



Cover All Coloradans Communications Toolkit

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COLORADO

Department of Health Care
Policy & Financing

Cover All Coloradans Communications Toolkit

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Overview

Background

Cover All Coloradans is a program to expand access to health care for pregnant people and children in Colorado, regardless of their immigration status. It seeks to close the health care gap by providing critical coverage to people who have been excluded from federal assistance because of their immigration status.

The program offers comprehensive health benefits that include prenatal care, pediatric services, and other essential medical coverage. Cover All Coloradans is designed to ensure that all Coloradans, regardless of their immigration or economic status, can access the health care they need to lead healthy lives.

Purpose of the Toolkit


This toolkit provides everything that advocates and health care providers need to spread awareness, educate their neighbors, and facilitate enrollment in the program.

The toolkit provides practical materials and strategies, including key messages, social media posts, flyers, outreach letters, and frequently asked questions. It is designed to help community-based organizations, health care providers, and advocates communicate clearly and consistently about the program's benefits, eligibility requirements, and enrollment processes.

By using the tools in this guide, stakeholders can ensure they are providing accurate information, addressing common concerns, and engaging communities in a culturally sensitive and effective manner. The ultimate goal is to increase awareness and participation in the Cover All Coloradans program, ensuring health care access for those who need it most.

Key Messages

These communications are designed for a variety of people in Colorado, including those who meet the eligibility requirements for the House Bill 22-1289 Cover All Coloradans program. This includes pregnant people and children who would not qualify for other health care coverage programs due to their immigration status. These people historically have been ineligible for Health First Colorado (the state's Medicaid program) or Child Health Plan *Plus* (CHP+). View full eligibility requirements at [Health First Colorado](#).



Get the official key messages in English and Spanish from the Department of Health Care Policy and Financing (HCPF) at the [Cover All Coloradans website](#) under the Resources and More Information menu item.

This toolkit provides messaging based on the following scenarios:

- ▶ **People Eligible for Cover All Coloradans:** They meet all eligibility requirements and can apply for and enroll in coverage.
- ▶ **People Switching from Another Coverage Type:** They are changing from a limited medical assistance program or Emergency Medicaid Services (EMS) coverage.
- ▶ **People Not Eligible for Cover All Coloradans:** They do not meet all eligibility requirements but may qualify for other health coverage or assistance options.

People Eligible for Cover All Coloradans

Key Messages for Pregnant and Postpartum People

- ▶ You may qualify for health coverage.
- ▶ If you are pregnant or gave birth in the past 12 months, you may qualify for health coverage no matter what your immigration status is.
- ▶ You may qualify for limited emergency and reproductive health benefits now and Health First Colorado coverage beginning January 1, 2025.

Key Messages for Parents of Children 18 or Younger

- ▶ Your child may qualify for health coverage.
- ▶ Any child 18 or younger may qualify for health coverage, no matter what their immigration status is.

How to Apply



- ▶ Apply for health coverage anytime.
- ▶ Visit [Health First Colorado](#) or contact your county department of human services to find out how to apply.

You may qualify for Emergency Medicaid Services now!

The Emergency Medicaid Services (EMS) benefit covers family planning and services necessary to treat an emergency medical condition for people who qualify. EMS is a limited benefit that does not cover all medical services.

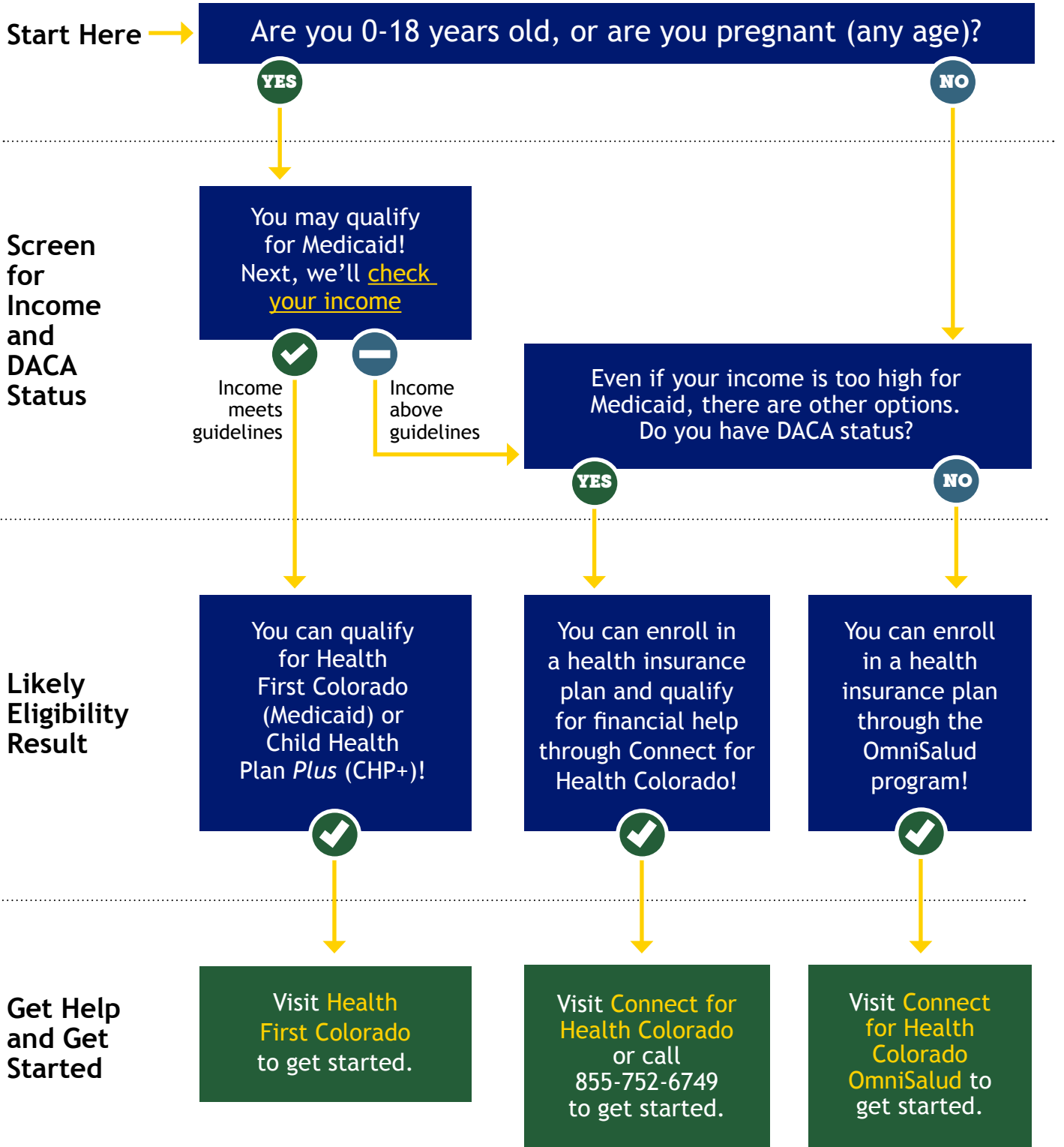
If you qualify for and get EMS now, on January 1, 2025, we will check if you qualify for full Health First Colorado coverage. If you do qualify for full coverage on January 1, 2025, you will automatically receive it, without having to apply again.



Application Timeline

You can apply online through [PEAK](#) or by mail. It might take up to 45 days to find out if you qualify.

Guiding uninsured, undocumented people in Colorado through 2025 health coverage options



Scenarios

People Eligible for Cover All Coloradans

Macy

- ▶ Macy is 10 years old.
 - ▶ Macy does not have a qualifying immigration status and is uninsured.
 - ▶ Her family income is within the CHP+ limit.
 - ▶ Macy **does meet** the eligibility criteria for CHP+ with the Cover All Coloradans coverage expansion.
- ▶ Next step: Apply at Colorado.gov/PEAK

Patrice

- ▶ Patrice is 35 years old and pregnant with an expected due date on or after January 1, 2025.
 - ▶ Patrice does not have a qualifying immigration status and is currently uninsured.
 - ▶ Her family income is within the Health First Colorado limit.
 - ▶ She **does meet** the eligibility criteria for Health First Colorado under Cover All Coloradans coverage expansion beginning January 1, 2025.
- ▶ Next step: Apply at Colorado.gov/PEAK

Pati

- ▶ Pati is 24 years old and pregnant with a due date of March 15, 2025.
 - ▶ Pati has a family of two people.
 - ▶ Pati has DACA and her family income is within the Health First Colorado limit.
 - ▶ Pati **does meet** the eligibility criteria for Health First Colorado under the Cover All Coloradans expansion.
- ▶ Next step: Apply at Colorado.gov/PEAK

For a full list of downloadable scenarios, please visit the [Cover All Coloradans website](#) under the Resources and More Information section.

People Switching from Another Coverage Type

Key Message

The Emergency Medicaid Services (EMS) benefit already covers family planning and emergency medical services for people who qualify, no matter what their immigration status is.

Anyone who is approved for the EMS benefit and qualifies for full Cover All Coloradans benefits on January 1, 2025, will automatically get them, without having to apply again.

People Not Eligible for Cover All Coloradans

Key Message

Don't qualify for Health First Colorado or CHP+?

If you are not pregnant and you are 19 and older, you may still qualify for a limited benefit called [Emergency Medicaid Services](#). You may also qualify for [OmniSalud](#), a program that provides Coloradans, no matter what their immigration status is, with a safe way to compare affordable, private health insurance plans and enroll in a secure online platform.

Scenarios

People Not Eligible for Cover All Coloradans

Monica

- ▶ Monica is 31 years old and pregnant with an expected due date BEFORE January 1, 2025.
- ▶ Monica does not have a qualifying immigration status and is currently uninsured.
- ▶ Her family income is over the limit for Health First Colorado and CHP+.
- ▶ She **does not meet** the eligibility criteria for Health First Colorado (including Emergency Medicaid) and CHP+.
- ▶ Next step: Apply for OmniSalud on November 25 during open enrollment at connectforhealthco.com

For a full list of downloadable scenarios, please visit the [Cover All Coloradans website](#) under the Resources and More Information section.

Jackie

- ▶ In February 2025 Jackie is 18 years old and enrolls in CHP+ through the Cover All Coloradans expansion.
- ▶ Jackie turns 19 in October 2025 and is NOT pregnant.
- ▶ Jackie does not have a qualifying immigration status and is uninsured.
- ▶ Jackie's family income is within the OmniSalud limit.
- ▶ Jackie will lose eligibility for CHP+ at the end of October 2025 BUT meets income eligibility criteria for OmniSalud.

- ▶ Next step: Apply for OmniSalud during open enrollment beginning November 25 at connectforhealthco.com

Trent

- ▶ Trent is 12 years old.
- ▶ Trent does not have a qualifying immigration status and is uninsured.
- ▶ His family income is within the OmniSalud limit.
- ▶ Trent does not meet the income eligibility criteria for Health First Colorado or CHP+.

- ▶ Next step: Apply for OmniSalud during open enrollment beginning November 25 at connectforhealthco.com

Claudia

- ▶ Claudia is 35 years old, not pregnant, has DACA, and is uninsured.
- ▶ Claudia's family income is within the Connect for Health Marketplace limit.
- ▶ Claudia is not eligible for Health First Colorado or CHP+ under the Cover All Coloradans expansion, but she is eligible to apply for subsidized coverage at Connect for Health Colorado.

- ▶ Next step: Apply for subsidized marketplace coverage beginning November 1 at connectforhealthco.com

For a full list of downloadable scenarios, please visit the [Cover All Coloradans website](#) under the Resources and More Information section.

Outreach Materials and Templates

Social Media Images

Easy-to-use social media assets with alt text.

[Download social media images in English and Spanish](#)



Don't let immigration status stop you from applying for health coverage.

Apply Now!



No permita que el estado migratorio le impida solicitar cobertura médica.

iPresente una solicitud ahora!



No permita que el estado migratorio le impida solicitar cobertura médica.

iPresente una solicitud ahora!



Don't let immigration status stop you from applying for health coverage.

Apply Now!



Flyers

Printable resources for community distribution.

↓ [Download flyers in English and Spanish](#)



Colorado's Medicaid Program


[Additional text or logo can be added here.]

Don't let immigration status stop you from applying for health coverage!

As of January 1, 2025, you may qualify for full health coverage through Health First Colorado or Child Health Plan Plus (CHP+), regardless of your immigration status, if you:

- Live in Colorado, and
- Meet the income and household eligibility requirements, and
- Are pregnant, have a pregnancy end after Jan. 1, 2025, or are 18 years old and younger.

Your Privacy Matters! The information you give on your application is private. We won't share it with U.S. Citizenship and Immigration Services or anyone else. Colorado law keeps your personal information safe when you apply for or use most public benefits.



Scan the QR code at the left to apply or visit CO.gov/PEAK



Colorado's Medicaid Program

[Additional text or logo can be added here.]

Puede reunir los requisitos para la cobertura médica independientemente de su estado migratorio.

¡NOVEDAD!

Independientemente de su estado migratorio, si está embarazada o tiene 18 años o menos, podría reunir los requisitos para recibir los beneficios completos de Health First Colorado o Child Health Plan Plus (CHP+) a partir del 1 de enero de 2025.

- ¡No espere más! Es posible que ahora reúna los requisitos para algunos beneficios, incluida la planificación familiar y los servicios necesarios para tratar una afección médica de emergencia.
- ¡Su privacidad es importante! La información que proporcione en su solicitud es privada. No la compartiremos con el Servicio de Ciudadanía e Inmigración de Estados Unidos ni con nadie más. La ley de Colorado mantiene la seguridad de su información personal cuando presenta una solicitud o utiliza la mayoría de los beneficios públicos



¡Presente una solicitud ahora!



Escanee el código QR de la izquierda para presentar una solicitud o visite CO.gov/PEAK?language=es

Outreach Letters

Targeted letters for potential beneficiaries.

↓ [Download outreach letters in English and Spanish](#)

You Might Qualify for Health First Colorado or CHP+

Dear [recipient name],

You might qualify for Health First Colorado (Colorado's Medicaid program) or Child Health Plan Plus (CHP+) starting January 1, 2025, because of a new law called Cover All Coloradans.

What is Cover All Coloradans?

A new Colorado law, House Bill [HB22-1289](#), known as "Cover All Coloradans," expands health coverage to qualifying children and pregnant people, regardless of their immigration status. To learn more [visit hfcogo.com/cac](http://visit.hfcogo.com/cac).

Who qualifies for full health coverage?

You may qualify for full health coverage through Health First Colorado or CHP+ if you:

- Live in Colorado, and
- Meet the income and household eligibility requirements, and
- Are pregnant, have had a pregnancy end on or after Jan. 1, 2025, or are 18 years old or younger.

What benefits and services are covered?

Health First Colorado and CHP+ give you four kinds of basic benefits:

1. Physical health (including prenatal and postpartum care)
2. Dental
3. Vision
4. Behavioral health (mental health and substance use treatment)

Is my information protected?

- The information you give on your application is private. We won't share it with Citizenship and Immigration Services.
- Colorado law keeps your personal information safe when you apply for public benefits.
- Your Immigration Status will not be affected. When you apply, it won't affect your immigration status and it can't be used against you in decisions about your status.
- Learn more by reading our [public charge document](#).

How To Apply

Apply now for health coverage from Health First Colorado or Child Health Plan Plus. Visit healthfirstcolorado.com/apply-now/ or contact your county department to find out how to apply.

- [Apply online now!](#)
- [What you'll need to apply.](#)
- Apply by phone: Call 800-221-3943 (State Relay: 711). Phone applications are accepted Monday through Friday from 8 a.m. to 4 p.m.

Usted podría cumplir con los requisitos para obtener Health First Colorado o CHP+

Estimado [nombre del destinatario],

Usted podría ser candidato para obtener *Health First Colorado* (el programa de Medicaid de Colorado) o *Child Health Plan Plus (CHP+)* que inicia el 1ero de enero de 2025 debido a la entrada en vigor de una nueva ley llamada *Cover All Coloradans*.

¿Qué es Cover All Coloradans?

Una nueva ley en Colorado, la ley de la cámara: "House Bill HB22-1289", conocida como "Cover All Coloradans", amplía la cobertura de salud para incluir a las personas embarazadas y a los niños, independientemente de su estatus migratorio. Para conocer más consulta la página de internet: [visit hfcogo.com/cac](http://visit.hfcogo.com/cac).

¿Quién es candidato para obtener la cobertura total?

Usted puede obtener cobertura total a través de *Health First Colorado* o *CHP+* si usted:

- Vive en Colorado y
- Cumple con los requisitos de ingreso y familiares y
- Está embarazada, y su embarazo llegará a su fin el 1ero de enero de 2025 o después, o tiene 18 años o menos.

¿Qué tipo de beneficios o de servicios se incluyen?

Health First Colorado y *CHP+* le otorgan 4 beneficios básicos:

1. Salud física (incluyendo el cuidado prenatal y posparto)
2. Dental
3. De visión
4. Salud del Comportamiento (salud mental y tratamiento para el uso de sustancias)

¿Mi información está protegida?

- La información que usted proporcione en su solicitud es privada. NO la compartiremos con los Servicios de Ciudadanía y de Inmigración de los Estados Unidos.
- La ley de Colorado mantiene su información segura cuando usted hace una solicitud o utiliza la mayoría de los beneficios públicos.

Newsletter Templates

Editable templates to share through newsletters.

↓ [Download newsletter templates in English and Spanish](#)

Health Coverage for Pregnant People and Children Regardless of Immigration Status

Starting January 1, 2025, Colorado children ages 18 or younger and pregnant people living in Colorado, no matter what their immigration status is, can apply to get health coverage through Health First Colorado (Colorado's Medicaid program) and Child Health Plan *Plus* (CHP+).

Who qualifies?

You may qualify for full health coverage through Health First Colorado or Child Health Plan *Plus* (CHP+) starting January 1, 2025, if you:

- Live in Colorado, and
- Meet the income and household eligibility requirements
- Are pregnant, or have a pregnancy end after Jan. 1, 2025
- Are 18 years old or younger.

Visit the [Health First Colorado webpage](#) for more details and or

Don't Wait! Apply now.

You may qualify for [Emergency Medicaid Services](#) now! The Emergency Medical Services (EMS) benefit covers family planning, family planning-related, and emergency medical condition for people who qualify. EMS is cover all medical services.

If you qualify for and get EMS before November 15, 2024, we will automatically enroll you in Health First Colorado benefits beginning January 1, 2025. If you get EMS after November 15, 2024, you will automatically receive them, without having to apply.

Don't qualify for Health First Colorado or CHP+?

If you are not pregnant and you are 19 and older, you may still qualify for [Emergency Medicaid Services](#).

If you don't qualify for Health First Colorado or CHP+, [OmniSalud](#) is a program for all Coloradoans, no matter what their immigration status is, with a private health insurance plans and enroll in a secure online platform.

Cobertura de Salud para Personas Embarazadas y Niños Independientemente de su Estatus Migratorio

A partir del 1ero de enero de 2025, los niños de Colorado de 18 años o menos y las personas embarazadas que viven en Colorado, independientemente de su estatus migratorio, pueden solicitar cobertura de salud a través de *Health First Colorado* (el programa de Medicaid de Colorado) y *Child Health Plan Plus* (CHP+).

¿Quién puede obtener esta cobertura?

Usted puede ser candidato a obtener cobertura total de salud a través de *Health First Colorado* o *Child Health Plan Plus* (CHP+) a partir del 1ero de enero de 2025 si usted:

- Vive en Colorado y
- Cumple con los requisitos de elegibilidad en cuanto a nivel de ingreso y del hogar
- Está embarazada, o su embarazo llega a su término después del 1ero de enero de 2025.
- Tiene 18 años o menos.

Visite la página de [Health First Colorado](#) para obtener más detalles y/o para hacer una [solicitud](#)

¡No espere! Haga su solicitud.

¡Usted podría ser candidato para obtener [Servicios de Emergencia de Medicaid](#) ahora! Los Servicios de Emergencia de Medicaid (EMS por sus siglas en inglés) cubren la planificación familiar, lo relacionado con la planificación familiar y los servicios necesarios para el tratamiento de alguna condición médica de emergencia para las personas que cumplan los requisitos. EMS es un beneficio limitado que no cubre todos los servicios médicos.

Si usted cumple con los requisitos para obtener y cuenta con EMS antes del 15 de noviembre de 2024, verificaremos si puede usted ser candidato para obtener para los beneficios completos de *Health First Colorado* a partir del 1ero de enero de 2025. Si usted cumple con los requisitos para obtener este beneficio el 1ero de enero de 2025, los obtendrá de manera automática, sin la necesidad de solicitarlos de nuevo.

Frequently Asked Questions (FAQs)

The [Cover All Coloradans website](#) has a resource to address common concerns and is updated frequently with new questions in English and Spanish. Click on Resources and More Information.

Resources and Additional Support

In this section, you'll find essential tools and resources designed to enhance your community engagement efforts and ensure inclusive, effective outreach. Whether you're navigating cultural considerations, collaborating with community-based organizations, or supporting non-English speakers, these resources provide best practices and practical support for engaging diverse populations.

Best Practices for Community Engagement

If you are looking for best practices on community engagement, please navigate to the [Cover All Coloradans website](#) under the Community Ambassador Program section to locate the ambassador program guide.

List of Partner Community-Based Organizations

Collaborate with trusted community organizations in outreach efforts.

2024-2025 Cover All Coloradans – Community Organization Ambassador Program Overview

The Colorado Health Institute and HCPF are partnering with community organizations to support the engagement and enrollment of eligible recipients into the state's Medicaid and CHP+ programs. Ambassador program goals: 1) Increase knowledge and understanding of the Cover All Coloradans coverage expansion in local communities and among eligible individuals. 2) Facilitate enrollment and implementation of benefits for people who will be eligible for expanded coverage.

Current Ambassadors:

- [Adams Arapahoe 28 - Aurora Public Schools](#)
- [CAFI Sustainability Center](#)
- [Catholic Charities of Southern Colorado](#)
- [Colorado Alliance for Health Equity and Practice – CAHEP](#)
- [Colorado Immigrant Rights Coalition](#)
- [Colorado Organization for Latina Opportunity and Reproductive Rights](#)
- [Doctors Care](#)
- [Grand County Rural Health Network](#)
- [Gunnison County Health and Human Services – Multicultural Resource Services – Gunnison County](#)
- [Healthy Archuleta](#)
- [La Clinica Tepeyac, Inc. – Tepeyac Community Health Center](#)
- [Servicios de La Raza](#)
- [Lamar Unidos](#)
- [Latina Safehouse](#)
- [Mountain Dreamers](#)
- [Project Worthmore](#)
- [Rural Communities Resource Center](#)

Past Ambassadors:

- [CAFI Sustainability Center](#)
- [Healthy Archuleta](#)
- [Colorado Organization for Latina Opportunity and Reproductive Rights](#)
- [Servicios de La Raza](#)
- [Compañeros: Four Corners Immigrant Resource Center](#)
- [Summit County Family Resource Center DBA Family & Intercultural Resource Center \(FIRC\)](#)
- [Cuenta Conmigo Coop](#)
- [Tri-County Health Network](#)
- [El Grupo Vida](#)
- [Valley Settlement](#)

Transcreation and Translation Services

As part of this engagement, HCPF will prioritize language justice across all outreach efforts and materials. This includes offering interpretation services and ensuring all public materials are translated and transcreated for community use.

Transcreation refers to adapting content from one language or cultural context to another, ensuring the essence, tone, and intent of the original message remain intact while being culturally and linguistically appropriate for the new audience. This process goes beyond direct translation, often involving creative adjustments to ensure the content resonates effectively with the new audience's cultural norms, idiomatic expressions, and sensitivities.

HCPF will ensure information is available in both English and Spanish. Additionally, we are committed to providing materials in each language spoken by at least 2.5% of the state's population, as defined by the U.S. Census Bureau's American Community Survey (ACS). However, according to the 2022 ACS, no languages other than Spanish met this standard in Colorado.

Eligibility and Enrollment Support

Links to critical documents and tools for helping people through the application process.



[Download the eligibility notice in English and Spanish](#)



[Cover All Coloradans website: Health coverage for pregnant people and children](#)



[Colorado Department of Health Care Policy and Financing website](#)



