webinar strategy and materials for prepping community partners

customizable webinar strategy, presentation templates, and supporting resources

This package of webinar materials was designed by Civilla for the State of Michigan in June, 2026. A nationalized version was then released for public use in August, 2026.

What this package includes:

1. Webinar Strategy Template (Word Document):
Document outlining the webinar series including objectives, audience, recommended timeline, session structure, and implementation considerations.

2. Customizable Presentation Template - Session 1 (PowerPoint):
A ready-to-use presentation introducing Medicaid work requirements, who is impacted, and the resident communication timeline. It includes customizable slides, visuals, talking points, and guidance for adapting the content to each state's implementation strategy.

3. Customizable Presentation Template - Session 2 (PowerPoint):
A ready-to-use presentation that explains how the state's application and renewal processes are changing and introduces practical tools community partners can use. It includes customizable slides, visuals, talking points, and guidance for adapting the content to each state's implementation strategy.

4. Resident Communication Timeline (PDF):
Editable PDF outlining official resident communications from their state. This document was originally built for the state of Michigan's community partner strategy – it should be customized before implementation in other states.

5. Work Requirements One Pager (PDF):
Editable one-pager summarizing key work requirement details for community partners.

Click to download the full package
Continue scrolling to preview the Webinar Strategy Template

Disclaimer: Civilla's research and recommendations can inform state implementation, but each state's policy landscape and population differ. These materials are not legal advice, and all designs should be reviewed by state policy teams prior to implementation.

HR1 Medicaid Work Requirements

Community Partner Webinar Series Strategy

What this document includes

Context and purpose

As the January 2027 implementation deadline approaches, one of the most important investments states can make is preparing community organizations before residents start asking questions they can't answer.

Frontline staff at community organizations are often the first people residents turn to when something changes with their benefits. When community partners are informed and equipped, those conversations go better — residents get answers faster, coverage losses are prevented, and call volume goes down. When community partners are left behind, confusion compounds and the burden falls back on the state.

Preparing community organizations well also signals that state health departments see them as essential partners in this rollout, not an afterthought.

This strategy outlines **how states can use a webinar series to get the right information to community partners at the right time**.

Core audience

This webinar series is designed for **organizations who support residents applying for and renewing Medicaid and other state benefits**. The sessions are designed primarily for two audiences with different day-to-day needs.

Audience	Needs
Supervisors and program managers	• Enough depth to train their staff and answer questions • Materials they can share and adapt • Clarity on what is still unknown • Time to plan how to adapt their processes and workforce to support the influx of support needed
Navigators and case managers helping clients apply and manage benefits	• Practical, actionable guidance • To understand how a resident's journey will change with these new requirements • Support to answer case-specific questions that come up in their day-to-day work

Design principles

Through co-design sessions and one-on-one interviews, community partners shared clear values that shaped this strategy.

- **Timely, not reactive.** Community partners noted that timing is critical. The earlier they can prepare, the more confidently they can support residents and avoid confusion later on.
- **Updated content.** Because policy and implementation details will continue to evolve, the communication strategy and materials need to change alongside them. Share what is known early, clearly communicate what is still unknown, and update materials when decisions are made.
- **Consistency builds trust.** Regular communication, recurring opportunities for questions, and a clear cadence of support help build stronger trust and confidence over time. A single point of contact present across sessions and office hours can help.

Session architecture and details

We recommend states host a **series of virtual sessions** open to all community partners. Each session builds on the previous session's content. They move from building a foundational understanding of HR1 Medicaid work requirements to practical tools to a final check-in before launch. The timing of these webinars is based on a January 2027 rollout. Adapt according to your state's timeline as needed.

- **Session 1: Understanding HR1 and state specific details**— ASAP · 90 min
- **Session 2: Practical tools for supporting residents** — Fall 2026 · 60 min
- **Session 3: FAQ + final updates** — Early December · 60 min
- **Office hours** — Bi-weekly through January 2027, monthly through July 2027 · 45 min each

Session 1: Understanding HR1 impacts on Medicaid

1

Understanding HR1 and state specific implementation details

ASAP · 90 min · Virtual, open to all

Goals

- Give community partners a clear, complete picture of HR1 Medicaid changes - with a focus on work requirements.
- Equip community partners with a deeper understanding of your state's specific implementation decisions
- Help community partners understand how to assess whether or not their clients need to report work requirements and when.
- Build awareness of what residents will be hearing from the state.

Topics covered

- Overview of HR1 changes to Medicaid
- Overview of Medicaid work requirements including who qualifies, who is exempt, and who needs to report work hours
- Your state's approach: what's decided and what decisions are still in progress
- Details on exemption definitions, how to report work hours, proofs, etc.
- State communication plan for residents
- Live Q&A

Materials provided after the session

- Session recording
- Slide deck
- Website link
- One-pager (printable)
- Resident comms timeline handout (printable)

Session 2: Practical tools for supporting residents

2 **Practical tools for supporting residents**

Fall 2026 · 60 min · Virtual, open to all - with a focus on equipping frontline navigators

Goals

- Build an understanding of how your state's application and renewal process is changing
- Equip community partners with the practical tools they need to support residents through the benefits lifecycle

Topics covered

- Address the FAQs that came up between sessions
- Review what is changing in your state's applications, renewals, and determination processes
- Walk through the Digital Interactive Guide (if implementing)
- Review what is still unknown and where to watch for updates
- Live Q&A

Materials provided after:

- Session recording
- Slide deck
- Website link
- Digital Interactive Guide link

Session 3: FAQ + final updates

3 **FAQ + Final updates**

Early December · 60 min · Virtual, open to all

Goals:

- Give community partners a final touchpoint before January, addressing the most common questions you've collected
- Confirm any last changes to how residents will experience process changes to send partners into launch prepared

Topics covered

- Final confirmed changes to your application and renewal processes
- Updates to exemption definitions, verification requirements, timelines, or other details since Session 2 (if any)
- Review FAQs collected through office hours and the Q&A backlog
- Live Q&A

Materials provided after:

- Session recording
- Post-launch office hours schedule

↻ **Office hours**

Recurring 45 min · Virtual, open to all

Goal: Keep a live, consistent channel open between your department and community partners as implementation approaches so that questions can get answered quickly.

Cadence:

- Bi-weekly starting after Webinar session 1 through January 2027
- Monthly from February 2027 onward, continuing through at least July 2027 as post-launch questions and edge cases emerge

Outreach

The following channels are ideas for ways to promote the webinar series. These should complement your state's typical outreach channels and communication pathways.

- **Direct outreach.** Email community partners your state already works with that support residents applying for and managing Medicaid. Include session registration, agenda, and materials offered.
- **Community action agencies (CAA) -** CAAs often have their own newsletters. Including details about the webinar series in these newsletters can help reach staff at multiple levels.
- **Population-specific networks.** Reach out to contacts at networks that serve populations likely to be impacted and need support to maintain coverage. This includes residents with disabilities, substance use disorders, residents whose first language is not English, residents with variable work, and more.
- **State website.** Advertise the series on the state's Medicaid website and/or social platforms. Include session registration, agenda, and materials offered. Be aware that this may overwhelm registration and require hosting multiple versions of the same session.

Action item checklist

Now

- Identify who will own the development of materials, logistics, and facilitate the sessions. The facilitator(s) should have enough policy knowledge to answer questions on the spot and name what is still unknown.
- Review all materials and update content to reflect your state's implementation decisions. Fill in every placeholder before presenting to community partners.

  💡 **Tip:** For the placeholder text, use Command + F (Mac) or Control + F (Windows) to search for placeholders like "[state name]" or "[Implementation month & year]" and replace them all at once rather than manually replacing each one.
- Map your community partner networks — identify who to reach, through which channels, and the right contacts for population-specific organizations.
- Decide on your office hours format (live call, email intake, shared form) and confirm who has capacity to run them consistently.
- Set the Session 1 date (ideally before any notice or letter goes out to residents).
- Confirm the live Q&A process — how questions will be collected during the session and the follow-up process for questions that can't be answered on the spot.

Before each session

- **Session 1**
  - Review and update the slide deck + talking points, fill in all placeholders with confirmed state decisions.

    Look at the instructions at the beginning of the slide deck. *They walk through how the template is structured and what needs to be updated before presenting.*

  - Update the one-pager and resident comms timeline to reflect current decisions.
  - Publish the agenda at least two weeks in advance so partners can decide who should attend and mark their calendars.

    💡**Tip:** Confirm that maximum number of participants your video conferencing platform can accommodate. If you need to consider adding multiple of the same sessions, doing a livestream through YouTube or upgrading your video platform plan temporarily.

- **Session 2**
  - Review and update the slide deck + talking points, fill in all placeholders with confirmed state decisions.

    Look at the instructions at the beginning of the slide deck. *They walk through how the template is structured and what needs to be updated before presenting.*

  - Review the Q&A backlog from office hours since Session 1, identify the top questions to share.
  - Coordinate the Digital Interactive Guide (DIG) rollout so it is ready to demo live.
- **Session 3**
  - Compile the full Q&A backlog from all office hours (this becomes the basis for session content).
  - Create the slide deck with all the Q&A + any final implementation decisions
  - Share the post-launch office hours schedule with partners before the session.

Ongoing — through July 2027

- Run office hours bi-weekly from after Session 1 through January 2027, then monthly through at least July 2027.
- Update the FAQ on your website including questions answered live and questions that came in but were not addressed.

Appendix

Key questions to address

Research with community partners surfaced a clear set of questions they needed to be answered during Civilla's research in Spring 2026. These drove the design and content of all sessions and supporting materials. More questions will emerge as rollout approaches and after implementation.

Topics	Key questions	Why it matters

The change itself	What is changing? When is this happening?	Partners have varying degrees of proximity to and understanding of the policy changes. Partners need the timeline before residents do. Surprises can create chaos and misinformation.
State-specific rules	What decisions has the state made about implementation? What is still being determined? What is the state changing in its applications, renewals, and systems?	Federal policy will apply to all states, but what matters to residents is how the states decide to implement.
Who is affected	Who qualifies for work requirements? Who is exempt? Who needs to report work hours?	The orgs in this series mostly serve people who may be exempt and they need to know how to identify and advocate for them and understand how broader policy applied to their population.
Proof and process	What documentation do residents need? How do they prove eligibility or exemption?	Document submission is one of the highest-risk moments for coverage loss. Partners need to know exactly what counts.
SNAP comparison	How are these requirements different from existing SNAP work requirements?	Many residents and partners are already navigating the SNAP work requirements. Communicating how it's going to be different than Medicaid is critical.
Eligibility questions	What is medically frail? What counts as volunteer work? How does student eligibility work? How would someone not on SSDI prove a mental health disorder?	These questions came directly from community partner interviews that they want more clarity on specifically.
Live questions	Space for partners to ask questions as things come up in session and between sessions.	Policy will evolve. Partners need a channel to surface what they are hearing from residents in real time.