



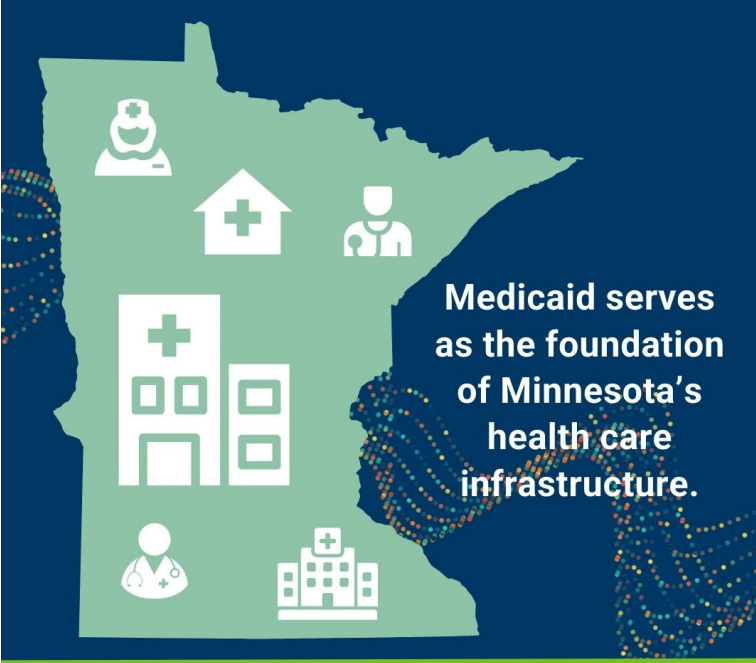
New Medicaid and MinnesotaCare communications materials

New Medicaid matters communications tools

Medicaid is the largest single source of health insurance in Minnesota.



m mn.gov/dhs/medicaid-matters



Medicaid serves as the foundation of Minnesota's health care infrastructure.

m mn.gov/dhs/medicaid-matters



Minnesota's health care tops other states.

m mn.gov/dhs/medicaid-matters

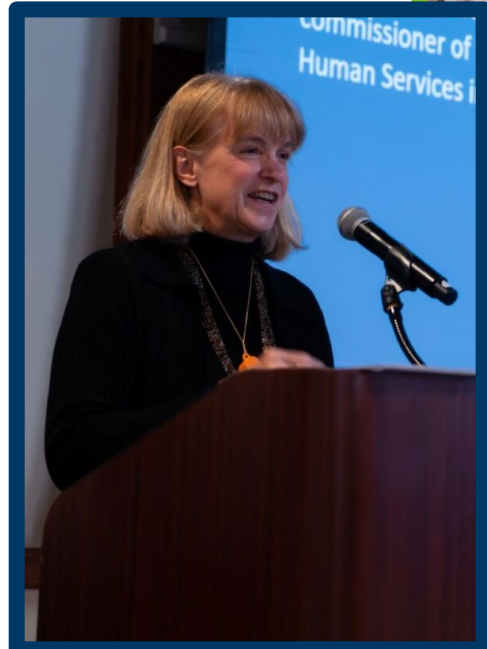
Save the Date! 2025 MN Medicaid Equity Forums

Medicaid Matters: Amplifying Impact through Storytelling and Inclusive Communication

- In-person session Twin Cities Metro
Monday, April 21st
- In-person session Moorhead
Wednesday, April 23rd
- Virtual session
Friday, April 25th
- ***Registration details coming soon!*** We will use the same agenda and content for each session. To maximize participation in the forums, please plan to attend only one.



MN Medicaid Equity Forum



New videos coming: Partnership with TPT 2.0

MN Department of Human Services - Renew My Coverage Metrics Media Campaign October 2023 - February 2024

| | Social Media | Broadcast | Digital/ Newspaper | Radio | Total Platforms | Total Media Agencies | Total Impressions | Total Reach |
|------------------------|--------------|-----------|-----------------------|-------|-----------------|-------------------------|----------------------|------------------|
| African American | 7 | 3 | 0 | 1 | 11 | 3 | 315,124 | 315,470 |
| Native American | 4 | 3 | 0 | 4 | 11 | 2 | 59,667 | 61,152 |
| American Sign Language | 0 | 1 | 2 | 0 | 1 | 4 | 61,161 | 54,119 |
| Spanish | 7 | 2 | 0 | 0 | 9 | 5 | 187,844 | 188,477 |
| Hmong | 4 | 2 | 0 | 1 | 7 | 3 | 94,021* | 76,190* |
| Somali | 4 | 2 | 0 | 1 | 7 | 3 | 231,178 | 185,992 |
| Russian | 0 | 1 | 1 | 0 | 2 | 2 | 59,989 | 50,471 |
| Vietnamese | 0 | 1 | 0 | 0 | 1 | 1 | 64,303 | 48,310 |
| | | | | | | | 1,073,287** | 980,181** |

*numbers exclude impressions and reach from Hmong Go Radio

**numbers exclude TPT NOW's one million household reach and TPT's reach of over 500,000 viewers

MinnesotaCare public service announcements

PSA Topic 1: Importance

MESSAGE GOAL: To inform Minnesotans about MinnesotaCare and let them know and let them know why being insured is important.

PSA Topic 2: Eligibility

MESSAGE GOAL: To inform Minnesotans about MinnesotaCare and let them know about the eligibility requirements

PSA Topic 3: Welcome

MESSAGE GOAL: To inform Minnesotans about MinnesotaCare and let them know that people are welcome to apply and can get free help from a navigator.

Lengths:

:15 and :30

Languages:

**English, Spanish, Somali, Oromo,
Cameroonian French, Amharic, Liberian
English and Cameroonian Pidgin**

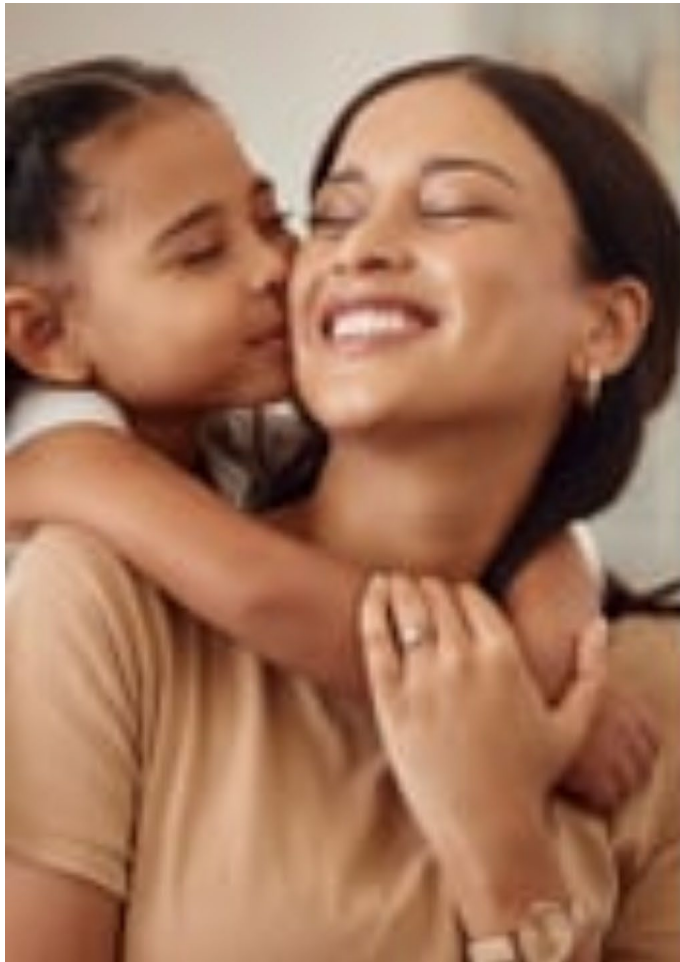
MinnesotaCare public service announcements

Over 30 Community Leaders
participated as speakers and actors

Filming locations: Midtown Global Market, Community University Health Care Center (CUHCC), Southside Community Health Services, and People's Center Clinics & Services



Importance of insurance



MinnesotaCare

Health Insurance



mn DEPARTMENT OF
HUMAN SERVICES

This message is supported by the Minnesota Department of
Human Services, with thanks to our community partners.



You may be eligible:

- Live in *Minnesota*
- Meet income limits
- Don't have access to affordable health insurance

Welcome



m DEPARTMENT OF
HUMAN SERVICES

This message is supported by the Minnesota Department of Human Services, with thanks to our community partners.

Translated versions



MinnesotaCare 

Assurance
Maladie

mn DEPARTMENT OF
HUMAN SERVICES

Ce message est soutenu par le ministère des Services sociaux
du Minnesota, avec nos remerciements à nos
partenaires communautaires.



Fayine Haji Hussein Wako

Orama Community of Minnesota

Sponsored media content in February



Latino American Today
NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY

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LATINO AMERICAN TODAY - Health

Más vale prevenir



Por Rico Paul Vallejos

Sabemos que más vale prevenir que curar. En el auto, a ponerse el cinturón de seguridad. Al salir en bicicleta, ¡con casco! Y en caso de enfermedad o accidente: ¡seguro médico! Porque la cobertura de salud no solo te cuida la salud física, sino también la financiera.

La realidad es que una crisis de salud podría resultar en un desastre financiero. Los servicios médicos, de la sala de emergencia de un hospital, los medicamentos y otros gastos de salud pueden ser carísimos.

Con seguro médico tienes acceso a la atención de salud, incluyendo los servicios preventivos, que a la larga te ahorran problemas, tiempo y dinero. ¿Has tenido tu examen físico anual este año? ¿Y tu familia?

Asistencia Médica y MinnesotaCare

Entre las opciones que tienes de cobertura de salud, Asistencia Médica es el Medicaid que tenemos en Minnesota para personas con bajos ingresos. Si calificas, es gratis. Si no calificas, podrías tener la opción de MinnesotaCare a un costo razonable en base a tus ingresos.

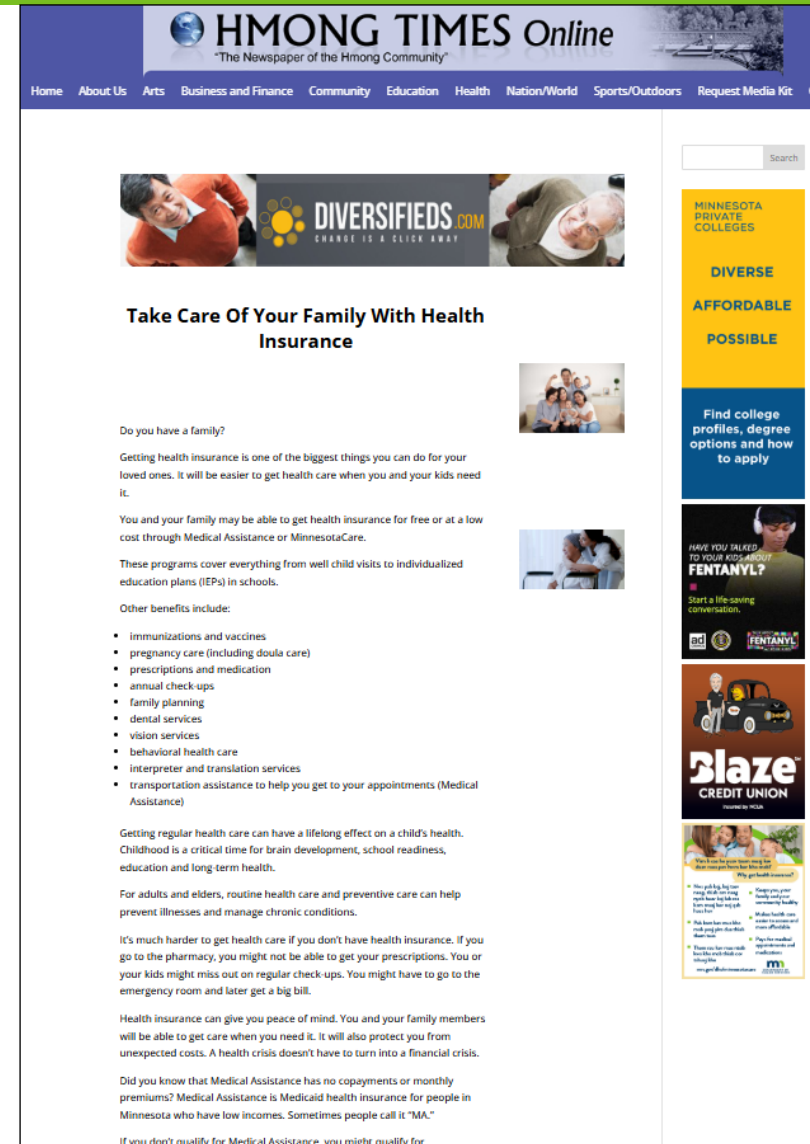
Ambos programas incluyen cobertura de salud bastante completa, incluyendo servicios dentales, de la visión, de salud mental, servicios de intérprete y traducción, servicios de emergencia, ayuda con transporte a citas médicas, y mucho más. (Pero no confundas Medicaid con Medicare: Medicare es el programa federal para personas de 65 años o más, y para personas con discapacidades.)

Comienza aquí

Con tantos nombres y programas, el seguro puede ser confuso. La buena noticia es que hay ayuda disponible. Para recibir ayuda gratis en español, ve a este sitio web y llama a uno de los Navegadores Certificados en tu zona: tinyurl.com/navegador2025. O mira más detalles en MNSure.org/spanish/index.jsp Los navegadores certificados proveen sus servicios sin costo alguno y te pueden ayudar a conseguir el plan ideal para ti y tu familia.

La importancia de "renovar" Todos los años hay que renovar el seguro de salud para no perder la cobertura. Más detalles en mn.gov/dhs/renewmycoverage-es Hazlo hoy, y pide ayuda gratis en tu idioma si la necesitas. En esa página están todos los datos.

Este mensaje cuenta con el apoyo del Departamento de Servicios Humanos de Minnesota.



HONG TIMES Online
"The Newspaper of the Hmong Community"

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Take Care Of Your Family With Health Insurance

Do you have a family?

Getting health insurance is one of the biggest things you can do for your loved ones. It will be easier to get health care when you and your kids need it.

You and your family may be able to get health insurance for free or at a low cost through Medical Assistance or MinnesotaCare.

These programs cover everything from well child visits to individualized education plans (IEPs) in schools.

Other benefits include:

- immunizations and vaccines
- pregnancy care (including doula care)
- prescriptions and medication
- annual check-ups
- family planning
- dental services
- vision services
- behavioral health care
- interpreter and translation services
- transportation assistance to help you get to your appointments (Medical Assistance)

Getting regular health care can have a lifelong effect on a child's health. Childhood is a critical time for brain development, school readiness, education and long-term health.


For adults and elders, routine health care and preventive care can help prevent illnesses and manage chronic conditions.

It's much harder to get health care if you don't have health insurance. If you go to the pharmacy, you might not be able to get your prescriptions. You or your kids might miss out on regular check-ups. You might have to go to the emergency room and later get a big bill.

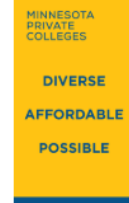
Health insurance can give you peace of mind. You and your family members will be able to get care when you need it. It will also protect you from unexpected costs. A health crisis doesn't have to turn into a financial crisis.

Did you know that Medical Assistance has no copayments or monthly premiums? Medical Assistance is Medicaid health insurance for people in Minnesota who have low incomes. Sometimes people call it "MA."

If you don't qualify for Medical Assistance, you might qualify for




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Home | Issues | February 2025 Issue | Find out if you qualify for MinnesotaCare health insurance

Features | Health & Disability | Issue Spotlight

Find out if you qualify for MinnesotaCare health insurance

Getting cost-effective health insurance can have a big impact on your life. But what if you don't get affordable insurance through [...]



By Minnesota Department of Human Services

Access Press thanks this month's issue spotlight!

DEPARTMENT OF HUMAN SERVICES

Getting cost-effective health insurance can have a big impact on your life. But what if you don't get affordable insurance through your job and you're not eligible for Medical Assistance? What if you're over 65 and can't get Medicare? Don't give up! You may qualify for MinnesotaCare, a state health insurance program that makes it easier for people to find the health care coverage they need.

What is MinnesotaCare?

MinnesotaCare is different from Medical Assistance, which is Minnesota's Medicaid program. MinnesotaCare is also different from Medicare, the federal program for people 65 and older and for people with disabilities.

Who is eligible for MinnesotaCare?

You may be eligible for MinnesotaCare if you live in Minnesota, meet the income limits and don't have access to affordable health insurance. Some people who have MinnesotaCare pay a monthly premium based on their income, while others have no premium. Some people 21 and older who have MinnesotaCare pay cost-sharing, or copayments.

If you're over 65 and can't get Medicare, you may also be eligible for MinnesotaCare. Your health matters. So does your financial well-being. Going without health insurance could be financially devastating if you get sick or have an accident. Minnesota created MinnesotaCare over 30 years ago to make it easier for people to get affordable health insurance, even if they didn't qualify for Medical Assistance. That's because having health insurance makes it much easier to get the health care you and your family need. Health insurance helps you pay for your appointments and medications.



Why get health insurance?

- Keeps you, your family and your community healthy
- Makes health care easier to access and more affordable
- Pays for medical appointments and medications

mn.gov/dhs/minnesotacare

Want to work but concerned about benefits?

Click here to get clear, accurate information to help navigate disability benefits & employment.

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workincentivesconnection@gesmn.org
gesmn.org/disability

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ACCESS PRESS

MINNESOTA'S DISABILITY COMMUNITY NEWS SOURCE

ACCESS PRESS FEBRUARY 2025 Volume 36, Number 2 Pg 3

ISSUE SPOTLIGHT | MINNESOTA DEPARTMENT OF HUMAN SERVICES



Find out if you qualify for MinnesotaCare health insurance

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Their job is to help you understand what's available and get what you need. There is no charge for their services.

Having health insurance and getting regular medical care can help keep you, your family and your entire community healthier. Staying in charge of your health supports your overall well-being. Don't wait to find out if you qualify for MinnesotaCare.

Go to <https://mnsure.org> and click on the "Assister Directory" to find free help from a navigator near you.

Or visit the Disability Hub at <https://disabilityhubmn.org/> or call 1-866-333-2486 for help and answers about your health insurance options.

If you're age 65 or older, call the Senior Linkage Line at 1-800-333-2433 between 8 a.m. and 4:30 p.m. Monday through Friday or visit <https://mn.gov/senior-linkage-line/> for more information about health insurance options.

Sponsored by the Minnesota Department of Human Services

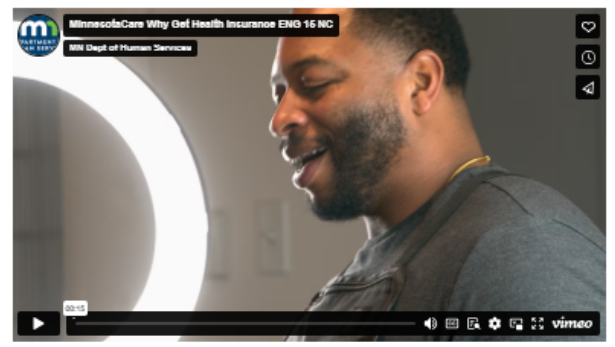
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Find out if you're eligible for MinnesotaCare 24/7/365

Sponsored by MN Department of Human Services
February 1, 2025

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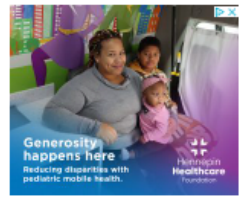


Did you know that you can apply for MinnesotaCare health insurance year-round? That's right. Find out if you qualify any time.

Stay in the know. Sign up for our newsletter!
Get your daily dose of community news, info, events, exclusive deals and more!

Enrollment is always open, and you can get free help from a navigator in your own community. Navigators can help you learn about your options, help you find out if you qualify, and assist you with submitting your application.

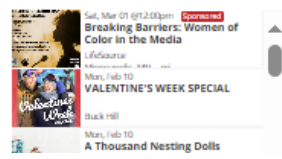
MinnesotaCare is a lower-cost insurance program designed to help people who live in Minnesota get the health care coverage they need. Depending on your income, MinnesotaCare may be free.



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Paid media in February

The Circle

NATIVE AMERICAN NEWS AND ARTS



Why get health insurance?

- Keeps you, your family and your community healthy
- Makes health care easier to access and more affordable
- Pays for medical appointments and medications



HEALTH

Traditional healing gets boost from research study

BY LEE EGGERTSON

Minnesota and the federal Medicaid program need to recognize American Indian culture and practices with traditional healing and better define health and wellbeing to serve America's original citizens.

This is among findings and three important "Call to Action" recommendations emerging from an exhaustive study of health care services conducted by the Minnesota Department of Human Services (DHS).

The report, Pathways to Racial Equity in Medicaid: Improving the Health and Opportunity of American Indians in Minnesota, was released in December following 2022 research that found great racial inequalities in the delivery and accessibility of America's largest health care system.

Three calls for taking new action emerged after statewide meetings with tribal and urban American Indian health leaders and providers.

The first call identified a need for Minnesota to "invest in Traditional Healing," recognizing its importance to the mental and overall health and wellbeing of the state's American Indian population. This means DHS will need to stay engaged with tribal nations, urban American Indian clinics and organizations, and the federal Centers for Medicaid and Medicare Services (CMS) to find ways to cover traditional healing costs under Medicaid.

Questions need to be resolved. These include how to set a monetary value to traditional healers' services, do they need a license or certification of some sort, and how will tribal data sovereignty be upheld?

A second "Call to Action" requires complex social, medical and political cooperation. It states its goal as "Reframe what defines health and wellbeing and the evidence used to make decisions."

To do so, the report said DHS will need to continue work with tribes and urban community clinics to define health and wellbeing for American Indians, to work with federal partners on Medicaid rules and regulations, and with other state officials and lawmakers to create, propose, implement and evaluate care and payment for related services.

This effort will interact with the federal Indian Health Service (IHS), which is described as often "underfunded" by Congress. The authors cite a painful old joke from Northern Minnesota that warns American Indians to get sick, or they must, by June before IHS' funds run out.

The third "Call to Action" is to "Create a Pathways to American Indian and



Tribal Health Integration Team (PATH) meeting.

hold other state and University positions in support of medical and childhood health and development.

An important colleague on the Pathways report was Takyla Lightfield, who was a perinatal program consultant on the Population Health Innovation team at DHS. Her main work at DHS has been co-managing the Integrated Care for High-Risk Pregnancies grant program. From the Cheyenne River Sioux Tribe, she has long been involved with relevant health care work and traditional healing.

Since the Pathways report was released in December, Lightfield has taken on a new job at DHS. "I am now the Tribal Policy Consultant in DHS' Office of Indian Policy (OIP)," she said. She will work with Dr. Chomilo to disseminate the report, assist in follow-up work and pursue the Calls to Action in seeking legislation and other governmental permissions.

With her work in perinatal programs at DSH, Lightfield has dealt with child health issues for the American Indian community. That includes gaining access to Medicaid, to the SNAP (formerly called Food Stamps) and TANF (Temporary Assistance for Needy Families) and other food and nutrition education benefits for families and for "doubt" care.

Douglas are certified helpers for pregnancies and delivery. She is one herself. They and medical professional midwives, may well serve as role makers for traditional healers in the months and years ahead.

"Doula are already able to become registered providers and bill Medicaid for their

services," she said. But so far, she added, certifying traditional healers "is one of the main concerns we have heard from tribes regarding the 115 traditional services waiver."

Going forward, Lightfield said she will promote and help integrate the Pathways report into DHS action. And she plans to continue gathering input from tribes, urban directors and community groups on how DHS can move this process forward together with its partners.

Although not cited here in this news report, the DHS Pathways report provides various studies and U.S. Census Bureau data showing problem Minnesota's American Indians, their families and communities face in accessing Medicaid and health care.

The Calls for Action were assembled from community-led efforts to identify ways others "can help us increase access to traditional healers, ceremonies, sacred medicines, Indigenous foods and teachings," she said.

"This is how we can save those Native babies."

Participants in the research and discovery for this project included:

Tribal agency staff from Fond du Lac, Levee Sioux, Red Lake and Bois Forte reservations. Urban American Indian clinics and organizations included the Native American Community Clinic, Indian Health Board of Minneapolis, Division of Indian Work, Metro Urban Indian Directors (MUID) and St. Paul Indians in Action.

Other American Indian and Tribal Affiliated Organizations participants included the Great Lakes Inter-Tribal Epidemiology Center, American Indian Cancer Foundation, Great Lakes Area Tribal Health Board and Johns Hopkins Center for Indigenous Health.

And other American Indian community members included Karina Fortez Perkins from the mental health and wellbeing group Vail Communications, and Dr. Deana Around Han from the Child Trends research organization with operations in Washington, D.C., Minnesota and North Carolina.

This massive research effort involved at least 382 people from across the state with virtual and in-person sessions in Bemidji, Duluth and Minneapolis.

115 Waivers - The four states receiving 115 waivers in the past year are launching demonstration projects.

The Oregon Health Plan was or might be useful for what Minnesota might pursue. It seeks to provide reimbursement for tribal-based healing practices approved by Oregon's Tribal-Based Practice Review Panel that currently involves prevention, substance use, and mental health services.

The report is available online at: <https://dhs.mn.gov/newsroom/press/Public-DHS-2026-236>.

<https://thecirclenews.org>

Thank you!

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