# Principals’ Memo #1001-22

[](http://www.doe.virginia.gov/administrators/index.shtml)  
**COMMONWEALTH of VIRGINIA   
Department of Education**

DATE: March 30, 2022

TO: Principals

FROM: Michael F. Bolling, Assistant Superintendent for Strategic Innovation

## SUBJECT: Department of Medical Services 2022 Return to Normal Initiative

The Virginia Department of Education (VDOE) is collaborating with the Department of Medical Assistance Services (DMAS) to provide information and updates regarding the 2022 Return to Normal initiative. When the public health emergency ends, DMAS would like to ensure that no Medicaid recipient loses their Medicaid or FAMIS coverage. The VDOE is partnering with DMAS to provide information to each school division to inform parents and guardians about updating their current mailing address, email, and telephone number so that no one loses their health insurance through FAMIS or Medicaid.

**Action Items being requested of School Principals:**

We are asking schools to place links and information about how to update contact information on their websites and use digital forms of communication to help distribute this information to students and parents/guardians. Below are options on how information can be distributed:

* + Placing a link to [www.coverva.org](http://www.coverva.org/) on Back To School webpages and school websites;
  + Distribute the flyers or link through Virtual Learning Packets;
  + Distribute the flyers through new students enrollment packets;
  + Distribute the flyers at in-person or virtual Parent Teacher Association (PTA) meetings and other school events;
  + Distribute flyers through the McKinney-Vento Homeless Liaison;
  + Distribute link via SMS or social media platforms;
  + Link to DMAS’ Public Health Emergency member information on [www.coverva.org](http://www.coverva.org/); and/or
  + Pull information from DMAS’ PHE Unwinding toolkit on [www.coverva.org](http://www.coverva.org/) to distribute via online and through email correspondence to parents/guardians.

Flyers are available to order on-demand on the [CoverVAMaterials](https://coverva.org/en/materials) webpage. Flyers were posted on March 4, 2022.

We appreciate your help in making sure that your McKinney-Vento homeless coordinators, school nurse, nutrition program supervisors, enrollment coordinators, social workers, Medicaid coordinator, and any other pertinent staff are aware of these important efforts. If your school division participates in the Medicaid and Schools billing program, Medicaid outreach is an administrative claimable activity for which your school division can receive reimbursement.

More than 800,000 children across Virginia receive health insurance through FAMIS and Medicaid. We want to make sure they stay enrolled. A *Return to Normal* webpage with additional resources is available on the [Cover Virginia website](http://www.coverva.org/) that can be shared with both school division staff and parents/guardians.

For additional information on the 2022 Return to Normal Initiative, contact the DMAS community outreach and member engagement team at [CoverVirginia@dmas.virginia.gov](mailto:CoverVirginia@dmas.virginia.gov).

For information on Medicaid in schools, contact Amy Edwards, Medicaid Specialist, Office of Student Services, by email at [Amy.Edwards@doe.virginia.gov](file:///C:\Users\nmk13107\Downloads\Amy.Edwards@doe.virginia.gov) or by telephone at (804) 692-0150.

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