



## Trusted Messengers to Support Health Care Coverage

### 2026 Request for Proposals

**Proposal Due: May 5, 2026**

**Grant Awards: Up to \$20,000**

The Connecticut Health Foundation recognizes the importance of health care coverage in achieving good health outcomes. To ensure that people affected by changes to Medicaid and Supplemental Nutrition Assistance Program (SNAP) eligibility receive information about their coverage options from a trusted source, we will continue to support organizations serving as trusted messengers to share information, answer questions, and connect people to resources as needed. Funding will be available to groups that are messaging on the following issues:

- General HUSKY (Medicaid) enrollment information
- Information about the timeline of rule changes and how to stay enrolled
- Changes to eligibility for HUSKY and SNAP (e.g., immigration status, work requirements, etc.)

Priority will be given to organizations working in communities where there are high numbers of people who may be disenrolled from benefits due to changes in Medicaid and those organizations that have the direct ability to help community members enroll or remain enrolled in coverage, i.e., those with certified application assistants or brokers on staff.

Potential messaging activities can include, but are not limited to:

- Outreach to community members to provide information and assistance
- Distributing information to community members in places that they frequent, such as grocery stores or markets, bus stops, or pharmacies
- Hosting events, town halls, and one-on-one conversations with community members
- Conducting a social media campaign to reach the target audience
- Meeting with people at places where they are coming for other services to address questions and connect them to resources where they can take steps to maintain coverage

## Grant Information

### Objective

The proposed project should be designed to provide HUSKY and SNAP information to those unlikely to receive it from other sources, answer people’s questions, and connect them to resources if needed. Messaging can also include dispelling misinformation about benefits and promoting a better understanding of HUSKY eligibility, SNAP program changes, and other broader federal changes.

### Timeline and process\*

<b>Informational webinar</b>	April 7, 2026
<b>Proposals due</b>	May 5, 2026
<b>Grantee award notification</b>	May 30, 2026
<b>Project start date</b>	June 1, 2026

*\*Subject to change*

### Eligibility

Applicants must be 501(c)(3) organizations or have an identified fiscal agent. Successful applicants will have a demonstrated history of being a trusted source of information in their community. In addition, applicants must have:

- Expended all the funds from previous grants received (applicants do not need to be previous grant recipients)
- Submitted all grant reports outlining activities and outcomes from earlier trusted messenger activities
- Provide clear use and rationale for additional funding
- Focus on populations that will be most affected by the changes in Medicaid and SNAP

**To apply, visit CT Health’s applicant portal at <https://cthealth.fluxx.io> and register for login credentials. Once you receive your credentials, log in to the portal and navigate to “Apply: Requests for Proposals.”**

### Application questions

Name / Organization / Title

1. What topic do you plan to focus on? ( ) Checkbox

- General HUSKY (Medicaid) enrollment information
- Information about the timeline of rule changes and how to stay enrolled
- Changes to eligibility for HUSKY and SNAP (e.g., immigration status, work requirements, etc.)

2. Tell us about your organization. What makes your organization a trusted messenger for the audience you hope to reach?
3. Who is the audience for your messaging?
4. How many people do you anticipate reaching with this funding?
5. What demographic information will you collect for this project? (Check all that apply)
  - Ages of those served
  - Race/Ethnicity
  - Language spoken
  - Town of residence
  - Number of people in the household
  - Other (If other, please explain)
6. What activities do you plan to continue to use to deliver messaging? What metrics will you use to measure the success of your messaging efforts?
7. What outreach activities will you track for this project? (Check all that apply).
  - Number of phone calls
  - Number of 1:1 interactions
  - Number of individuals reached through tabling or community-wide events
  - Number of people enrolled or re-enrolled in coverage
  - Number of printed materials distributed
  - Other
8. What other resources can CT Health provide to support your trusted messenger activities?