



NY State of Health Launches Ad Campaign Urging Consumers to Sign Up for Text Alerts and “STAY CONNECTED”

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NY State of Health has launched a new campaign to encourage consumers to “stay connected” with NY State of Health. The campaign encourages New Yorkers to sign up for NY State of Health text messages so they’ll know when it’s time to renew their health insurance. The ads also encourage New Yorkers to update their information in their NY State of Health accounts.

Since the start of the federal COVID-19 Public Health Emergency (PHE) in early 2020, New Yorkers enrolled in Medicaid, Child Health Plus or Essential Plan coverage have had their coverage automatically extended without requiring consumers to take action. After the federal PHE ends, consumers will once again need to take action to keep their coverage. This ad campaign is the first step NY State of Health is taking to connect with consumers regarding this change and help them avoid a coverage gap.

The ad campaign began on February 1 and will run through mid-March. It is being shared on multiple advertising channels including TV, digital, and out-of-home platforms. Ads are running in English, Spanish, and Chinese statewide and have been posted to our website.

Help us keep consumers covered by sharing our “Stay Connected” ads with your clients and partners! View the new ads on our website [here](#).

Consumers can sign up for NY State of Health text alerts by texting START to 1-866-988-0327. A tutorial video on signing up for text alerts will also be available soon on our website. Stay tuned for that!

For more information about the NY State of Health text alerts, click [here](#).



Sample digital ads for the NY State of Health “Stay Connected” Texting Campaign.



Tell us what you think!

We hope this campaign information is helpful to you, especially as we all navigate new outreach strategies to connect with consumers to share information, communicate important updates and send timely enrollment reminders.

If you have any questions or ideas for additional outreach content, please email us at NYSOHOutreach@health.ny.gov.