

Pathways Influencer Toolkit

Community Groups

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 should:

- 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 2024, this equals:
 - \$15,060 per year or \$1,255 on average per month for one person
 - \$25,820 per year or \$2,151 on average per month for a family of three
- Not qualify for any other type of Medicaid
 - 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 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 voice for local communities in Georgia, your organization is in a unique position to help connect potentially eligible individuals to Pathways. Pathways is a category of Medicaid coverage and an additional resource for many of the individuals you already support. Pathways shares your organization's goal to support Georgians in building healthy lives and creating strong communities.

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.

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

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How Can You Use the Pathways Influencer Toolkit?

Please use these resources to help reach your community – families, volunteers, 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, email distributions, 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](http://pathways.georgia.gov)

- Informational One-Pagers
 - a. Pathways Program Overview.pdf
 - b. How to Apply for Pathways.pdf
 - c. How to Stay Covered.pdf
- Flyers
- Pathways General 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 media channels, linked in the footer. 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. Adult students, volunteers, and full or part-time employees may be eligible. Learn more at pathways.georgia.gov.

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

Character Count: 246

Post 2

Instagram, Facebook, LinkedIn, X

Apply for healthcare coverage with Pathways, a no cost healthcare program in Georgia. Visit pathways.georgia.gov for more information, or apply online at gateway.ga.gov.

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

Character Count: 168

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™, no cost health insurance for adult students, volunteers, and people participating in other qualifying activities!

Learn more at pathways.georgia.gov and apply online at gateway.ga.gov.

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

Character Count: 300



X

Our mission is [insert mission]. That is why we are excited to spread the word about Georgia Pathways to Coverage™, a no cost health insurance program in Georgia. Learn more at pathways.georgia.gov.

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

Character Count: 199

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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).

Pathways Overview Website Copy:

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, you should:

- 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 2024, this equals:
 - \$15,060 per year or \$1,255 on average per month for one person
 - \$25,820 per year or \$2,151 on average per month for a family of three
- Prove that you are doing 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

To learn more about the program, and to see if you or someone you know may qualify, visit pathways.georgia.gov.

You can apply through the Gateway Customer Portal online at gateway.ga.gov. You can also 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.
- 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.

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, you should:

- 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 2024, this equals:
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- Not qualify for any other type of Medicaid
- Not be incarcerated

To learn more about the program, and to see if you or someone you know may qualify, visit pathways.georgia.gov.

Georgia residents can apply through the Gateway Customer Portal online at gateway.ga.gov.

You can also 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.
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- By phone at 1-877-423-4746 or 711 for those who are deaf, hard of hearing, deaf-blind or have difficulty speaking.

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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 qualifying hours, including online, in-person at any DFCS office, by mail, or by phone.

To learn more about the program, and to see if you qualify, visit pathways.georgia.gov.

To apply, visit the Gateway Customer Portal online at gateway.ga.gov.

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

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