



**VIRGINIA
IS FOR
LEARNERS**

SUPERINTENDENT'S EMAIL

JILLIAN BALOW | SUPERINTENDENT OF PUBLIC INSTRUCTION

DATE: August 17, 2022
TO: Division Superintendents
FROM: Jillian Balow, Superintendent of Public Instruction
SUPT'S EMAIL: **2022 Family Access to Medical Insurance Security (FAMIS) and Medicaid Back to School Initiative**

The Virginia Department of Education (VDOE), in collaboration with the Department of Medical Assistance Services (DMAS), is announcing the 2022 Family Access to Medical Insurance Security (FAMIS) and Medicaid Back to School Initiative. This information is provided to division superintendents to share with school principals to ensure staff and families have access to the important information referenced in the attached memo. The time staff spends on these efforts is considered a reimbursable administrative activity in the Medicaid in Schools Program.

Action items for the campaign can also be found in the attached memo. For additional information, DMAS maintains a permanent Back to School webpage with additional resources and materials available on the [COVER Virginia](https://www.covervirginia.org) website. If you have any questions or want to learn more about Medicaid and FAMIS, please contact Cover Virginia at covervirginia@dmass.virginia.gov.

Thank you for your participation in the 2022 Back to School Initiative outreach and engagement campaign.

For more information

For additional information about the 2022 FAMIS and Medicaid Back-to-School Initiative, contact Amy Edwards, Medicaid Specialist, Office of Student Services, by email at Amy.Edwards@doe.virginia.gov, or by telephone at (804) 692-0150.

JB/AE/rge

Attachments



COMMONWEALTH of VIRGINIA

Department of Medical Assistance Services

CHERYL ROBERTS
ACTING DIRECTOR

804-786-7933
WWW.DMAS.VIRGINIA.GOV

DATE: JULY 18, 2022

TO: SCHOOL PRINCIPALS

CC: DIVISION SUPERINTENDENTS

SUBJECT: 2022 BACK TO SCHOOL OUTREACH AND ENGAGEMENT CAMPAIGN

Dear School Principals:

The Virginia Department of Medical Assistance Services (DMAS) is pleased to announce the 2022 FAMIS and Medicaid *Back to School* outreach and engagement campaign. For twenty-one years, DMAS has provided schools with access to flyers to help ensure that information about Medicaid and FAMIS is made available to every student and parent/guardian.

More than 800,000 children across Virginia receive health insurance through FAMIS and Medicaid; however, there are still eligible children who remain un-enrolled and uninsured. DMAS also continues to include additional messaging that targets parents who may qualify under Medicaid Expansion.

Please share this information with the McKinney-Vento homeless liaison, school nurse, nutrition program supervisors, enrollment coordinators, social workers, PTO/PTA leadership and your Medicaid coordinator so that they are aware of these important efforts, especially given the continuing federal Public Health Emergency (PHE).

Do not forget, if your school division participates in the Medicaid and Schools billing program, Medicaid outreach is an administrative claimable activity for which your school division can receive reimbursement.

Action Items:

Typically, it has been asked that your school distribute these flyers on the first day of school but we have found that other distribution methods can be equally effective. Some suggested ways of distributing the flyers include:

- Placing a link to <https://coverva.org/en/back-to-school> on school websites

- Distribute through Virtual Learning Packets
- Distribute through new student enrollment packets
- Distribute in-person or virtual PTA meetings and other school events
- Distribute through the McKinney-Vento Homeless Liaison
- Distribute an automated calling message (I.e., Robo Call)
- Distribute via SMS or text messaging
- Distribute on social media platforms
- Pull information from the *Back to School* webpage on www.coverva.org to distribute online, via email and through any other form of digital correspondence to parents

A permanent *Back to School* page with additional resources and materials is available on the Cover Virginia website at www.coverva.org/en. We ask and encourage you to share the webpage with both school division staff and parents throughout the school year.

For additional information, contact Cover Virginia at covervirginia@dmas.virginia.gov.

We appreciate your participation and thank you and all of your staff for continuing to set the children of the Commonwealth up for success and inspire in them a drive to do well and succeed in all aspects of life.

Sincerely,



Cheryl Roberts
Acting Director
Director's Office
Virginia Department of Medical Assistance Services



600 EAST BROAD STREET
SUITE 1300
RICHMOND, VA 23219
800-343-0634 (TDD)

BACK *to* SCHOOL CHECKLIST



We've Got Your Back To School Health Coverage!

A **family of four** can make as much as **\$56,888** a year and still qualify for FAMIS!

FAMIS is quality low-cost or no-cost health insurance for kids that covers:

- ✓ **Annual well checkups for babies, kids, and teens**
- ✓ **Prescription drugs**
- ✓ **Shots**
- ✓ **Doctor visits**
- ✓ **Dental care**
- ✓ **Mental health care**
- ✓ **ER care**
- ✓ **Vision care and glasses**
- ✓ **Tests and X-rays**
- ✓ **Hospital stays**
- ...and much more!**

Apply at commonhelp.virginia.gov
or call toll free **1-855-242-8282**
(TTY: 1-888-221-1590)

For more information about Virginia's health coverage through Medicaid and FAMIS, go to coverva.org or contact your local Department of Social Services.

FAMIS and Medicaid are renewed every 12 months.

Text **SCHOOL** to **268782** to sign up for updates
Message and data rates may apply. Message frequency varies.
Reply **HELP** for help or **STOP** to cancel.
Visit <http://bit.ly/vawireless> for more info.

MEDICAID NOW INCLUDES DENTAL COVERAGE FOR ADULTS!

Already a Medicaid member? Call DentaQuest at 888-912-3456 to sign up or for more information



This entity does not discriminate on the basis of race, color, national origin, sex, age, or disability in its programs and services. Se habla español.

LISTA DE CHEQUERO a la ESCUELA para el REGRESO



ROPA



SUMINISTROS



¿SEGURO DE SALUD?



¡Nosotros le apoyamos con la cobertura de salud para el regreso a la escuela!

¡Una **familia de cuatro** personas puede ganar hasta **\$56,888** al año y aun así calificar para FAMIS!

FAMIS es un seguro de salud gratuito o de bajo costo para niños que cubre:

- ✓ **Exámenes físicos anuales para bebés, niños y adolescentes**
- ✓ **Medicamentos recetados**
- ✓ **Vacunas**
- ✓ **Visitas al médico**
- ✓ **Atención dental**
- ✓ **Cuidado de la salud mental**
- ✓ **Atención de urgencias**
- ✓ **Cuidado visual y gafas**
- ✓ **Exámenes y radiografías**
- ✓ **Estancias Hospitalarias**
- ...¡y mucho más!**

Aplique en commonhelp.virginia.gov o llame gratis al 1-855-242-8282 (TTY: 1-888-221-1590)

Para obtener más información sobre la cobertura de salud de Virginia a través de Medicaid y FAMIS, visite cubrevirginia.org o comuníquese con el Departamento de Servicios Sociales de su localidad.

FAMIS y Medicaid se renuevan cada 12 meses.

Envíe el mensaje de texto **ESCUELA** al **268782** para registrarse y recibir actualizaciones. Se pueden aplicar tarifas por mensajes y datos. La frecuencia de los mensajes varía.

Responda **HELP** para obtener ayuda o **STOP** para cancelar. Visite <http://bit.ly/vawireless> para obtener más información.

**¡MEDICAID AHORA
INCLUYE COBERTURA
DENTAL PARA
ADULTOS!**

¿Ya está afiliado a Medicaid?

Llame a DentaQuest
al 888-912-3456 para registrarse
o para obtener más información



Esta entidad no discrimina por motivos de raza, color, origen nacional, sexo, edad o discapacidad en sus programas y servicios. Se habla español