

Georgia Pathways to Coverage™ (Pathways) Influencer Toolkit

Non-Education Qualifying Activity Providers

What is Pathways?

Pathways 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)** 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.

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.

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 for a full list of Pathways eligibility criteria.

How Can Your Organization Participate?

As a trusted employer or as a source of career readiness programs, on-the-job training, or community service opportunities, **your organization is uniquely positioned to help connect uninsured employees, trainees, and volunteers to Pathways.**

Pathways is a category of Medicaid coverage for many of the individuals you already support in their employment, skill building, and/or professional development. By connecting the individuals in your network to quality and affordable healthcare coverage, you can provide a deeper level of support to your employees and/or the Georgians you serve and play a part in enhancing the overall well-being of your Georgia community. **We encourage you to spread awareness about Pathways by sharing informational resources and conducting proactive outreach to encourage uninsured Georgians to apply and get enrolled.**

In addition, to be eligible for Pathways, individuals must complete at least 80 hours of qualifying activities per month. Working at your organization, participating in a workforce development program, performing on-the-job training, or receiving professional development support provides ways for potential Pathways members to meet their hours and/or prepares them for eligibility. By

supporting Georgians as they complete or seek to complete their required 80 hours per month of qualifying activities, you will help them gain and stay enrolled in healthcare coverage. We hope that by connecting individuals in your community who may already be eligible, together, we can collectively increase access to affordable healthcare coverage in Georgia communities.

What is the Pathways Influencer Toolkit?

The Pathways Influencer Toolkit is designed to equip your organization with tools to support potential Pathways members to become qualified and stay 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 help your uninsured employees, trainees, and volunteers who may already be eligible for Pathways:

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 – full-time or part-time employment, community service, 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 uninsured employees, trainees, and volunteers through any preferred methods, including but not limited to:

1. Email
2. Website
3. Social Media
4. Workforce Development Offices
5. Break Rooms
6. Employee Benefit Pamphlets and Mailers
7. Job Fairs



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

Social Media Posts	4
Website Blurb	6
Email Distribution Content	7

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
- General Pathways FAQs
- 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 a surprise medical bill derail your future - get started with Georgia Pathways to Coverage™ today.

Visit 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: 165

Post 2

Instagram, Facebook, LinkedIn, X

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

Visit 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: 191

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 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 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 *Qualifying Activities One-pager*, along with suggested website copy below to your website, allowing people who interact with your organization to find information quickly.

Pathways Overview Website Copy:

Georgia Pathways to Coverage™ (Pathways) 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 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 the Qualifying Activities One-pager in your organization's email distributions.*

Pathways Overview Email Distribution Copy:

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

Georgia Pathways to Coverage™ (Pathways) 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 to learn more about the program, to see if you or someone you know may qualify, or to apply.