

What's in a name? The woodwork vs. welcome mat effect for kids

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Voices for Utah Children is dedicated to increasing coverage and care for all Utah kids. With this comes the responsibility to rethink how our language can be more welcoming and inclusive. When referring to children who are eligible-but-unenrolled in public health insurance, but who may now enroll as a result of Medicaid expansion, the term “woodwork” or the “woodwork enrollment” is often used. This term suggests “to come or crawl out of the woodwork” according to the Oxford dictionary, and can have a derogatory connotation. We believe a better phrase is the term the “welcome mat effect.” More children having access to health care is better for our state and allows children to be healthy and better able to reach their full potential. We are excited to welcome more children to these programs, especially as

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eligible but uninsured children obtain coverage thanks to Medicaid expansion for their parents.

Learn more [here](#).