

Guide to the H.R.1 Communications Tool Kit

A resource for partners and stakeholders to help New Yorkers with the upcoming changes to Medicaid coverage.

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Medicaid

H.R.1 Overview

H.R.1 is a 2025 federal law that makes major changes to Medicaid and affects health coverage for millions of New Yorkers. Among these changes are new Work Requirements for Medicaid Coverage and six-month renewals for some adults ages 19–64.

Below are key dates for New York's implementation of these federal changes.

Key Dates

- **July 27, 2026:** Launch of new helpline for work requirements for Medicaid coverage: 1-855-329-8850 (TTY: 1-800-662-1220).
- **July 27–September 18, 2026:** Text messages about work requirements for Medicaid coverage sent to affected consumers.
- **August 14–September 30, 2026:** Work requirements for Medicaid coverage electronic and paper notices sent to affected consumers.
- **October 1, 2026:** New immigration eligibility rules go into effect.
- **November 1, 2026–January 31, 2027:** Annual NY State of Health Open Enrollment Period.
- **January 1, 2027:** Work requirements for Medicaid coverage and six-month renewals start for some adults ages 19–64.

How We're Responding: The Stay Covered Campaign

Stay Covered is the state's campaign response to federal Medicaid changes, with the goal of helping New Yorkers maintain their coverage.

Changes to Medicaid Coverage Webpage

The Changes to Medicaid Coverage informational webpage (https://info.nystateofhealth.ny.gov/stay-covered) provides details on how the H.R.1 legislation impacts Medicaid coverage. It is the consumer-facing landing page for these Medicaid changes and will be updated as policies and processes change.

Highlights of this page include:

- A high-level of overview of work requirements for Medicaid coverage, including how to comply with them and the potential exemptions.
- A timeline of the key changes to Medicaid under H.R.1 and when members will receive notices about work requirements for Medicaid coverage.
- FAQs on a variety of topics including H.R.1 in general, immigration status and Medicaid, changes to renewals, and details on work requirements for Medicaid coverage.

H.R.1 Communications Tool Kit Webpage

The H.R.1 Communications Tool Kit resource webpage (https://info.nystateofhealth.ny.gov/HR1-Tool-Kit) is your one-stop shop for the latest news and updates, as well as informational materials that can be used for outreach and education.

Here's What's Included:

Co-Branding Guidelines
Instructions on how to create your own materials with NY State of Health, including the process for review and approval.

Educational Materials
Printable materials like fact sheets, flyers, and posters that are available in 27 languages, including English, Spanish, Chinese (Simplified and Traditional), Arabic, Bengali, Haitian Creole, Russian, and Korean.

FAQs
Detailed answers to frequently asked questions from partners and consumers so you can be prepared to assist.

Key Webpages for Enrollees
A list of important webpages you can share as sources of truth. This includes how to stay connected with NY State of Health, how to help consumers find an enrollment assistor, and NY State of Health's overview of the new income verification tool, Truv.

Messaging Timeline
A timeline of key messages by month about work requirements for Medicaid coverage so you can plan your own content releases to align with NY State of Health.

News & Events
Recordings and resources from the State's H.R.1 events and links to key media featuring leadership from NY State of Health and New York's Medicaid program.

Social Media Resources
Sample social media videos, with accompanying posts, that you can use on your channels.

Stay Connected:

Complete our feedback form to tell us what is working and what additional resources might be helpful.

Sign up for our monthly newsletter and follow us on social media for updates.