

*Kentucky's Medicaid transformation initiative creates new opportunities for community partnerships and engagement across the Commonwealth.*

## KENTUCKY'S NEW COMMUNITY ENGAGEMENT INITIATIVE

- Kentucky HEALTH, the Commonwealth's new Medicaid program, requires some individuals to participate in 80 hours each month of employment or community engagement activities, such as working, volunteering, or enrolling in training or education.
- **Over 150,000 Kentuckians will be incentivized to participate in their communities or join the workforce** to retain health benefits through Kentucky HEALTH.
- Organizations have the opportunity to involve this population in local programs and volunteer activities.
- Community Engagement programs are a way to **connect people with the resources they need to move forward.**

## OPPORTUNITIES FOR COMMUNITY ORGANIZATIONS

**Kentucky HEALTH presents new ways for you to engage Kentuckians:**

- Offer Kentucky HEALTH recipients opportunities to **participate in community programs.**
- **Partner with the Kentucky HEALTH team and/or other entities in your area** to engage Kentucky HEALTH recipients.
- Offer Kentucky HEALTH recipients **volunteer opportunities** to help support your organization's mission and serve your population.

## NEXT STEPS TO ENGAGE KENTUCKY HEALTH RECIPIENTS

**Consider the following opportunities and resources:**

- Inform your constituents that they can enroll in Kentucky HEALTH at **[benefind.ky.gov](https://benefind.ky.gov).**
- Stay informed about Kentucky HEALTH and help **connect people to local resources.**
- **Post volunteer opportunities using Business Connect**, the Commonwealth's online portal for Community Based Organizations.
- **Host community programs** at your location that are available to Kentucky HEALTH recipients.
- **Invite the Kentucky HEALTH team** to participate or speak at your organization's events.