



VIRGINIA DEPARTMENT OF
SOCIAL SERVICES

Work Requirement Messaging for Advocates

July 2026

2026 Work Requirement Messaging for Advocates

Newsletter Blurb

Message #1

Changes Coming to Medicaid Expansion in 2027

Starting in **January 2027**, a new federal work requirement will require certain adults enrolled in Virginia's Medicaid Expansion to report that they are working, volunteering, participating in a work program, enrolled as a student, or have a certain income to keep their coverage. These same adults will also have their coverage reviewed every 6 months instead of every 12 months.

What Advocates Should Know

- This new requirement **only applies** to members ages 19–64 who do not qualify for an exemption enrolled in Virginia's Medicaid Expansion.
- It does not apply to other Medicaid groups, including
 - Children
 - Pregnant or postpartum individuals
 - Adults with a disability
 - Adults age 65+
- Some Medicaid Expansion members may be exempt and/or need to provide documentation of their exemption.

Federal law is also making changes to retroactive Medicaid coverage beginning January 1, 2027. Coverage before an application date will be more limited, making it important for members to apply, renew, and respond to notices on time.

Advocates can let members know that notices will be sent by the end of **September 2026** with more details about requirements and exemptions.

Members who lose coverage for work requirement-related reasons will have access to the standard Virginia Medicaid appeals process.

Language assistance and disability accommodations are available throughout enrollment, renewal, and appeals.

Do Members Need to Do Anything Now?

No action is needed right now. Medicaid Expansion members will receive notices before the new requirements begin.

Advocates and community partners can help by:

- Encouraging members to update their contact information with Virginia Medicaid
- Referring members to official Virginia Medicaid resources for the most current information
- Helping members understand that some exemptions may apply and that appeals will be available
- Sharing statewide resources:
 - [Virginia Works](#) (job search and training)
 - [Serve Virginia](#) (volunteer and service opportunities)
 - [Virginia G3](#) (education and credential programs at community colleges)

More information and updates are available at <https://www.dmas.virginia.gov>

CTA: Encourage Members to Review Their Profile

Link: <https://coverva.dmas.virginia.gov/members/update-your-information/>

Message #2

Reminder: Changes Coming to Medicaid Expansion in 2027

Beginning in **January 1, 2027**, adults enrolled in Medicaid Expansion who do not qualify for an exemption must meet a new federal work requirement to keep their health coverage. Advocates should be prepared to help members understand this change and find reliable information.

Work Requirements

Each month, affected members will need to complete **at least 80 hours** of one or a combination of the following:

- Work
- Participation in a work training or education program
- Volunteer activity or community service

Or be enrolled at least half-time (as defined by the school or institution) in:

- High school
- A General Education Development (GED) program
- Higher education
- Career or technical education

Members may also meet the requirement if they have a monthly income of at least \$580 per month. If work is seasonal, the average income over the prior 6 months must be at or above this amount.

What This Means for Advocates

- Expect more frequent eligibility changes and verification needs
- Retroactive coverage limits may increase risk of uncovered services
- Members may need help understanding or meeting requirements
- Encouraging timely renewals and updated contact information is critical

CTA: Share Information with Members

Link: <https://www.dmas.virginia.gov>

Newsletter SMS

Message #1

A federal work requirement for some Medicaid Expansion adults starts in 2027. Encourage members to keep contact info updated. [[newsletter SHORT_URL]]

Message #2

Help members learn about the 2027 Medicaid Expansion federal work requirement, exemptions and approved activities, and more: [[newsletter SHORT_URL]]

Text Messages

Message #1

VA Medicaid federal work requirement changes begin in 2027. Some members will need to show they are working, volunteering, in school, or exempt. No action is needed now.

Message #2

Remind your loved ones: Certain Medicaid Expansion members will have a new federal work requirement in 2027. Encourage them to keep contact info up to date.

Message #3

VA Medicaid will share guidance on the 2027 federal work requirement before any changes begin. Stay updated via VA Medicaid channels: <https://linktr.ee/cardinalcare>

Website Text

Starting in 2027, Virginia Medicaid will begin making changes required by a new federal law. One part of this law will introduce a new federal work requirement for adults enrolled in Medicaid Expansion.

These rules have not started yet, and more information will be shared as federal guidance is released. Advocates should be prepared to support members as details become available.

No action is needed right now. Virginia Medicaid will share clear, easy-to-understand information well before anything changes so advocates and members know what to expect. As updates become available, they will be shared through official channels.

Virginia Medicaid's focus is on helping eligible members keep the coverage they qualify for by providing information, resources, and advance notice of any actions that may be needed.

Advocates should encourage members to make sure their mailing address, phone number, and email address are [up to date](#) to ensure they receive important information. These steps can help eligible members avoid unnecessary disruptions in coverage and get connected to available support.

Visit the [Virginia Medicaid website](#) for more information.

Social Media Posts

H.R. 1 Social Media Posts for Instagram, Facebook, and LinkedIn

Instagram: @CardinalCare

Facebook: @CardinalCare

LinkedIn: @Virginia Department of Medical Assistance Services

Post #1

A new federal work requirement is coming in 2027 to Medicaid Expansion members. Advocates can help members stay informed.

No action is needed right now. Virginia Medicaid will share clear information ahead of time, so you and your loved ones know what to expect. Virginia Medicaid will provide resources and advance notice to help eligible members understand upcoming changes and maintain coverage.

Visit the Virginia Medicaid website (<https://www.dmas.virginia.gov>) for trusted updates.

#CardinalCare

#VirginiaMedicaid

#MedicaidUpdates



#WorkRequirements

#CommunityEngagement

Post #2

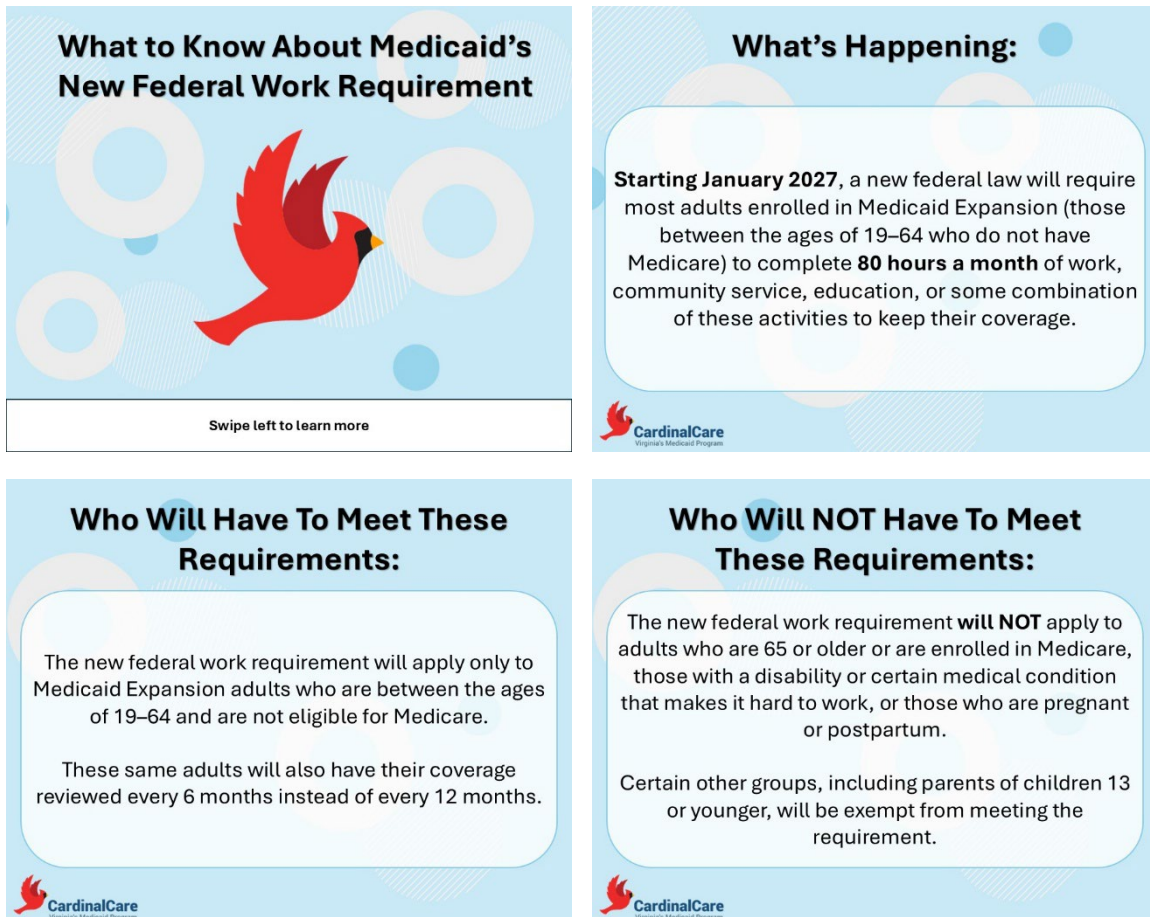
A new federal law enacted on July 4, 2025, made major changes to Medicaid, including new eligibility requirements for certain adult members starting in 2027. Virginia Medicaid is providing information and support to help eligible members understand these changes and keep the coverage they qualify for.

Learn more about each of these new requirements by swiping left. For more information about these requirements, visit the Virginia Medicaid website (<https://www.dmas.virginia.gov>).

#CardinalCare

#VirginiaMedicaid

#FederalRequirement





VIRGINIA DEPARTMENT OF
SOCIAL SERVICES

6-Month Renewals Messaging for Advocates

July 2026

2026 Six-Month Renewals Messaging for Advocates

Newsletter Blurb

Message #1

Changes Coming to Medicaid Expansion in 2027

Starting in **January 2027**, a new federal law requires Virginia Medicaid to review the eligibility of certain Medicaid Expansion members every 6 months instead of every 12 months. Advocates should be aware that more frequent renewals may result in changes to member eligibility status throughout the year.

Who Is Impacted

This change applies only to Medicaid Expansion members.

Medicaid Expansion generally covers adults who:

- Are ages 19–64
- Have income under 138% of the federal poverty level
- Are not eligible for Medicare

Who Is Not Impacted

Renewals will continue to happen once every 12 months for:

- Children
- Adults age 65 and older
- Adults with disabilities
- American Indians and Alaska Natives, including those in Medicaid Expansion

Pregnant members will continue to be renewed at the end of their protected 12-month postpartum coverage period.

When This Starts

- **New Medicaid Expansion members** who apply in January 2027 or later will receive 6-month eligibility periods
- **Current Medicaid Expansion members** move to 6-month eligibility periods starting with their first renewal in 2027

Members' renewal dates are listed on their Medicaid eligibility notice. They can also call Cover Virginia at (855) 242-8282 and ask for their renewal date.

Advocates should encourage loved ones to keep their address, phone number, and email up to date so they receive all notices about their coverage.

CTA: Encourage Members to Review Their Profile

Link: <https://coverva.dmas.virginia.gov/members/update-your-information/>

Message #2

Starting in **January 2027**, a new federal law requires Virginia Medicaid to review the eligibility of certain Medicaid Expansion members every 6 months instead of every 12 months.

What 6-Month Renewals Mean for Your Members

Because renewals will happen more often for certain Medicaid Expansion members, Virginia Medicaid may need information from members more frequently to confirm eligibility. Advocates should expect increased member questions and potential coverage changes tied to renewal cycles.

How the Renewal Process Will Work

First, Virginia Medicaid will check available information to see if the member is still eligible for coverage. If more information is needed, members will receive a renewal form by mail.

If your loved one receives a form, they must:

- Review the information for accuracy
- Update incorrect or add missing information
- Sign and return the form **within 30 days**

If the member does not respond by the deadline, they may be moved to limited coverage or lose coverage.

Important Steps to Protect Coverage

Advocates should reinforce that members:

- Check mail, email, and text messages regularly
- Keep their mailing address, email, and phone number up to date
- Read and respond to all letters from Virginia Medicaid or their local Department of Social Services as soon as they are received

Members can update contact information:

- Online at commonhelp.virginia.gov/
- By calling Cover Virginia at (855) 242-8282 (TTY: (888) 221-1590)

- By contacting their local Department of Social Services, [Find a Local Department - Virginia Department of Social Services](#)

Need Help or Want to Check a Renewal Date?

If a member wants to check their renewal date, you can direct them to:

- Call the Cover Virginia Call Center
- Contact their local Department of Social Services

CTA: Learn More About Renewals

Link: <https://coverva.dmas.virginia.gov/members/renew-my-coverage/>

Newsletter SMS

Message #1

6-month renewals for certain Medicaid Expansion adults start in 2027. Learn who will be impacted: [\[\[newsletter SHORT_URL\]\]](#)

Message #2

Help members understand the 2027 Medicaid Expansion 6-month renewal process. Remind them to update contact info: [\[\[newsletter SHORT_URL\]\]](#)

Text Messages

Message #1

In 2027, some Medicaid Expansion members will need to renew their coverage every 6 months and comply with federal work requirements. <https://www.dmas.virginia.gov>

Message #2

VA Medicaid reminder: Renewals will happen more often for some Medicaid Expansion members in 2027. Encourage members to keep contact info updated.

<https://coverva.dmas.virginia.gov/members/update-your-information/>

Message #3

Medicaid Expansion members will have 6-month renewals in 2027. Follow VA Medicaid channels and share updates with your loved ones: <https://linktr.ee/cardinalcare>

Website Text

Starting January 1, 2027, Virginia Medicaid will begin making changes required by a new federal law. One part of this law introduces a federal work requirement and 6-month eligibility reviews

for some adults enrolled in Medicaid Expansion. These rules have not started yet. Advocates should be prepared to support members through more frequent renewal cycles.

No action is needed right now. Virginia Medicaid will share clear, easy-to-understand information well before anything changes so advocates and members know what to expect. As updates become available, they will be shared through official channels. Virginia Medicaid will also provide information and resources to help eligible members understand any steps needed to maintain their coverage.

Advocates should encourage members to make sure their mailing address, phone number, and email address are up to date to avoid missing important notices. Keeping contact information current and responding to Virginia Medicaid notices can help eligible members avoid unnecessary interruptions in coverage.

Visit the [Virginia Medicaid website](#) for more information.

Social Media Posts

H.R. 1 Social Media Posts for Instagram, Facebook, and LinkedIn

Instagram: @CardinalCare

Facebook: @CardinalCare

LinkedIn: @Virginia Department of Medical Assistance Services

Post #1

Coming in 2027: Some Medicaid Expansion members will renew their coverage every 6 months instead of every 12 months. This change applies only to Medicaid Expansion adults ages 19–64.

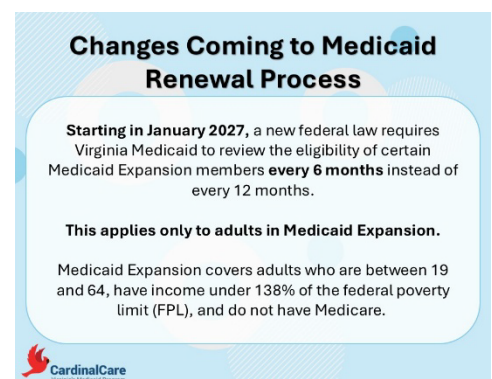
No action is needed right now. Advocates can help members prepare by reinforcing updated contact information and awareness of renewal timelines. These steps can help eligible members receive important notices and avoid unnecessary gaps in coverage.

Learn more about renewals: <https://coverva.dmas.virginia.gov/members/renew-my-coverage/>

#CardinalCare

#VirginiaMedicaid

#MedicaidUpdates



Post #2

Starting January 2027, Medicaid Expansion members will have eligibility reviews every 6 months.

This does not affect children, adults 65+, people with disabilities, pregnant members, or American Indians and Alaska Natives.

Encourage your loved ones to keep contact information current. Receiving and responding to renewal notices on time can help eligible members keep the coverage they qualify for.

<https://coverva.dmas.virginia.gov/members/update-your-information/>

#CardinalCare

#VirginiaMedicaid

#MedicaidUpdates

