



Beneficiary Advisory Council Outreach Toolkit for Partners

Purpose

This toolkit is designed to help our partners spread the word about the opportunity for current and former Medicaid beneficiaries to join a new Beneficiary Advisory Council (BAC) hosted by the Michigan Department of Health and Human Services (MDHHS). The BAC will provide a platform for individuals with lived experience to share their insights, discuss barriers to care, and influence Medicaid policies that impact millions of people across the state. By sharing the posts in this toolkit, you can help us recruit individuals who have navigated Medicaid firsthand. Members have the chance to be heard and make a difference in shaping the future of Medicaid services.

Target Audience

The target audience for this social media toolkit includes current and former Medicaid beneficiaries and their families who have firsthand experience navigating Medicaid services, whether for themselves or their families.

Sharing Instructions

Please share the following content about the application to join the Beneficiary Advisory Council between March 12 and April 14, 2025.

The content to share includes:

- Four social media posts with images
- One website or newsletter blurb

Below each post text is the name of the image that corresponds. You are invited to adjust the copy to match your organization's tone.

Social Post One

People who have navigated Medicaid know best what works and what needs to improve. That's why the @Michigan Department of Health and Human Services is recruiting Medicaid beneficiaries to serve on a statewide Beneficiary Advisory Council. Members will share their insights and help shape policies that affect millions while being compensated for their expertise. If you or someone you know has experience on Medicaid, this is a chance to make a real difference. Visit the [BAC website](#) to apply today.

Image: MDHHS Partner 1

Text on image: Join a Medicaid Beneficiary Advisory Council and help make a difference in Medicaid services!

Social Post Two

The @Michigan Department of Health and Human Services is looking for current and former Medicaid beneficiaries to join a statewide advisory committee and share their experiences. If you work with Medicaid recipients, help us spread the word! This is a chance for real people to influence decisions that shape Medicaid services. Learn more and share: [BAC website](#)

Image: MDHHS Partner 2

Text on image: Help influence decisions that shape Medicaid services!

Social Post Three

Strong communities start with strong voices. The @Michigan Department of Health and Human Services is inviting Medicaid beneficiaries to join a Beneficiary Advisory Council where they can connect with others by sharing their experiences to help improve Medicaid services. Members will have the opportunity to influence future policy changes—and receive stipends, child care reimbursement, and respite for caregivers for their time and contributions. If you or someone you care for is enrolled in Medicaid, [apply today!](#)

Image: MDHHS Partner 3

Text on image: Join the conversation to help improve Medicaid services!

Social Post Four

Help shape the future of Medicaid in Michigan! The @Michigan Department of Health and Human Services is recruiting current and former Medicaid beneficiaries

to join a statewide Beneficiary Advisory Council. This is an opportunity to share lived experiences, discuss barriers to care, and influence future Medicaid policies while being compensated for your experience. Know someone who would be a great fit? Encourage them to [apply today!](#)

Image: MDHHS Partner 4

Text on image: Help influence Medicaid policies and get compensated for your experience!

Website/Newsletter Blurb

Make a Difference in Michigan!

Apply to join the Michigan Medicaid Beneficiary Advisory Council.

Do you want to share your insights and experiences with Medicaid? The Michigan Department of Health and Human Services (MDHHS) is inviting current and former Medicaid members—along with caregivers, guardians, and family members of Medicaid recipients—to apply to join the new statewide Beneficiary Advisory Council (BAC). BAC members will meet quarterly to share their Medicaid experiences in a safe space, identify barriers to care, address existing social determinants of health, and relay critical information to MDHHS leadership to influence future policies.

BAC members will be eligible to receive stipends, child care, and respite for caregivers for participating.

Your input matters. Help MDHHS improve Medicaid services. Learn more about the BAC or apply today by visiting the [BAC website](#).

The opportunity to apply closes April 14. If you have any questions or need more information, please don't hesitate to reach out to us at MDHHS-BAC@michigan.gov.

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