



# Georgia Pathways to Coverage™ (Pathways)

## Influencer Toolkit

*Government Agencies*

### What is Pathways?

In 2023, the Department of Community Health (DCH) launched Pathways, a **Medicaid program for Georgia residents ages 19-64** who have a **household income of up to 100% of the Federal Poverty Level (FPL)** and are **engaged in 80 hours of qualifying activities per month**. Some examples of qualifying activities include part or full-time employment, enrollment in higher education programs, vocational educational training, and/or community service, among other activities.

For example, in 2025, 100% of the FPL equals:

- \$15,650 per year or \$1,304 on average per month for one person.
- \$26,650 per year or \$2,220 on average per month for a family of three.

Pathways is designed to increase access to affordable, quality health care for Georgians who are uninsured or are losing traditional Medicaid coverage soon. **It introduces a new Medicaid eligibility category in Georgia and helps low-income residents who would not otherwise qualify for traditional Medicaid** get affordable healthcare coverage.

This program is a key priority for Governor Kemp's administration, reflecting a commitment to enhancing the well-being of Georgia residents who don't otherwise have access to quality, affordable healthcare coverage. Whether an individual is losing traditional Medicaid coverage or is currently uninsured, Pathways can help him or her get the health care he or she needs to build a bright future.

Please visit the Pathways website at [pathways.georgia.gov](https://pathways.georgia.gov) for a full list of Pathways eligibility criteria.

### How Can Your Organization Participate?

As a trusted government agency in Georgia, **you are uniquely positioned to raise awareness of Pathways among other government agencies and employees**, enabling them to inform and promote the program to potentially eligible constituents.

**We encourage you to spread awareness about Pathways by sharing informational resources and conducting proactive outreach** to encourage your network to support uninsured Georgians in applying and getting enrolled.

We hope that by connecting other Georgia state agencies, government officials, and constituents to information about Pathways, your organization can play a part in increasing

access to affordable health care in Georgia, helping Georgians on their journeys to financial independence, and creating overall healthier local communities.

### What is the Pathways Influencer Toolkit?

The Pathways Influencer Toolkit is designed to equip your organization with tools to support potential Pathways members in learning about Pathways and applying, as well as becoming qualified and staying qualified for the program by completing their 80 hours of qualifying activities per month. Tools include informational one-pagers, flyers, Pathways FAQs, and standard Pathways language for use across your own communication channels.

### How Can You Use the Pathways Influencer Toolkit?

Please use these resources in the following ways to engage and inform local government agencies, departments, medical providers, and community partners about Pathways, enabling them to raise awareness and help uninsured individuals:

1. **To learn more and apply:** Direct them to Pathways resources in the toolkit to learn more about healthcare coverage and apply.
2. **Maintaining Eligibility:** Help them become and stay qualified by completing 80 hours of qualifying activities – enrollment in higher education courses, community service, full-time or part-time employment, etc. – each month.
3. **Continued Enrollment:** Support them in staying enrolled by keeping up with coverage timelines and program requirements detailed on the Pathways website.

We encourage you to share these digital and printed resources with your employees through any preferred methods, including but not limited to:

1. Email
2. Website
3. Social Media
4. Board Meetings
5. Webinars

## What's Included?

*This document contains Pathways language for your own communications channels. The informational one-pagers, flyers, and FAQs are available on the [Pathways website \(pathways.georgia.gov\)](http://pathways.georgia.gov).*

## Pathways Toolkit Contents

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In addition to the information available in this document, you can find the following resources available on the [Pathways website](http://pathways.georgia.gov):

- Informational One-pagers
  - a. Pathways Program Overview
  - b. Qualifying Activities
  - c. How to Apply
  - d. How to Stay Covered
  - e. Education
  - f. Transitional Options
  - g. Georgia Coverage Options
- Flyers
- Pathways General FAQs.pdf
- Pathways Provider FAQs.pdf
- Social Media Graphics

Individuals who need help with the Pathways application can reference the [Georgia Pathways Step-by-Step Application Video](#).

## Social Media Posts

**Recommended Action:** Post the suggested social media posts on your social media channels, including, but not limited to, Instagram, Facebook, LinkedIn, and X (formerly Twitter). In addition, consider tagging the Department of Community Health (DCH) in your posts and reposting Pathways content shared by Department of Community Health (DCH) social channels, linked below. Social media is an effective way to reach individuals you serve, regardless of where they are physically.

### Post 1

*Instagram, Facebook, LinkedIn, X*

Don't let healthcare costs hold you back. You may qualify for free coverage.

Visit [pathways.georgia.gov](https://pathways.georgia.gov) to learn more and apply today.

*Asset: Choose one graphic from the Pathways Social Media Graphics that may resonate with your social media channel audiences.*

*Character Count: 134*

### Post 2

*Instagram, Facebook, LinkedIn, X*

Take control of your future with Georgia Pathways to Coverage™, a healthcare program for adult students, workers, and more.

Visit [pathways.georgia.gov](https://pathways.georgia.gov) to learn more and apply today.

*Asset: Choose one graphic from the Pathways Social Media Graphics that may resonate with your social media channel audiences.*

*Character Count: 180*

### Post 3

*Instagram, Facebook, LinkedIn*

Our mission is [insert mission]. That is why we are excited to spread the word about Georgia Pathways to Coverage™, a healthcare program in Georgia for adult students, workers, and more.

Visit [pathways.georgia.gov](https://pathways.georgia.gov) to learn more and apply today.

*Asset: Choose one graphic from the Pathways Social Media Graphics that may resonate with your social media channel audiences.*

*Character Count: 244*



X

Georgia Pathways to Coverage™ offers free healthcare coverage for adult full- and part-time workers.

Visit [pathways.georgia.gov](https://pathways.georgia.gov) to learn more and apply today.

*Asset: Choose one graphic from the Pathways Social Media Graphics that may resonate with your social media channel audiences.*

*Character Count: 157*

## Website Blurb

**Recommended Action:** Upload the relevant one-pagers and FAQs, along with suggested website copy below to your website, allowing people who interact with your organization to find information quickly. If you can't add the following copy to your website, share the [Pathways website link](https://pathways.georgia.gov) ([pathways.georgia.gov](https://pathways.georgia.gov)). If you would like to include additional information about the program or the requirements to participate, please visit the [Pathways website](https://pathways.georgia.gov) for additional content.

### Pathways Overview Website Copy:

Georgia Pathways to Coverage™ is a Medicaid program for Georgia residents ages 19-64 who have a household income of up to 100% of the Federal Poverty Level (FPL), are not otherwise eligible for traditional Medicaid, and are engaged in 80 hours of qualifying activities per month such as full-time employment, enrollment in higher education programs, vocational educational training, and/or community service, among other activities.

For example, in 2025, 100% of the FPL equals:

- \$15,650 per year or \$1,304 on average per month for one person.
- \$26,650 per year or \$2,220 on average per month for a family of three.

Visit [pathways.georgia.gov](https://pathways.georgia.gov) to learn more about the program, to see if you or someone you know may qualify, or to apply

## Email Distribution Content

**Recommended Action:** *Include the suggested copy below along with relevant one-pagers and FAQs in your organization's email distributions. If you would like to include additional information about the program or the requirements to participate, please visit the [Pathways website](#) for additional content.*

### Pathways Overview Email Distribution Copy:

**Subject:** Georgia Pathways to Coverage™, Medicaid Program for Georgians

Georgia Pathways to Coverage™ is a Medicaid program for Georgia residents ages 19-64 who have a household income of up to 100% of the Federal Poverty Level (FPL), are not otherwise eligible for traditional Medicaid, and are engaged in 80 hours of qualifying activities per month such as full-time employment, enrollment in higher education programs, vocational educational training, and/or community service, among other activities.

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