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LEARNERS**

James F. Lane, Ed.D.
Superintendent of Public Instruction

SUPERINTENDENT'S EMAIL

Contact: Maggie Clemmons 804-225-4387

DATE: June 29, 2020

TO: Division Superintendents

FROM: James F. Lane, Ed.D., Superintendent of Public Instruction

SUPT'S EMAIL: FAMIS and Medicaid *Back-to-School* Initiative

The Virginia Department of Education (VDOE) is joining with the Department of Medical Assistance Services (DMAS) to announce the 2020 FAMIS and Medicaid *Back-to-School* initiative. For the nineteenth year, the DMAS and VDOE are partnering to provide flyers (paper or electronic pdf) so that schools can ensure information about children's health insurance is made available to every student and parent/guardian.

Please share this information with the McKinney-Vento homeless liaison, school nurse, nutrition program supervisors, enrollment coordinators, and your Medicaid coordinator so that they are aware of these important efforts, especially this year given the impact of COVID-19. If your school division participates in the Medicaid and Schools billing program, Medicaid outreach is an administrative claimable activity for which your school division can receive reimbursement.

Action Items for Principals:

Each school in Virginia will receive a flyer for each student directly from DMAS. Flyers will also be available on the [Cover Virginia](#) website before the start of the new school year.

In past years it has been requested that each school distribute these flyers on the first day of school. For those students that will be returning to school at the beginning of this school year, this process can continue. However, if schools do not return fully with face-to-face instruction, this may look different. Below are additional ways that these flyers can be distributed:

- Placing a link to the [Cover Virginia](#) *Back To School* webpage (available in July) on school websites;
- Distribute through Virtual Learning Packets;
- Distribute through student enrollment packets;
- Distribute in-person or through virtual PTA meetings and other school events;
- Distribute through the McKinney-Vento Homeless Liaison; and
- Online and through email correspondence to parents.

Approximately 700,000 children across Virginia receive health insurance through FAMIS and Medicaid; however, there are still an estimated 52,000 eligible children who remain un-enrolled and uninsured. The DMAS has included additional messaging this year that targets parents who may qualify under Medicaid Expansion.

For additional information, contact Rachel Beckner, DMAS Outreach and Consumer Communications Coordinator, by telephone at (804) 371-5053, or by email at Rachel.Beckner@dmas.virginia.gov, or Amy Edwards, Medicaid Specialist, VDOE, by telephone at (804) 692-0150, or by email at Amy.Edwards@doe.virginia.gov. Thank you for your participation.

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