



## 10 Ways Leaders of Faith Can “Start the Conversation”

- 1. Build a worship service or a sermon on caring for children and service to others.**  
Select hymns, prayers, and readings that focus on children and our responsibility to them. Incorporate details about CHIP/Children’s Medicaid into the service.
- 2. Identify a “Champion for Children” within your church.**  
This “champion” should be the point person for people needing information about CHIP/Children’s Medicaid.
- 3. Post flyers, posters, and outreach brochures in prominent public places.**  
Display CHIP/Children’s Medicaid outreach materials in congregational gathering spaces, meeting rooms and on bulletin boards. Order free materials through [www.CHIPmedicaid.org](http://www.CHIPmedicaid.org).
- 4. Use bulletin inserts to raise awareness of CHIP/Children’s Medicaid benefits.**  
Colorful information cards are available from HHSC highlighting the health and medical benefits available through CHIP/Children’s Medicaid. Order these free materials through [www.CHIPmedicaid.org](http://www.CHIPmedicaid.org).
- 5. Host a CHIP/Children’s Medicaid “meet and greet” event.**  
HHSC can help make sure you have materials and staff to help interested families learn more about or apply for CHIP/Children’s Medicaid. Contact J. Hoxi Jones, HHSC Office of Community Collaboration, at 713-696-8007.
- 6. Distribute CHIP/Children’s Medicaid materials through your membership mailing list.**  
Free brochures and information cards are available through [www.CHIPmedicaid.org](http://www.CHIPmedicaid.org).
- 7. Help identify uninsured children through your registration form.**  
If your church participates in a food pantry, child care service, or other health or social service, add the question “Are your children covered by health insurance?” to the registration form. Use that information to start a conversation about CHIP/Children’s Medicaid.
- 8. Include information on CHIP/Children’s Medicaid in your congregation’s newsletter, Website, or publications.**  
See the enclosed newsletter article. Website banners for CHIP/Children’s Medicaid are available at [www.CHIPmedicaid.org](http://www.CHIPmedicaid.org).
- 9. Invite a speaker to discuss CHIP/Children’s Medicaid during the weekly announcement time or at another point in the worship service.**  
Contact J. Hoxi Jones, HHSC Office of Community Collaboration, at 713-696-8007.
- 10. Collaborate with other groups to expand your outreach efforts.**  
Identify other churches or organizations that work with low-incomes families and find ways to work together on CHIP/Children’s Medicaid outreach.