TennCare Diaper Benefit Communication Toolkit

Key Messages:

1. TennCare now provides up to 100 diapers per month for children under two who have TennCare or CoverKids.
2. There is no cost, copay, or prescription needed.
3. To use this benefit:
    - Find a participating pharmacy at TN.gov/TennCare/diapers.
    - Show the child's pharmacy ID card at a participating pharmacy counter.
    - Newborns without a card can use the mother's pharmacy ID card or Social Security number.
4. TennCare will cover popular diaper brands and include different types of diapers.

Template Messages for TennCare Members

Do you have a newsletter, website, or social media account? Use these messages to help us inform TennCare members about this new benefit. Repetition is key!

Email Template

TennCare has exciting news for TennCare families across the state! TennCare provides up to 100 diapers per month for children under two who have TennCare or CoverKids.

TennCare is teaming up with pharmacies across the state to make sure members in all counties can easily get this benefit. To pick up diapers:

1. Visit a participating pharmacy [Find a location at TN.gov/TennCare/diapers]
2. Show your child's pharmacy ID card at the pharmacy counter. For newborns you can use the mother's pharmacy ID card or Social Security number until the newborn receives their own ID.

TennCare will cover popular diaper brands and include different types of diapers to meet your family's needs. Your pharmacy may not stock all the listed brands or have a stocked supply of your preferred brand.

For more information on the diaper benefit, go to TennCare Diapers Webpage (URL: TN.gov/TennCare/diapers).

TennCare Diaper Benefit
for TennCare and CoverKids members under age two

SMS Template

TennCare and CoverKids members under age two can get up to 100 diapers a month at participating pharmacies with their pharmacy ID. Learn more, TennCare Diapers.

Website Banner

Find out more about TennCare's new diaper benefit. Go to TennCare Diapers.

Link to a Downloadable Flyer

- A general diaper benefit flyer (diaper flyer in Spanish) (diaper flyer in Arabic)

Social media: Download the social media visuals

TennCare Diaper Benefit
for TennCare and CoverKids members under age two

Post 1

TennCare has added a new benefit! Children under two who are covered by TennCare or CoverKids can now receive up to 100 diapers per month at no cost! Here's how to use the benefit:

1. Visit a participating pharmacy.
2. Show your child's pharmacy card at the pharmacy counter. For newborns, your pharmacy can use your pharmacy card or Social Security Number until the newborn receives their own ID.

TennCare will cover a variety of popular diaper brands to meet your family's needs. You can find more information and a list of participating pharmacies at TN.gov/TennCare/diapers.

Post 2

NEW TennCare Benefit! Children under 2 with TennCare or CoverKids can receive up to 100 diapers per month at participating pharmacies. Just show your child's pharmacy card to the pharmacist. For newborns, you can use the mother's pharmacy card or Social Security number. For more information, visit TN.gov/TennCare/diapers.

Post 3

Introducing TennCare's Diaper Benefit! TennCare now provides up to 100 diapers per month for TennCare and CoverKids children under age two. Simply visit a participating pharmacy and present your child's pharmacy card. If your newborn doesn't have a card yet, you can use the mother's pharmacy card or Social Security number.

TennCare will cover a variety of popular diaper brands. For more details and a list of participating pharmacies, please visit TN.gov/TennCare/diapers.