

POLICYLAB

July 2019

# PARTNER TOOLKIT

HEALTH AFFAIRS ARTICLE: Growth of Public Coverage  
Among Working Families in the Private Sector

[policylab.chop.edu](http://policylab.chop.edu) |  [@PolicyLabCHOP](https://twitter.com/PolicyLabCHOP)



## ABOUT THE STUDY

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In its July 2019 issue, Health Affairs published a study written by PolicyLab researchers that reinforces the value of public health insurance programs to working families across the U.S.



## ABOUT THIS TOOLKIT

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**This toolkit provides the following materials to assist you in disseminating the findings of this research to your networks:**

- Key messages (slides 4-6)
- Suggested tweets sharing the Health Affairs article (slide 7)
- Suggested tweets sharing a PolicyLab blog post on the research (slide 8)
- Downloadable PolicyLab images to share in social media posts (slide 9)
- Suggested tweets to share a video on recent trends in children's health insurance, including findings from this study (slide 10)
- A blurb about the research that you can include in your next newsletter (slide 11)

## KEY MESSAGES

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Researchers found that between 2008-2016, more and more parents working in the private sector insured their children through public insurance programs.

- This occurred as they faced increasing health insurance costs and/or inadequate coverage through their employer.



## KEY MESSAGES

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While the greatest increase in Medicaid and CHIP enrollment was among children in low- and moderate-income families working at small businesses, the more surprising finding was the migration among families working at large companies.

- Of the 8.6 million children in working families who are covered by public insurance, more than 70% had a parent employed at a large, private firm.





## KEY MESSAGES

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**As health insurance costs rise, we must acknowledge the role that public insurance programs play in the lives of working families.**

- Effective policy solutions that seek to maintain high insurance rates among our nation's children will not limit access to Medicaid and CHIP for working families, as our evidence suggests their enrollment in these programs will only increase in the coming years.



## TWEETS FOR HEALTH AFFAIRS ARTICLE

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- NEW research from @PolicyLabCHOP shows that more & more families in the private sector are turning to public insurance to cover their children. Read the @Health\_Affairs article here:  
[http://bit.ly/PL\\_KidsInsuranceStudy](http://bit.ly/PL_KidsInsuranceStudy)
- As health insurance costs rise, we must acknowledge the role that public insurance programs play in the lives of working families. New data from @PolicyLabCHOP reinforces this reality:  
[http://bit.ly/PL\\_KidsInsuranceStudy](http://bit.ly/PL_KidsInsuranceStudy)
- New data from @PolicyLabCHOP reveal a telling trend in children's health insurance: more & more families employed in the private sector are enrolling their kids in #Medicaid & #CHIP. Research in @Health\_Affairs: [http://bit.ly/PL\\_KidsInsuranceStudy](http://bit.ly/PL_KidsInsuranceStudy)
- Facing rising costs in employer-sponsored coverage, more & more families are turning to #Medicaid & #CHIP to cover their kids. @PolicyLabCHOP's new study published in @Health\_Affairs:  
[http://bit.ly/PL\\_KidsInsuranceStudy](http://bit.ly/PL_KidsInsuranceStudy)
- Per new @PolicyLabCHOP research, many low-income families working for small businesses rely on #Medicaid and #CHIP to get their children the health care they need. Read the study here:  
[http://bit.ly/PL\\_KidsInsuranceStudy](http://bit.ly/PL_KidsInsuranceStudy)

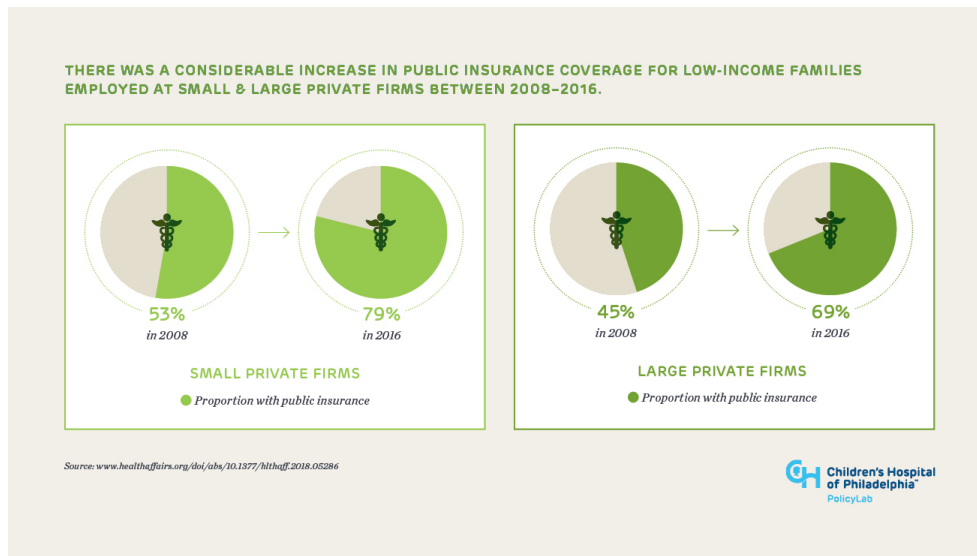
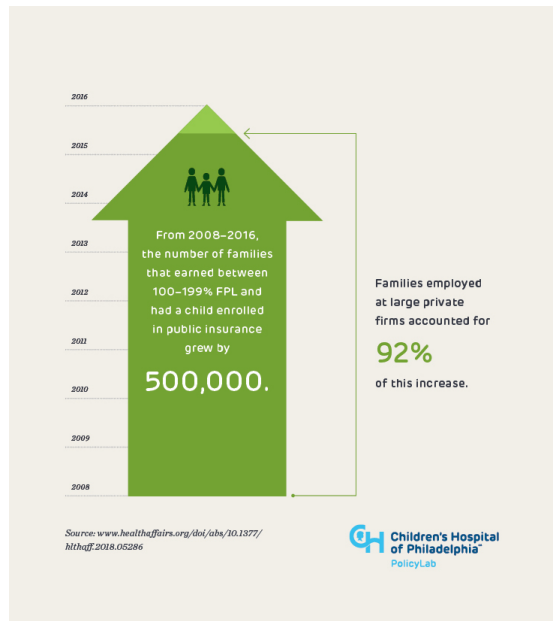
## TWEETS FOR BLOG POST

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- Per a new @PolicyLabCHOP study, working families are relying on public insurance to cover their kids now more than ever. Blog post on the research here: [http://bit.ly/PL\\_KidsInsuranceBlog](http://bit.ly/PL_KidsInsuranceBlog)
- "The research is clear—the landscape of children’s coverage is changing under our feet. [We must] must work together to support policies that acknowledge this change." Blog post on new @PolicyLabCHOP research: [http://bit.ly/PL\\_KidsInsuranceBlog](http://bit.ly/PL_KidsInsuranceBlog)
- Of the 8.6 million children with public insurance in @PolicyLabCHOP's recent study, more than 70% had a parent employed at a large, private firm. Find more insights from this research in a blog post: [http://bit.ly/PL\\_KidsInsuranceBlog](http://bit.ly/PL_KidsInsuranceBlog)
- New research from @PolicyLabCHOP shows that #Medicaid and #CHIP aren't just a safety net for the most vulnerable kids. They now additionally serve as a key structural support to millions of middle-class working families. Blog post: [http://bit.ly/PL\\_KidsInsuranceBlog](http://bit.ly/PL_KidsInsuranceBlog)



# INFOGRAPHICS



Download these images here:

[https://policylab.chop.edu/sites/default/files/FPL\\_Public\\_Insurance\\_Increases\\_Families.jpg](https://policylab.chop.edu/sites/default/files/FPL_Public_Insurance_Increases_Families.jpg)

[https://policylab.chop.edu/sites/default/files/Public\\_Insurance\\_Increase\\_Families.jpg](https://policylab.chop.edu/sites/default/files/Public_Insurance_Increase_Families.jpg)

## TWEETS FOR CHILDREN'S HEALTH INSURANCE TRENDS VIDEO

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- As our leaders debate how to reform our health care system, it's important to understand the current landscape. @PolicyLabCHOP video on recent trends in children's health insurance: [http://bit.ly/PL\\_KidsInsuranceVideo](http://bit.ly/PL_KidsInsuranceVideo)
- What does recent data show us about the state of children's health insurance? New video from @PolicyLabCHOP on recent trends: [http://bit.ly/PL\\_KidsInsuranceVideo](http://bit.ly/PL_KidsInsuranceVideo)
- More & more working families are turning to public insurance to cover their kids. A new video from @PolicyLabCHOP shares insights like this and others on children's health insurance coverage: [http://bit.ly/PL\\_KidsInsuranceVideo](http://bit.ly/PL_KidsInsuranceVideo)
- As we consider the needs of working families, it's vital to understand how they engage with the health insurance system. Video from @PolicyLabCHOP shares new data on how families use public health insurance programs: [http://bit.ly/PL\\_KidsInsuranceVideo](http://bit.ly/PL_KidsInsuranceVideo)
- "It's our hope that if people understand the value of these programs to the average working family, it will give them pause in considering changes to [their] structure or financing for years to come."  
@PolicyLabCHOP's Dr. Rubin on #Medicaid & #CHIP [http://bit.ly/PL\\_KidsInsuranceVideo](http://bit.ly/PL_KidsInsuranceVideo)

## NEWSLETTER BLURB

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### **New Study: More Parents Working for Large Employers Turning to Medicaid & CHIP**

A new *Health Affairs* [study](#) from researchers at [PolicyLab](#) at Children's Hospital of Philadelphia shows more working families are relying on Medicaid and CHIP than ever before to insure their children. In addition to increases in public insurance coverage among kids with parents working at small businesses, they found the largest number of children in low- and moderate-income working families with public coverage had parents employed at large, private firms. The authors suggest that as health care costs continue to rise, more families are being priced out of workplace insurance and are turning to Medicaid & CHIP for support. Learn more:

[http://bit.ly/PL\\_KidsInsuranceBlog](http://bit.ly/PL_KidsInsuranceBlog)



**If you have any questions about this research, please contact PolicyLab's Senior Communications & Operations Manager Lauren Walens**

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# QUESTIONS AND COMMENTS?



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