



Social media toolkit: Apple Health Expansion

Background

This plan lays out messaging for social media outreach for the new Apple Health Expansion program. This program expands health coverage for adults age 19 and older with certain immigration statuses.

Audiences

- Adults age 19 and older with certain immigration statuses.
- Individuals ineligible for other federally funded medical assistance programs or federal advanced premium tax credits through the individual market.
- Individuals who previously applied for Washington Apple Health and were denied due to their immigration status.

Slogan: Expanding immigrant health coverage in Washington, because your health matters

Social media messages

- Save the date! Applications for Apple Health Expansion open at 8 a.m. on June 20. This new program has limited enrollment and is expected to fill quickly. Apple Health Expansion provides coverage for adults age 19 and older with certain immigration statuses, including people who are undocumented.

See if you are eligible and learn more about applying at hca.wa.gov/apple-health-expansion #ImmigrantHealthMatters #GetCoveredWA #AppleHealth

X (Twitter) option (280 characters):

Save the date! Applications for Apple Health Expansion open on June 20 at 8 a.m. This new program has limited enrollment and is expected to fill quickly. Check eligibility and learn more at hca.wa.gov/apple-health-expansion #ImmigrantHealthMatters #GetCoveredWA

- If you previously applied for Washington Apple Health and were denied due to your immigration status, you may be eligible for Apple Health Expansion starting July 1, 2024. Apple Health Expansion provides coverage for adults age 19 and older with certain immigration statuses, including people who are undocumented.

Applications open at 8 a.m. on June 20. Mark your calendars! This new program has limited enrollment and is expected to fill quickly. See if you are eligible and learn how to apply online at hca.wa.gov/apple-health-expansion #ImmigrantHealthMatters #GetCoveredWA #AppleHealth

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If you previously applied for Washington Apple Health and were denied due to your immigration status you may be eligible for Apple Health Expansion. Applications open June 20 at 8 a.m. Learn more at hca.wa.gov/apple-health-expansion #ImmigrantHealthMatters #GetCoveredWA

- Don't wait, save the date! Applications for Apple Health Expansion open at 8 a.m. on June 20. This new program has limited enrollment and is expected to fill quickly. You can apply online, over the phone, or you can schedule an in-person or virtual appointment with a navigator or certified broker to walk you through the application process on June 20. Support is available in over 200 languages. #ImmigrantHealthMatters #GetCoveredWA #AppleHealth

Learn how you can prepare at hca.wa.gov/apple-health-expansion

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Social media post graphics

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Social media story graphics



Accessing images

[Download a zip file](#) of these images for use.