

# CMS Online Awareness Campaign: July 1- August 31, 2026

## Opt-in | Email 1

Hero Image

**[State Program Name]  
Changes are Coming**

**UPCOMING [STATE PROGRAM NAME]  
ELIGIBILITY CHANGES**

[State Program Name] eligibility rules are changing for some adults.

[Find out what this means for you](#)

[Lee más información en español.](#)

**What You Need to Know:**

- Certain adults (19 - 64) must now meet a new monthly work requirement to qualify for Medicaid and keep their coverage. Some states have already started the new requirement and others will start soon.
- Impacted adults must complete at least 80 hours each month of work or other approved activities.
- The hours can come from any combination of work, education, certain job training, and community service, as long as the monthly total adds up to 80 hours or more.
- The new requirement doesn't apply to some adults. Select the button above to find out if you're impacted.

**Next Steps:**

1. Make sure your state has your current information (like address, phone number, and email address) so they can contact you about the new work requirement.
2. Check your mail, email, and text messages for official program updates so you don't miss important information or deadlines.
3. Report any changes that may impact your Medicaid eligibility (like income, household size, or other life changes).

This email was created and distributed by the Centers for Medicare & Medicaid Services. Do not respond to this email. The mailbox is not monitored.

Only provide your personal details to your state's official Medicaid program.

Centers for Medicare & Medicaid Services  
7500 Security Boulevard, Baltimore, MD 21244

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## Opt-in | Email 2

Hero Image

**Reminder: [State Program Name]  
Changes are Coming**

**REMINDER: [STATE PROGRAM NAME]  
ELIGIBILITY CHANGES ARE COMING**

[State Program Name] eligibility rules are changing soon for some adults.

[Find out what this means for you](#)

[Lee más información en español.](#)

**What You Need to Know:**

- Certain adults (19 - 64 years old) must meet a new work requirement to qualify for Medicaid and keep their coverage.
- Impacted adults must complete at least 80 hours each month of work or other approved activities.
- The hours can come from any combination of work, education, certain job training, and community service, as long as the monthly total adds up to 80 hours or more.
- The new work requirement doesn't apply to some adults. Select the button above to find out if you're impacted.

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## Opt-in | Email 3

Hero Image

**Don't Forget:  
[State Program Name]  
Changes are Coming**

**GET READY FOR [STATE PROGRAM NAME]  
ELIGIBILITY CHANGES**

This is your second reminder that [State Program Name] eligibility rules are changing soon.

[Find out what this means for you](#)

[Lee más información en español.](#)

**What You Need to Know:**

- Certain adults (19 - 64 years old) must now complete at least 80 hours each month of work or other approved activities to qualify for Medicaid and keep their coverage.
- The hours can come from any combination of work, education, certain job training, and community service, as long as the monthly total adds up to 80 hours or more.
- The new work requirement doesn't apply to some adults. Select the button above to find out if you're impacted.

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## Opt-in | Email 4

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**Act Now:  
[State Program Name]  
Changes are Coming**

**GET READY FOR [STATE PROGRAM NAME]  
ELIGIBILITY CHANGES**

This is your last reminder that [State Program Name] eligibility rules are changing soon.

[Find out what this means for you](#)

[Lee más información en español.](#)

**What You Need to Know:**

- Certain adults (19 - 64 years old) must now complete at least 80 hours each month of work or other approved activities to qualify for Medicaid and keep their coverage.
- The hours can come from any combination of work, education, certain job training, and community service, as long as the monthly total adds up to 80 hours or more.
- The new work requirement doesn't apply to some adults. Select the button above to find out if you're impacted.

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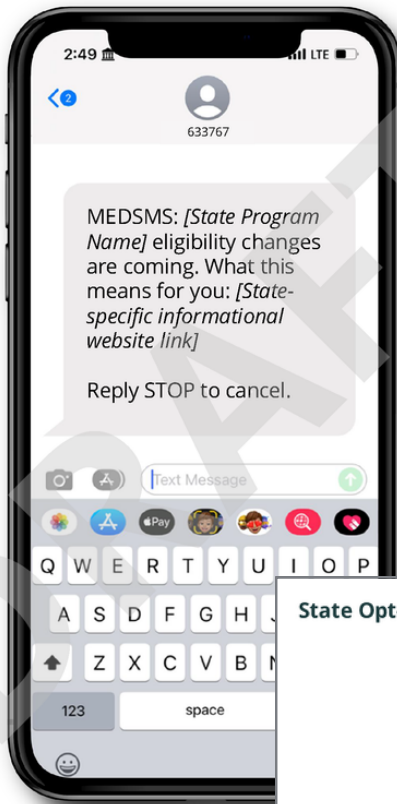
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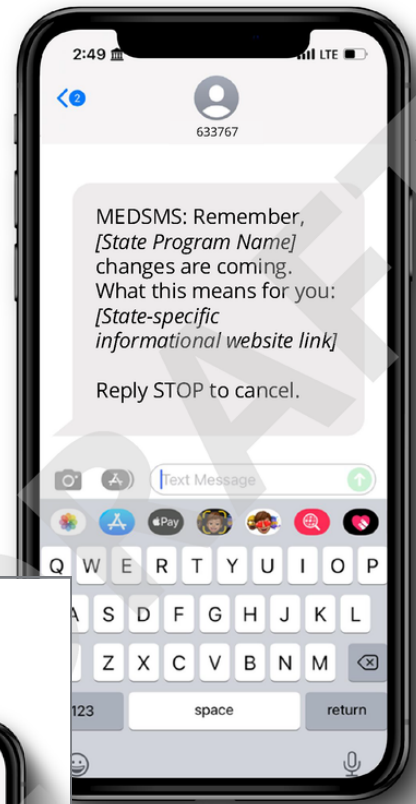
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## SMS text messages:

State Opt-in | SMS 1



State Opt-in | SMS 2



State Opt-in | SMS 3

