

MEDICAID FOR MOMS

Medicaid for Moms Toolkit Guide

FOR PROVIDERS: OUTREACH & ENGAGEMENT TOOLS

Purpose of the Toolkit

This toolkit is designed to educate and engage moms on their Medicaid benefits, including what's covered and how to access care. As a provider, you can use these print and digital materials to share consistent, easy-to-understand messages that increase awareness and utilization of maternal health benefits.

HELPFUL LINKS

Toolkit Download Folder: [click here](#)

Medicaid for Moms Resource Page: www.semha.org/moms



TOOLKIT
DOWNLOAD
FOLDER

Toolkit Components

PRINT MATERIALS

Use these in lobbies, exam rooms, community bulletin boards, events, and partner sites.

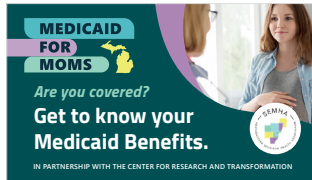
Format	Description	How to Use
11x17 Poster	Eye-catching awareness poster with a bold headline and QR code	Hang in high-traffic areas: lobbies, hallways, clinics
14x18 Poster	Alternate-size poster for flexible placement	Great for bulletin boards
8.5x11 Flyer	Introductory flyer explaining the key benefits Medicaid provides to moms	Distribute during appointments, intake, community events
8.5x11 Benefits Handout	Detailed breakdown of benefits: prenatal, postpartum, mental health, dental, transportation, etc.	Give to moms during visits; ideal for case managers and doulas to explain benefits
Business Card Handout	Pocket-sized card with a simple message and QR code	Keep at check-in desks, info tables, discharge packets

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PRINT MATERIALS



Business Card



Benefits Flyer



Flyer



Poster

Ordering & Printing Notes

OPTION #1 PROFESSIONAL PRINTING

Files are ready for professional printing with bleed and crop marks.

Printing Specs

- Posters 11x17 or 14x18
- 8.5x11 Flyers (one-side)
- Benefits handouts (double-sided)
- Business cards (double-sided)

Ordering prints

Use a local printer or copy shop of your choice or contact Lori Pawlecki Progressive Printing at lpawlecki@progressiveprint.com to order materials.

OPTION #2 COPIER PRINTING FOR FLYERS

Additional files are provided for printing the 8.5x11 documents to print in-office

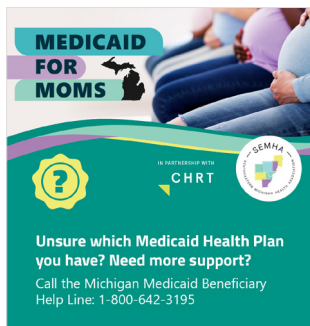
DIGITAL MATERIALS

Perfect for social media, waiting room screens, and presentations.

Format	Description	How to Use
Social Media Campaign: "Did You Know?" Series	A collection of Q&A graphics explaining Medicaid benefits for moms (e.g., "Did you know Medicaid covers 12 months of postpartum care?")	Share on your clinic or partner social media pages to build ongoing awareness
General Social Images (x2)	Branded graphics for general promotion of Medicaid benefits for moms	Use as cover photos, reminder posts, or on stories
1920x1080 Digital Slide	Designed for screens in clinics, lobbies, or presentations; includes summary message and QR code	Display on waiting room monitors or include in community presentations/trainings



Did you know social campaign (use together) and link through to semha.org/moms



General social - link through to semha.org/moms

Slide for screen or a presentation



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