

H.R. 1 Asset Timeline

Client AHCCCS

Date September 1, 2026

The below overview outlines the educational tools and assets that will be available to partners and providers throughout the H.R. 1 campaign. These materials are designed to be shared through partner and provider channels through three key phases to reinforce AHCCCS-owned communications, reduce confusion, and give members a consistent path from awareness to understanding to action. Across phases, the materials will help answer three questions: What is changing? Does this apply to me? What steps do I need to take?

PHASE 1 – AWARENESS

September; Timed to when members will begin receiving staggered notices.

Messaging Focus: What is changing? Create recognition without creating panic, reinforce that members should not assume they have lost coverage, and establish KeepMyAHCCCS.com as the primary source for current information.

Available Assets:

- **Member-facing landing page:** KeepMyAHCCCS.com *(Available 9/1, English & Spanish)*
 - This is the primary resource that all campaign communications will direct members to for current, plain-language information. It is designed to help members understand the change, determine whether they may be impacted, and find the appropriate next resource without having to interpret complex policy language. It will include:
 - **Frequently Asked Questions (FAQs)** – Plain-language answers to the most common questions about what is changing, who may be affected or exempt, and what members should do now. The FAQs provide a consistent source of truth partners can reference when common questions arise.
 - **Self-screener tool** – A short educational tool that helps members, family, and partners understand whether the new requirements may apply to them and what information or next step they should review.
 - **Links to job opportunities** – Directs members who may need to meet the requirements through work to practical employment resources rather than leaving them to identify options on their own.
 - **Volunteer information and resources** – Explains how volunteering may count toward the requirements, what makes an opportunity eligible, and where members can look for qualifying community opportunities.
- **Shareable infographic:** *(Available 9/1, English & Spanish)*
 - A quick-reference, one-page overview that summarizes what is changing, who may be impacted or exempt and what members should do right now. It is designed for easy scanning in digital or print settings and will direct members to KeepMyAHCCCS.com for the most current information.

- Two versions will be available: one that can be shared as-is and one with space for a partner or provider logo. Co-branding allows members to receive the same AHCCCS-approved information from organizations they already know and trust.
- **Social media posts:** *(Available 9/1, English & Spanish)*
 - Short, shareable awareness messages that will reinforce that changes are coming, encourage members not to assume the requirements apply to them, and drive them to KeepMyAHCCCS.com to learn more. Accompanying post copy gives partners ready-to-use language so the same core message is reinforced across channels.
 - Two versions will be available: one that can be shared as-is and one with space for a partner to add your own logo. The intent is to extend campaign reach without creating separate or potentially conflicting messages.
- **Partner / Provider H.R. 1 Landing Page** *(Available 9/3, English & Spanish)*
 - This page will serve as the central resource for partners and providers, giving frontline teams approved information and member-facing materials in one place. It is intended to help partners answer common questions consistently and direct members to the correct next step via plain language. It will include:
 - **FAQs** – Partner-ready answers to common questions so staff can reinforce approved language and avoid inconsistent interpretations.
 - **Links to job opportunities** – Resources partners can share directly with members who may need qualifying employment options.
 - **Volunteer information and resources** – A member-friendly explainer partners can use to discuss volunteering as a possible qualifying activity and connect members to available opportunities.

PHASE 2 – PREPAREDNESS

October – Mid-November; Timed to help equip members with tools to understand whether H.R. 1 may apply to them and prepare to take action.

Messaging Focus: Does this apply to me? Move beyond general awareness to explain who may be impacted or exempt, make the requirements easier to understand, and give members tools they can use to prepare before an action is required.

Available Assets:

- **Print-ready flyers and posters:** *(Available wk/o 10/5; English & Spanish)*
 - Print-quality materials for clinics, provider offices, community organizations, and other member-facing locations.
 - Messaging will help members recognize which individuals may be impacted, point them to KeepMyAHCCCS.com to understand whether it applies to them, and provide a visible reminder of where to seek help.
- **More robust partner & provider toolkits, including:** *(Available wk/o 10/12; English & Spanish)*

- The toolkits will equip frontline staff with deeper policy and operational detail so partners and providers can help members understand whether they may be impacted or exempt, what documentation or information may be needed, and where to direct them for the correct next step. Standardized materials also reduce conflicting guidance across organizations. The toolkits will include the following:
 - **Additional sample social posts** (*opportunity to co-brand*) – messaging will move from general awareness of upcoming changes to helping members understand who may be impacted or exempt and directing them to KeepMyAHCCCS.com for the most up-to-date information and tools so they can be prepared to take action.
 - An expanded library will give partners fresh content to share throughout the preparedness phase rather than repeatedly using the same post. Messaging will rotate across key topics including who may be impacted, exemptions, upcoming actions and where to find current information to maintain awareness, reinforce understanding and reduce creative fatigue.
 - **Additional shareable graphics / infographics** (*opportunity to co-brand*) – Additional visual explainers will break down complex topics such as who may be impacted, common exemptions, six-month renewals, and the next step to take. They are designed for quick use in social, email, web, and in-person settings.
 - **Quick-reference guides** – Concise staff-facing materials that will summarize key questions to listen for, approved messages to reinforce, and where to route members for additional information or assistance. These help frontline teams answer common questions without having to interpret lengthy policy materials.
 - **Training PowerPoint deck** – A reusable training deck partners and providers can use to prepare their own staff. It will explain core changes, who may be impacted or exempt, the role of documentation and member notices, and where staff should direct members for information versus action.

PHASE 3 – ACTION

Late November – June 2027; Timed to 6 weeks prior to when members need to submit for requirements + 6-month renewals.

Messaging Focus: What steps do I need to take? Assets from the earlier phases will be refreshed with more action-oriented messaging that helps members complete the correct next step, maintain eligibility, and know where to go if they need assistance. The emphasis shifts from awareness and education to clear instructions and reminders.

Available Assets:

- **Landing pages:** (*Available wk/o 11/16; English & Spanish*)
 - Content will shift toward specific action instructions, helping members distinguish where to go for information (KeepMyAHCCCS.com) versus where to complete required actions (HEAplus/portal). Updates will reinforce deadlines, required next steps, and where members can get help if they are unsure, including:

- **How-to-Comply Guides** – Step-by-step guides that will translate the requirements into a manageable process, helping members understand what may be required of them, what information or documentation they may need, and where to go to complete the appropriate next step.
- **Instructional Videos** – Short visual explanations that will break complex requirements into clear, sequential steps. These will provide an additional format for members who may find video easier to follow than a longer written explanation and can be shared by partners across their own digital channels.
- **Additional sample social posts** (*opportunity to co-brand*): *(Available wk/o 11/16; English & Spanish)*
 - Posts will become more specific and reminder-driven, reinforcing concrete next steps such as opening AHCCCS notices, keeping contact information current, reviewing whether requirements apply, and using the appropriate AHCCCS resource when action is required.
- **Additional shareable graphics / infographics** (*opportunity to co-brand*): *(Available wk/o 11/16; English & Spanish)*
 - Graphics will visually simplify the action process into clear steps members can follow and partners can explain.
 - These assets will be refreshed as timing or guidance changes so members receive current instructions rather than having to interpret earlier awareness materials.
- **Updated print-ready flyers, posters + toolkit materials** (*as needed based on how information evolves*)