

# Pathways Influencer Toolkit

## Government Agencies

### What is Georgia Pathways to Coverage™?

In 2023, Georgia's Department of Community Health (DCH) launched Georgia Pathways to Coverage™, a Medicaid eligibility category that seeks to increase access to affordable, quality healthcare coverage for people who would not otherwise be eligible for traditional Medicaid.

To be eligible for Pathways, an applicant must:

- Be a Georgia resident
- Be a U.S. citizen or legally residing non-citizen
- Be between 19 and 64 years of age
- Have a household income of up to 100% of the Federal Poverty Level (FPL). For example, in 2025, this 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
- Complete at least 80 hours of qualifying activities per month
  - For Pathways applicants fulfilling the requirement through higher education, current college course-load credit hours will be granted qualifying activity hours as following:
    - At least 11.5 credit hours will count as 80 hours per month
    - Between 5.50 and 11.49 credit hours will count as 40 hours per month
    - Between 0.01 and 5.49 credit hours will count as 20 hours per month
- Not qualify for any other type of Medicaid
- Not be incarcerated

Qualifying activities include full-time or part-time employment, on-the-job training, job readiness assistance programs, community service, vocational educational training, enrollment in the Vocational Rehabilitation program of the Georgia Vocational Rehabilitation Agency (GVRA), and higher education through enrollment in public and private universities and technical colleges.

### How Does Pathways Benefit Your Organization?

As a trusted provider of public services across Georgia, your organization is in a unique position to help connect potentially eligible individuals to Pathways. We hope that by supporting this program, together we can collectively further the state's goal to increase access to affordable health care for Georgians and help them on their journey to financial independence. In turn, we hope to champion well-being and create overall healthier communities in Georgia.

For media inquiries on all general Pathways questions, please refer the reporter to DCH Press Secretary Fiona Roberts at [fiona.roberts@dch.ga.gov](mailto:fiona.roberts@dch.ga.gov).

[DCH Instagram \(@georgiadch\)](#) | [DCH LinkedIn](#) | [DCH Facebook \(@gadept.communityhealth\)](#) | [DCH X \(@gadch\)](#)

## What is the Pathways Influencer Toolkit?

The Pathways Influencer Toolkit is designed to equip your organization with tools to spread awareness about Pathways in your communities. Tools include informational one-pagers, flyers and standard Pathways language for use across your own communication channels, and Pathways FAQs.

## How Can You Use the Pathways Influencer Toolkit?

Please use these resources to help reach the people in your community – families, patients, medical providers, local government agencies, community partners and more. We encourage you to share these resources with your network via email, by distributing flyers at events, by posting Pathways flyers in your physical locations, and by using the prepared Pathways language on your website, newsletter, and social media posts.

## 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).*

## This Document

- [Social Media Posts](#)
- [Website Blurbs](#)
- [Email Distribution Content](#)

## Attached Resources

- Social Media Graphics

## Resources on [Pathways Website](#)

- 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

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# Pathways Language

## 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*

Georgia Pathways to Coverage™ is a pathway to Medicaid coverage for Georgians who aren't otherwise eligible for traditional Medicaid. Spread the word and help more Georgians gain access to no cost healthcare coverage! Learn more at [pathways.georgia.gov](https://pathways.georgia.gov).

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

Character Count: 253

### Post 2

*Instagram, Facebook, LinkedIn, X*

You may be eligible for no cost health insurance through Pathways. Visit [pathways.georgia.gov](https://pathways.georgia.gov) for more information, or apply online at [gateway.ga.gov](https://gateway.ga.gov).

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

Character Count: 150

### 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 pathway to Medicaid coverage and healthier communities! The program seeks to increase access to affordable healthcare coverage to Georgians who aren't otherwise eligible for traditional Medicaid.

Learn more at [pathways.georgia.gov](https://pathways.georgia.gov).

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

Character Count: 349



X

Our mission is [insert mission]. That is why we are excited to spread the word about Georgia Pathways to Coverage™, a pathway to Medicaid coverage and healthier communities! Learn more at [pathways.georgia.gov](https://pathways.georgia.gov).

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

*Character Count: 210*

For media inquiries on all general Pathways questions, please refer the reporter to DCH Press Secretary Fiona Roberts at [fiona.roberts@dch.ga.gov](mailto:fiona.roberts@dch.ga.gov).

[DCH Instagram \(@georgiadch\)](#) | [DCH LinkedIn](#) | [DCH Facebook \(@gadept.communityhealth\)](#) | [DCH X \(@gadch\)](#)

## 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)).

### Pathways Overview Website Copy:

Georgia Pathways to Coverage™ is a Medicaid eligibility category in Georgia that seeks to increase access to affordable, quality healthcare coverage for Georgians who are not otherwise eligible for traditional Medicaid.

To be eligible for Pathways, an applicant must:

- Be a Georgia resident
- Be a U.S. citizen or legally residing non-citizen
- Be between 19 and 64 years of age
- Have a household income of up to 100% of the Federal Poverty Level (FPL). For example, in 2025, this equals:
  - \$15,650 per year or \$1,304 on average per month for one person
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    - Between 0.01 and 5.49 credit hours will count as 20 hours per month
- Not qualify for any other type of Medicaid
- Not be incarcerated

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

Applicants can apply through the Gateway Customer Portal online at [gateway.ga.gov](https://gateway.ga.gov) or they can apply:

- In-person at their local Division of Family & Children Services (DFCS) office. To find the location and business hours for a DFCS office, visit: [dfcs.ga.gov/locations](https://dfcs.ga.gov/locations).
- By mail to their local DFCS office.
- By phone at 1-877-423-4746 or 711 for those who are deaf, hard of hearing, deaf-blind or have difficulty speaking.

## Email Distribution Content

**Recommended Action:** *Include the suggested copy below along with relevant one-pagers and FAQs in your organization's email distributions.*

### Pathways Overview Email Distribution Copy:

**Subject:** Georgia Pathways to Coverage™, New Medicaid Eligibility Category in Georgia

Georgia Pathways to Coverage™ is a pathway to Medicaid coverage and healthier communities! Pathways increases access to affordable, quality healthcare coverage for residents who are not otherwise eligible for traditional Medicaid.

To be eligible for Pathways, an applicant must:

- Be a Georgia resident
- Be a U.S. citizen or legally residing non-citizen
- Be between 19 and 64 years of age
- Have a household income of up to 100% of the Federal Poverty Level (FPL). For example, in 2025, this equals:
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To learn more about the program, visit [pathways.georgia.gov](https://pathways.georgia.gov).

Applicants can apply through the Gateway Customer Portal online at [gateway.ga.gov](https://gateway.ga.gov) or they can apply:

- In-person at your local Division of Family & Children Services (DFCS) office. To find the location and business hours for a DFCS office, visit: [dfcs.ga.gov/locations](https://dfcs.ga.gov/locations).
- By mail to your local DFCS office.
- By phone at 1-877-423-4746 or 711 for those who are deaf, hard of hearing, deaf-blind or have difficulty speaking.

### **Additional Email Distribution Copy:**

Georgia Pathways to Coverage™ is a new healthcare program for adult students, workers, and people participating in other qualifying activities. Pathways seeks to increase access to affordable, quality healthcare coverage, lower the uninsured rate across Georgia, support participating members on their journeys to financial independence, and promote members' transitions from Medicaid into private coverage.

### **Did You Know?**

- Pathways offers healthcare coverage to residents who meet program requirements, including participation in qualifying activities, and are not otherwise eligible for traditional Medicaid.
- There are many ways to meet qualifying activity requirements for Pathways including full-time or part-time employment, on-the-job training, job readiness assistance programs, community service, vocational educational training, enrollment in the Vocational Rehabilitation program of the Georgia Vocational Rehabilitation Agency (GVRA), and higher education through enrollment in public and private universities and technical colleges.
- Pathways offers multiple ways to apply and report changes, including online, in-person at any DFCS office, by mail, or by phone.

To learn more about the program, visit [pathways.georgia.gov](https://pathways.georgia.gov).

To apply, visit the Gateway Customer Portal online at [gateway.ga.gov](https://gateway.ga.gov).