

Postpartum Medicaid Extension Social Media Campaign Toolkit

[The Details](#)

[Social Media Content](#)

[Social Media Graphics](#)

[Sample Posts/Captions for All Social Media Platforms](#)

[Posters](#)

The Details

In April 2021, Illinois became the first state to have a 1115 waiver approved by the Centers for Medicare and Medicaid Services (CMS) which allowed for full Medicaid coverage to extend from 60 days postpartum to 12 months postpartum. During the COVID-19 Public Health Emergency (PHE), a State Plan Amendment (SPA) was approved by CMS and replaced the 1115 waiver authority. When the PHE ended in May 2023, Illinois' Postpartum Medicaid Extension SPA went into effect instead of the waiver. As such, **birthing persons in Illinois are eligible for full Medicaid coverage through 12 months postpartum.**

Spring 2024, I PROMOTE-IL joined forces with the Chicago Department of Public Health (CDPH), the Illinois Department of Public Health (IDPH), and the Illinois Department of Healthcare and Family Services (HFS) to hire an external marketing firm to launch a significant marketing campaign focusing on all the ways Illinois Medicaid is providing support for pregnant and postpartum persons and women of reproductive age, with a focus on the Postpartum Medicaid Extension (PME). The campaign was developed with input from the *Medicaid Enrollment and Coverage Campaign Advisory Committee*, which consisted of stakeholders from across the state of Illinois.

Included in this campaign is material that organizations and individuals in Chicago and across Illinois can share to promote the **Postpartum Medicaid Extension Marketing Campaign**, and also share general information on Medicaid enrollment. This Toolkit includes graphics in English and Spanish, videos in English, and sample posts and captions for organizations and individuals to share on their social media accounts. Additionally, this Toolkit includes posters organizations and individuals can print out to share with women, birthing persons, and their families in clinical and community settings.

Social Media Content

Social Media Graphics

	Chicago	Statewide	Both
Facebook	Access image graphics in English and Spanish here .	Access image graphics in English and Spanish here .	Access video in English here . Access video in Spanish here
Instagram	Access image graphics in English and Spanish here .	Access image graphics in English and Spanish here .	Access video in English here . Access video in Spanish here Access Instagram Reel in English here . Access Instagram Reel in Spanish here
TikTok			Access TikTok video in English here . Access TikTok video In Spanish here .
YouTube			Access YouTube video in English here Access YouTube video in Spanish here

Sample Posts/Captions for All Social Media Platforms

*English Sample Post 1: **Medicaid is here for you!** Your care journey doesn't stop after birth. Medicaid benefits now extend for 12-months postpartum, so you can get care that continues. Find out more at nutureyou-illinois.org.*

*English Sample Post 2: **Postpartum care that lasts!** Medicaid's 12-month postpartum coverage provides care that continues for you. Find out more at nutureyou-illinois.org.*

*English Sample Post 3: **Care for your family's future!** Your health is the foundation of your family's future. Medicaid coverage continues for 12 months after pregnancy to nurture you in every step. Find out more at nutureyou-illinois.org.*

*Spanish Sample Post 1: **¡Medicaid está aquí para ti!** Tu salud importa después del parto. Medicaid ofrece 12 meses de cobertura posparto para cuidado continuo. Infórmate en: nutureyou-illinois.org.*

Spanish Sample Post 2: ¡Cuidado posparto por 12 meses! Dar a luz es solo el inicio. Medicaid te ofrece 12 meses de cobertura posparto de cuidado continuo para ti y tu familia. Infórmate en: nurtureyou-illinois.org.

Spanish Sample Post 3: ¡Cuidando el futuro de tu familia! Tu salud es la base del futuro de tu familia. Medicaid te cubre por 12 meses tras el parto, apoyándote en cada etapa.” Infórmate en: nurtureyou-illinois.org.

Posters

Chicago flyers can be found in English [here](#) and in Spanish [here](#).

Statewide flyers can be found in English [here](#) and in Spanish [here](#).