



COMMONWEALTH of VIRGINIA

Department of Medical Assistance Services

CHERYL J. ROBERTS
DIRECTOR

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Dear School Principal:

The Virginia Department of Medical Assistance Services (DMAS) is pleased to announce the 2024 Cardinal Care (Medicaid) Back to School campaign. For 23 years, DMAS has partnered with the Virginia Department of Education and local school districts to provide information about Medicaid to Virginia's students and their families. More than 790,000 children across Virginia receive health insurance coverage and services through Cardinal Care however, there are still eligible children who remain uncovered. DMAS is grateful for your help reaching families in your community.

DMAS has included 100 flyers for distribution in return to school packets or during back to school night. Additional flyers and resources can be ordered at no-cost from the Cover Virginia [Back to School page](http://www.coverva.dmas.virginia.gov/learn/coverage-for-children/back-to-school/) (www.coverva.dmas.virginia.gov/learn/coverage-for-children/back-to-school/). Digital resources are also available for download. We encourage you to share the webpage with both school division staff and parents throughout the school year.

In addition to sharing with your Medicaid coordinators, please share this information with the following:

- Family/Parent Engagement Staff
- McKinney-Vento homeless liaison
- School nurses
- Nutrition program supervisors
- Enrollment coordinators
- Social workers
- School counselors
- PTO/PTA leadership

Your school division Medicaid coordinator has been provided information on this campaign and can be a helpful resource. Do not forget, if your school division participates in the Medicaid and Schools billing program, Medicaid outreach is a claimable administrative activity for which your school division can receive reimbursement.

For more information, contact Cover Virginia at covervirginia@dmas.virginia.gov. We appreciate your participation and thank you and all your staff for continuing to set the children of the Commonwealth up for success in all aspects of life and look forward to another successful year.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cheryl J. Roberts'.

Cheryl J. Roberts, JD, Director
Department of Medical Assistance Services