you might call it a ‘renewal’ instead of ‘redetermination’ and, for pregnant women and parents/caretakers, you might use the names of the care management organizations AmeriGroup, Care Source, and Peach State Health Plan rather than referring broadly to Medicaid or PeachCare.</p> <p><a href="#">Georgia’s Stay Covered Website</a></p> <p><a href="#">Georgia’s Medicaid Unwinding Partner Toolkit</a></p>
<p>Support people in your community/network who are covered by Medicaid/PeachCare or who care for someone covered by Medicaid/PeachCare as they prepare for the redetermination process</p>	<p>Encourage people to update their contact information in the Gateway system and to prepare the documents they will need to verify their income, like pay stubs. As needed, help Medicaid/PeachCare members troubleshoot accessibility issues (internet access, transportation to local DFCS office, access to phone, language translation) that may prevent access to the Gateway system.</p> <p>Georgians covered by Medicaid or PeachCare can log into their Gateway account and see their assigned redetermination date. They will receive an official letter or email about 45 days before their coverage is scheduled to end. <b>Encourage people to check their physical mail or email</b> for communications from the Department of Human Services and to complete their renewal form right away.</p>



WHAT	HOW
<p>Support those who receive Medicaid/PeachCare terminations as they navigate through the appeals process (if applicable)</p>	<p><b>Educate people on their right to appeal a coverage decision</b> and request a fair hearing or request another review of their case within 30 days of receiving their denial notice.</p> <p>If they decide to move forward with appealing a coverage decision, <b>walk them through when and how to submit the ‘Fair Hearing Request’ form</b> and how to maintain their coverage while waiting for their fair hearing decision.</p> <p><b>Connect them with Georgia Legal Services</b> or other organizations that can support those who receive Medicaid/PeachCare terminations.</p> <p><a href="#">Georgia Legal Services</a></p> <p><a href="#">Atlanta Legal Aid</a></p> <div data-bbox="1545 207 1965 722">  <p><b>LOSING MEDICAID COVERAGE? WE CAN HELP!</b></p> <ul style="list-style-type: none"> <li>• RECEIVED A MEDICAID TERMINATION?</li> <li>• HAVING PROBLEMS WITH YOUR MEDICAID RENEWAL?</li> </ul> <p><b>CALL</b> <b>GEORGIA LEGAL SERVICES PROGRAM</b> <b>1-866-442-3676</b></p> <p><b>OR BOOK AN APPOINTMENT ONLINE AT</b> <b><a href="http://bit.ly/gaenroll_appt">bit.ly/gaenroll_appt</a></b> <b>(EVENING &amp; WEEKEND APPOINTMENTS ARE AVAILABLE)</b></p> <p> <b><a href="mailto:GEORGIAENROLL@GLSP.ORG">GEORGIAENROLL@GLSP.ORG</a></b></p> <p><small>The Georgia Legal Services Program is a project of the Center for Public and Medicaid Services (CPMS) of the U.S. Department of Health and Human Services (HHS) and is a part of a federal assistance program (HHS/HRSA and HHS/HRSA/CPMS). The program is based on the federal and state laws and regulations that govern the Medicaid program. The program is not a Medicaid program.</small></p> </div>
<p>Support those deemed ineligible for Medicaid/Peachcare to transition to marketplace coverage (if applicable)</p>	<p>Some people who are no longer eligible for Medicaid may be eligible for free or low-cost health insurance on the marketplace. <b>Connect people with community navigators or other enrollment assisters</b> who can help them navigate the transition from Medicaid to marketplace health plans. <b>Encourage them to use HealthCare.gov</b> to explore the options for free or low-cost health insurance.</p> <p><b>Help them search for assisters, agents, or brokers</b> who can help with transitions to marketplace coverage through <a href="#">Healthcare.gov</a> or <a href="#">Stay Covered America</a>.</p>

WHAT	HOW
<p>Support those deemed ineligible for Medicaid/PeachCare to transition to the Pathways to Coverage program (if applicable)</p>	<p>Some people who are no longer eligible for traditional Medicaid may be eligible for healthcare coverage through the new Pathways to Coverage program. This program expands health care coverage for low-income adults who are currently in the coverage gap, meaning that they earn too much to qualify for traditional Medicaid coverage but not enough to qualify for subsidized coverage in the health insurance marketplace (or HealthCare.gov).</p> <p><b>Help people determine if they are <a href="#">eligible</a> for Pathways to Coverage.</b> Georgians ages 19 – 64 years old who have a household income of up to 100 percent of the federal poverty level are eligible to apply. To meet the program criteria, enrollees must complete and report a minimum of 80 hours per month of qualifying activities like employment, community service or higher education.</p> <p><b>Encourage them to <a href="#">apply</a> online, over the phone, or in-person at their local DFCS office.</b></p>
<p>Support Georgians who speak a language other than English as they navigate the process</p>	<p>Immigrant communities and others who speak a language other than English may face additional barriers while navigating the Medicaid/PeachCare eligibility redetermination process. In particular, Latinx children in Georgia are at high risk for harmful, temporary losses in coverage.</p> <p><b>Provide in-language support to non-English speaking Georgians as they navigate the redetermination process for themselves or someone they care for.</b> Or connect them with an organization that can provide culturally and linguistically appropriate support. For example, Latinx families who speak Spanish can get assistance from the <a href="#">Latin American Association</a>.</p> <p><b>Inform immigrant families of their rights</b> and reassure them that if they or someone they care for receives health care through Medicaid or PeachCare, it will not negatively affect their application for immigrant status. Reassure them that any info they provide on themselves or their family members when renewing Medicaid/PeachCare will not be shared with immigration enforcement.</p> <p>Some adults and children may not be eligible for Medicaid or marketplace insurance depending on their immigration status. <b>Connect ineligible adults and children with federally-qualified health centers</b> in their community where they can receive free or low-cost services no matter their immigration status.</p> <p><a href="#">Find a Federally Qualified Health Center</a></p>

## How to Advocate for Long-term Change

WHAT	HOW
Advocate for a permanent closing of the coverage gap	<p>Some Georgians—like mothers past their one year of postpartum Medicaid coverage or young adults who are aging out of eligibility for Medicaid or PeachCare—may lose eligibility and fall into the coverage gap. <b>Organize your community around the need to permanently close the coverage gap</b> and get all Georgians access to life-saving health care coverage.</p> <p><b>Highlight the lived experience of those in your network and your community who are impacted by the Medicaid unwinding.</b> For example, share stories about how community members losing their Medicaid/PeachCare impacts their health and financial stability and how people losing coverage puts pressure on rural hospitals and local economies. <b>Educate your community on the need to fully expand Medicaid</b> through teach-ins, press conferences, rallies, letter campaigns, town halls with state lawmakers, etc. Advocate for full Medicaid expansion so all Georgians—no matter what we look like, where we live, or what’s in our wallets—can get the care we need.</p> <p><a href="#">Cover Georgia Coalition</a></p>

## Additional Resources

### Content to Raise Awareness of the Medicaid Unwinding

[\*\*Georgia's Stay Covered Campaign Website\*\*](#) – available in English and Spanish

[\*\*Communications Tools\*\*](#) from [Centers for Medicare and Medicaid \(CMS\)](#) - available in English, Spanish, Chinese, Hindi, Korean, Tagalog, Vietnamese

[\*\*Customizable Slide Deck\*\*](#) from [Centers for Medicare and Medicaid \(CMS\)](#) - available in English

[\*\*Medicaid Renewal Video\*\*](#) [Explainer from Georgians for a Healthy Future](#) - available in English

[\*\*Video sobre re-determinación de Medicaid\*\*](#) de [Latin American Association](#) - available in Spanish

### Toolkits/One-Pagers for Specific Audiences

[\*\*Printable One-Pager\*\*](#) Customized by [Georgians for a Healthy Future](#) - available in English

[\*\*Toolkit for Community Organizations\*\*](#) from [Protecting Immigrant Families](#) - available in English, Arabic, Chinese, Haitian Creole, French, Korean, Spanish, Tagalog, and Vietnamese

[\*\*Toolkit for Community Organizations\*\*](#) from [Georgia's Stay Covered Campaign](#) - available in English

[\*\*Toolkit for Schools\*\*](#) from [American Association of School Administrators](#) - available in English

[\*\*Information for WIC Providers\*\*](#) from [National WIC Association](#) - available in English

[\*\*Information for Housing and Homelessness Service Providers\*\*](#) from [Center on Budget and Policy Priorities](#) - available in English

[\*\*Information for Pediatricians\*\*](#) from [American Academy of Pediatrics](#) - available in English

## Background Information to Better Understand the Medicaid Unwinding

[Department of Human Services' Medicaid Unwinding Website](#) (includes most recent version of state plan)

[Unwinding Watch Tracker from Center on Budget and Policy Priorities](#)

[Medicaid Unwinding One-Pager from Georgia Budget and Policy Institute](#)


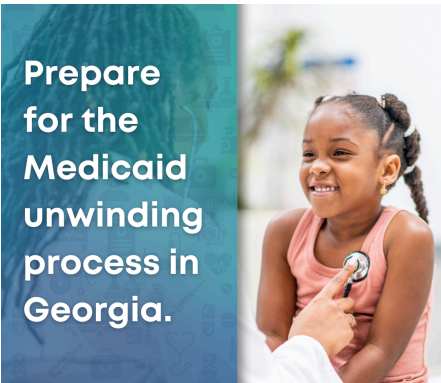
[Blog Post on Salaries of Front-Line Case Workers from Georgia Budget and Policy Institute](#)

[Perspectives from Current Medicaid Enrollees on the Medicaid Unwinding from Kaiser Family Foundation](#)

[Blog Post on How States Can Preserve Medicaid Coverage from Center on Budget and Policy Priorities](#)

[Report on Potential Impact of Medicaid Unwinding on Child Uninsurance Rates from Georgetown Health Policy Institute](#)

## Sample Social Media Posts to Promote the Toolkit

GRAPHIC	CAPTION
 <p>Every Georgian deserves access to continuous health care coverage.</p> <p><a href="http://www.gbpi.org/MedUnwindToolkit">www.gbpi.org/MedUnwindToolkit</a></p>	<p>The upcoming #MedicaidUnwinding process, starting in April 2023, has the potential to compromise the health and financial stability of low-income Georgians. To ensure that every Georgian has access to the life-saving care they need, we must all work together to support those affected by the unwinding process. The Georgia Medicaid Unwinding Toolkit is a valuable resource for achieving this goal. Visit <a href="http://gbpi.org/MedUnwindToolkit">gbpi.org/MedUnwindToolkit</a> to learn more and to access the toolkit.</p> <p><a href="#">Download graphic</a></p>
 <p>Prepare for the Medicaid unwinding process in Georgia.</p> <p><a href="http://www.gbpi.org/MedUnwindToolkit">www.gbpi.org/MedUnwindToolkit</a></p>	<p>Starting in April 2023, Georgia will begin the unwinding of its pandemic-era Medicaid continuous coverage policy, which will require the re-determination of eligibility for all Medicaid and PeachCare recipients. To prepare for this unprecedented healthcare event, we invite community leaders and grassroots organizations to utilize the comprehensive #MedicaidUnwinding Toolkit. This resource will provide you with the information and tools necessary to support Georgians throughout the unwinding process. Visit <a href="http://gbpi.org/MedUnwindToolkit">gbpi.org/MedUnwindToolkit</a> to access the toolkit.</p> <p><a href="#">Download graphic</a></p>



[www.gbpi.org/MedUnwindToolkit](http://www.gbpi.org/MedUnwindToolkit)

The impending #MedicaidUnwinding process, starting in April 2023, will result in the loss of coverage for approximately 545,000 Georgians. In this challenging time, community leaders and grassroots organizations can make a significant difference in minimizing the harm of the unwinding and keeping Georgians connected to the healthcare they need. The Georgia Medicaid Unwinding Toolkit provides critical guidance and resources to help support those affected by the unwinding process. Visit [gbpi.org/MedUnwindToolkit](http://gbpi.org/MedUnwindToolkit) to learn more.

[Download graphic](#)



[www.gbpi.org/MedUnwindToolkit](http://www.gbpi.org/MedUnwindToolkit)

The #MedicaidUnwinding process that is set to begin in April 2023 places a significant burden on Georgia's healthcare system and state agencies, especially for those involved in Medicaid eligibility determination and outreach. We must advocate for additional resources to support these vital tasks, and community leaders and grassroots organizations can play an essential role in this effort. The Georgia Medicaid Unwinding Toolkit provides useful information and tools to help advocate for more resources. Visit [gbpi.org/MedUnwindToolkit](http://gbpi.org/MedUnwindToolkit) to learn more.

[Download graphic](#)



[www.gbpi.org/MedUnwindToolkit](http://www.gbpi.org/MedUnwindToolkit)

As the #MedicaidUnwinding process begins on April 1st, it is crucial to help eligible Georgians maintain their Medicaid coverage, support ineligible Georgians in transitioning to other forms of coverage, and continue advocating for the full expansion of Medicaid. Grassroots organizations are uniquely positioned to provide support and guidance to those affected by the unwinding process, and the Georgia Medicaid Unwinding Toolkit can help you do so effectively. Visit [gbpi.org/MedUnwindToolkit](http://gbpi.org/MedUnwindToolkit) to learn more about the toolkit and how it can help you make a difference.

[Download graphic](#)