



# AHCCCS Tribal Community Outreach Toolkit

This toolkit was created for AHCCCS Tribal community partners to help build awareness around the warning signs of health fraud and share trusted health resources with Tribal communities.

Last updated: May 2024



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May 2024

## Hello, Arizona Tribal community partners

Over the last year, AHCCCS has taken numerous actions to eliminate fraud, waste, and abuse through system-wide improvements for provider certification. However, the impact to Tribal communities from this fraud still lingers after being unfairly targeted by dishonest people and criminals posing as health providers to steal their AHCCCS benefits.

AHCCCS recognizes the pain and suffering caused by these bad actors. Regaining trust from Tribal communities will take time, continued outreach, and meaningful action. We are committed to protecting Native American AHCCCS members and supporting those struggling with mental health or addiction issues.

This communications toolkit includes physical and digital messages to reach Tribal community members, particularly those most vulnerable to falling victim to these crimes. These messages contain information about AHCCCS-approved resources and detail the warning signs of suspicious health providers.

We worked closely with partners throughout the Tribal community to build these messages, including Indian Health Leadership, the Arizona Advisory Council on American Indian Healthcare, Native Health, and others with support from the Office of the Arizona Governor. We want to express our sincere gratitude to everyone involved.

As a valued and trusted partner with AHCCCS, we ask for your help to share these messages across your channels. Please use these messages in their existing form and refer to the resources included in this toolkit for the latest information on fraud education and health resources.

Thank you for your ongoing partnership and help to spread the word on this issue of utmost importance.



**Carmen Heredia**  
Cabinet Executive Officer, AHCCCS



## Your Kit

Every partner who shares the message broadens our impact and helps prevent further victimization of Native American AHCCCS members.

Your communications toolkit includes messages designed to help Native American AHCCCS members. Your communications toolkit includes messages designed to help Native American AHCCCS members. All assets drive to [www.azahcccs.gov/tribalresources](http://www.azahcccs.gov/tribalresources)

### This toolkit contains:

- Fliers and infographics with a QR code for display in offices
- Wallet cards to distribute at meetings and events
- Social media posts for Facebook and Instagram
- Digital banners for your website or email newsletters
- Talking points to share during meetings
- Blurbs to include in your email communications
- Ads to include in newspapers or other circulars



We ask that you share these messages in their existing form. This will ensure consistency in our messaging and reduce potential confusion for members.

### Social Media Posts

For social media posts, please make sure to tag us:

Facebook and Instagram: **@AHCCCSgov**

LinkedIn: **@AHCCCS**



## Social Assets

### Facebook and Instagram Posts

[Download](#)



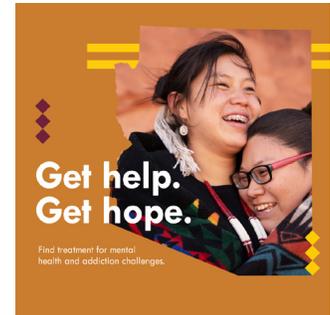
**Caption:** Licensed and AHCCCS-registered health providers will not offer gifts, money, drugs, etc. to get you into treatment. Learn more at [azahcccs.gov/tribalresources](http://azahcccs.gov/tribalresources)



**Caption:** Recovery is real, and AHCCCS or your local Tribal health resources can help you find trusted addiction services to reach it. Learn more at [azahcccs.gov/tribalresources](http://azahcccs.gov/tribalresources)



**Caption:** Don't struggle alone. If you're weighed down with an addiction or mental health issue, help is out there. Learn more at [azahcccs.gov/tribalresources](http://azahcccs.gov/tribalresources)



**Caption:** Have you seen this AHCCCS list of mental health and addiction resources? If you know someone who's struggling, pass it on. Learn more at [azahcccs.gov/tribalresources](http://azahcccs.gov/tribalresources)

You're welcome to use the suggested captions, or write your own using these tips:

- Make it sound like you
- Keep it short: Post copy is typically cut off after 125 characters
- Feel free to mention that you're partnering with AHCCCS on this message
- Include a call-to-action and URL at the end to encourage readers to click
- For social media posts, please make sure to tag us: Facebook and Instagram: @AHCCCSgov  
LinkedIn: @AHCCCS

### Social Stories

[Download](#)





## Print Assets

### Flier

[Download](#)

**Stay safe from suspicious health providers.**

Dishonest people posing as health providers have taken advantage of Native American AHCCCS members seeking treatment for addiction, using lies and manipulation to steal their insurance benefits. **Please, stay safe.** If someone makes an offer that's too good to be true, it probably is.

**Honest health providers will NOT:**

- Offer money, drugs, or gifts
- Ask you to change your health plan
- Pressure you to make a decision now

**Recovery is real. We can help.**  
We're committed to supporting Native Americans struggling with addiction or mental health challenges. Scan the QR code below for our most updated list of trustworthy resources.

**Know the warning signs. Find real treatment.**

[www.azahcccs.gov/tribalresources](http://www.azahcccs.gov/tribalresources)

### Newspaper Ad

[Download](#)

**AHCCCS**  
Arizona Health Care Cost Containment System

**Real treatment. Real recovery.**

Learn the red flags of suspicious health providers and find trusted addiction resources that help.

[www.azahcccs.gov/tribalresources](http://www.azahcccs.gov/tribalresources)

### Wallet Card

[Download](#)

**Real treatment. Real recovery.**

**Find trusted health resources, on and off Tribal lands.**

[www.azahcccs.gov/tribalresources](http://www.azahcccs.gov/tribalresources)

Need help now for addiction or mental health issues?  
Call 1-844-534-HOPE (4673) to reach the Arizona behavioral health crisis line, available 24/7/365 to any Arizona resident, even if you don't have health insurance coverage.

## Digital Assets

### Infographic

[Download](#)

**AHCCCS**  
Arizona Health Care Cost Containment System

**Know the signs of a health scam.**

If a health provider shows any of these suspicious behaviors, walk away. Your safety may be on the line.

- Offering you money, drugs, or gifts
- Making you change your health plan
- Pressuring you to make a decision now
- Asking you for cash or payment directly
- Taking your food stamps
- Asking you to steal money
- Contacting you on your personal social media accounts

Learn more at [www.azahcccs.gov/tribalresources](http://www.azahcccs.gov/tribalresources)

Digital Version

**AHCCCS**  
Arizona Health Care Cost Containment System

**Know the signs of a health scam.**

If a health provider shows any of these suspicious behaviors, walk away. Your safety may be on the line.

- Offering you money, drugs, or gifts
- Making you change your health plan
- Pressuring you to make a decision now
- Asking you for cash or payment directly
- Taking your food stamps
- Asking you to steal money
- Contacting you on your personal social media accounts

Learn more at [www.azahcccs.gov/tribalresources](http://www.azahcccs.gov/tribalresources)

Print-Ready Version

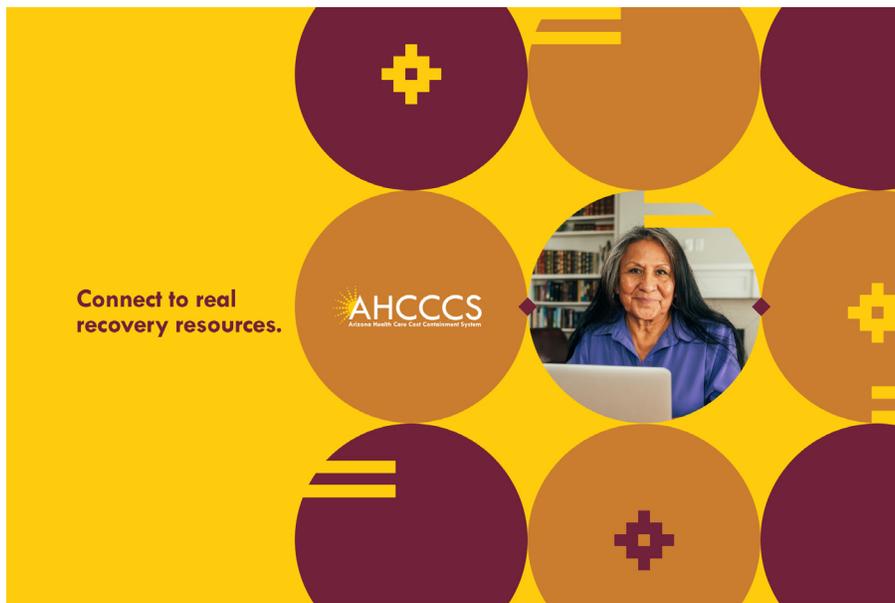


## Web Banners

[Download](#)



CTA: Know the Warning Signs



CTA: Find Addiction Treatment



## **Written Communications**

*Use this copy in email newsletters, circulars, and fliers to help get the word out.*

Know the red flags. Spot too-good-to-be-true offers. Learn more:  
[www.azahcccs.gov/tribalresources](http://www.azahcccs.gov/tribalresources).

## **Verbal Communications (60 seconds)**

*Use these statements for your meetings, podcasts, and radio. There are four versions so you can use the length best suited to your need.*

Hi, I'm [insert name].

Dishonest health providers have been targeting Native American AHCCCS members to steal their health care benefits, exploiting vulnerable people struggling with addictions. AHCCCS condemns these acts and is improving policies system-wide to protect all members.

Know the warning signs so you can protect yourself, friends, and family. Red flags include offering you money or drugs, or telling you to change your health plan. You can find the full list at [azahcccs.gov/tribalresources](http://azahcccs.gov/tribalresources).

You have the right to ask questions. AHCCCS-registered providers will be happy to talk about their licensing, services, and quality of care. If they won't answer, walk away.

AHCCCS is committed to protecting members against fraud. And they're equally committed to supporting members struggling with addiction or mental health issues, on Tribal lands and off. Find trusted health programs and medical homes at [azahcccs.gov/tribalresources](http://azahcccs.gov/tribalresources).

[View 90 second, 30 second, and 15 second communication statements.](#)



## Additional Resources

**Direct members** to [www.azahcccs.gov/tribalresources](http://www.azahcccs.gov/tribalresources) for a comprehensive list of AHCCCS-approved health resources.

**Call** [1-844-534-HOPE \(4673\)](tel:1-844-534-HOPE) or **text** 4HOPE to 44673 to reach the Arizona behavioral health crisis line for immediate mental health assistance.

**Call** the [988](tel:988) lifeline to be connected to a professional counselor 24/7/365, free of charge.

**Find treatment** with our locator tool:  
<https://www.findtreatment.gov/>

**Follow AHCCCS** on [Facebook](#), [Instagram](#), [Threads](#), [X](#) (formerly Twitter), and [LinkedIn](#) for the latest news and updates.