

Social media toolkit: After-Pregnancy Coverage

Background

This plan lays out messaging for social media outreach and advertising for Washington Apple Health (Medicaid) clients, or potential clients, who may qualify for the new After-Pregnancy Coverage program.

Audiences

- Apple Health clients who have been pregnant in the past 12 months.
- Uninsured/underinsured Washington residents who have been pregnant in the past 12 months.
- Apple Health clients who are currently pregnant and should report the change.

Social media messages

- Were you recently pregnant? You may qualify to receive 12 months of free After-Pregnancy Coverage through Apple Health! Benefits include dental, contraception, preventive care, behavioral health services, and more. Find out if it's right for you by applying through wahealthplanfinder.org.
- Is Apple Health After-Pregnancy Coverage for you? If you were pregnant in the last year, you may qualify to get 12 months of free After-Pregnancy Coverage to support your physical, mental, and emotional well-being. Find out if you qualify for coverage after a pregnancy by visiting hca.wa.gov/apc.
- Were you pregnant in the last 12 months and don't have Apple Health coverage? The new After-Pregnancy Coverage program offers no cost services to support your physical, mental, and emotional well-being. For more information and to see if you qualify visit hca.wa.gov/apc.
- If you were pregnant in the last 12 months and don't have health insurance, you may qualify for the new Apple Health After-Pregnancy Coverage, which offers free health care services to support your physical, mental, and emotional well-being. Apply through wahealthplanfinder.org today.

Current Apple Health clients only

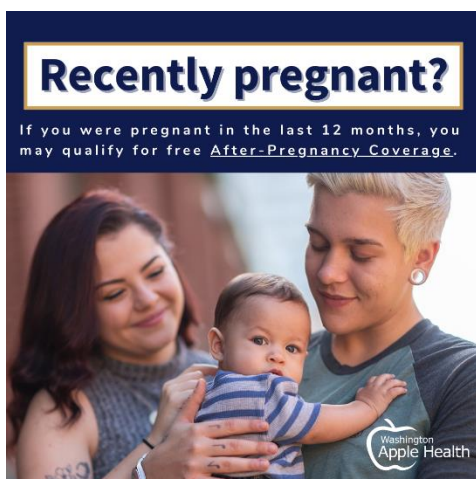
- Are you pregnant and on Apple Health? Report your pregnancy for a smooth transition to receive 12 months of After-Pregnancy Coverage after your pregnancy ends. Benefits include dental, contraception, preventive care, behavioral health services, and more. Learn how to report a change at hca.wa.gov/apc.

Facebook



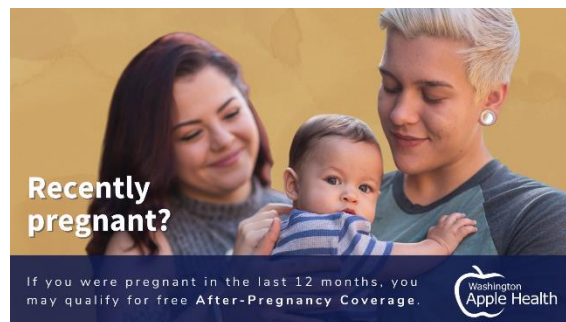
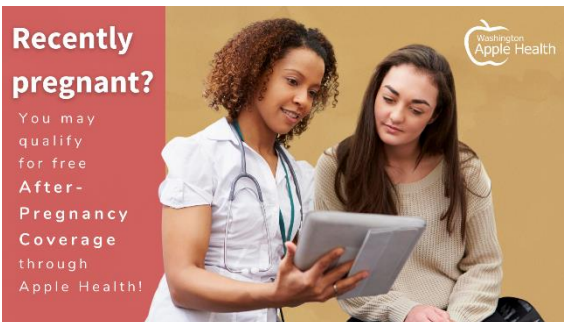
Email social@hca.wa.gov for a zip file of these images for use.

Instagram



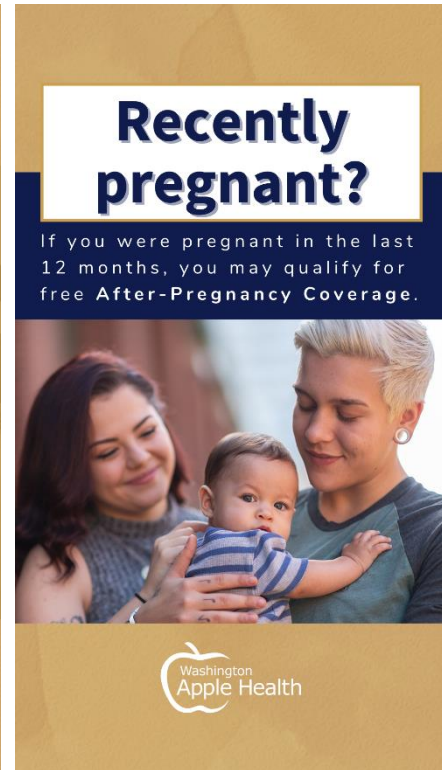
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Twitter



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