



Advocacy Toolkit for Partners

Overview

As Congress weighs significant cuts to Medicaid as part of the federal budget resolution process, the Modern Medicaid Alliance, its partners and allies continue to reinforce the value of the Medicaid program and the devastating impact funding cuts would have on millions of Americans and local communities.

This toolkit provides easy-to-use resources and information to reinforce the value of the Medicaid program as part of your advocacy and communications. We hope that these resources make it easier to reach and engage with all stakeholders about the importance of this vital program.

Included templates can be customized and personalized for your organization's messaging across social platforms.

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Social Media Copy

Click here to download new social graphics for every platform (X, LinkedIn, Facebook).

Value of Medicaid Across Patient Groups

Children

- #MedicaidMatters to Jennifer and her 11-year-old son who has access to home nursing care thanks to Medicaid. Hear more about why Jennifer says Medicaid is the “glue that holds our life together.” #ProtectMedicaid www.youtube.com/watch?v=E_usmgi3tls
- Proposed funding cuts to #Medicaid put the health and well-being of nearly 40 million children at risk. Hear from leading stakeholders who represent children on the urgent need to protect Medicaid for the families who depend on it: #MedicaidMatters #ProtectMedicaid bit.ly/44eodu3

People With Disabilities

- Born with cerebral palsy, Mike from Indiana is now living a life he didn't think was possible thanks to Medicaid. Why #MedicaidMatters to Mike #ProtectMedicaid: www.youtube.com/watch?v=aPMLqAi8bHE
- For people with disabilities, Medicaid supports independence, reduces financial strain and improves access to essential care. See how cuts would impact people with disabilities #ProtectMedicaid bit.ly/4cUbqQ1

Seniors

- Medicaid helps Gene from Texas retain his independence and stay healthy as he ages. Learn more from Gene about why #MedicaidMatters to him #ProtectMedicaid: modernmedicaid.org/story/medicaid-managed-care-helps-gene-stay-independent/
- Medicaid covers essential services for seniors and people with disabilities to ensure they can remain healthy and thrive in their communities. @ModernMedicaid has more on why #MedicaidMatters to seniors and people with disabilities: #ProtectMedicaid bit.ly/3G1y3pi

Veterans and Military Families

- Cynthia Williams from California relies on Medicaid in her role as a caregiver to her sister, who is a disabled veteran. Read more about why #MedicaidMatters to caregivers and veterans like Cynthia and her sister #ProtectMedicaid: bit.ly/3FQ8BmA
- 2 million veterans rely on Medicaid for care to support mental health challenges and manage disabilities and chronic conditions. Learn more from @ModernMedicaid about why #MedicaidMatters to veterans #ProtectMedicaid: bit.ly/42HrVeU

Faith-Based Communities

- Medicaid is a cornerstone of our communities, providing coverage for those who need it most. Congress must #ProtectMedicaid to ensure our families, friends and neighbors remain healthy and economically stable. Learn more about the vital program: modernmedicaid.org/
- Medicaid is essential for children, seniors, people with disabilities, veterans and hardworking families. @LutheranSvcs has more on Medicaid's vital role for communities and how cuts to the program would impact Americans: bit.ly/42zxvzJ #MedicaidMatters #ProtectMedicaid

Rural Communities

- #MedicaidMatters to rural communities. Cuts to the program would lead to rural hospital and health care center closures, making it harder for those living in rural areas to access critical care. Learn more: #ProtectMedicaid bit.ly/4i0maNr
- In Louisiana, Jennifer helps rural communities get cancer screenings. Because of Medicaid expansion, around 90% of their patients have insurance. Medicaid, she says, “gives them choices” for care. See how Medicaid helps rural communities #ProtectMedicaid: bit.ly/4ISLrMM

Women

- Recent polling from Ipsos/@AWHPOrg shows that women enrolled in Medicaid are much more likely to get preventive care and screenings than women who are uninsured. Learn more about Medicaid’s role in keeping women healthy #ProtectMedicaid: bit.ly/3EFwPQg
- When Flecia was diagnosed with an aggressive type of breast cancer, Medicaid helped cover her treatment. Read more about how Medicaid helps women like Flecia get the treatment they need: bit.ly/4ISLrMM #MedicaidMatters #ProtectMedicaid

Hardworking Adults and Families

- Because of Medicaid, Benjamin from Louisiana can afford his heart medications and can continue working as a chef to support his wife and two children. Read more about how much #MedicaidMatters to hardworking families #ProtectMedicaid: modernmedicaid.org/medicaid-stories-library/
- Medicaid is essential to the more than 15 million Americans with low-wage jobs who lack access to health coverage through work. More about Medicaid’s critical role for working adults and families #ProtectMedicaid: assets.fah.org/uploads/2025/02/FAH-Medicaid-One-Pager-10-MV.pdf

Importance of Medicaid for Specific Health Conditions

Note: Please use our [Medicaid Dashboard](#) to fill in the templated social posts that mention the number of patients with a specific disease who rely on Medicaid and the corresponding Congressional district.

General Patient

- Research shows that Americans with Medicaid coverage have better access to care and are more likely to seek out care than those who are uninsured. #MedicaidMatters for millions of Americans, and Congress must #ProtectMedicaid from cuts. Learn more: bit.ly/41395wB

Behavioral Health Conditions

- Medicaid helps [XXX] patients in [INSERT DISTRICT] manage their behavioral health conditions. Congress must protect Medicaid from funding cuts to ensure patients can access the care they need. Learn more about Medicaid’s vital role #ProtectMedicaid: data.modernmedicaid.org/
- Medicaid covers the nearly 40% of non-elderly enrollees managing behavioral health needs. Fact sheets from @NAMICommunicate highlight Medicaid’s central role in treating mental health conditions in every state #ProtectMedicaid: nami.org/advocacy/state-fact-sheets/medicaid/

Cancer

- Medicaid helps [XXX] patients in [INSERT DISTRICT] battling cancer. Congress must protect Medicaid from funding cuts to ensure patients can access the care they need. Learn more about Medicaid's vital role #ProtectMedicaid: data.modernmedicaid.org/
- Bethany, a breast cancer advocate and patient, relies on #Medicaid for her cancer care. After hearing about potential funding cuts to Medicaid, she is worried her upcoming treatments won't be covered. We must #ProtectMedicaid for patients like Bethany: t.co/4OS0yyEx70

COPD/Asthma

- Medicaid helps [XXX] patients in [INSERT DISTRICT] manage their respiratory conditions like COPD and asthma. Congress must protect Medicaid from funding cuts to ensure patients can access the care they need. Learn more #ProtectMedicaid: data.modernmedicaid.org/

Diabetes

- Medicaid helps [XXX] patients in [INSERT DISTRICT] manage their diabetes. Congress must protect Medicaid from funding cuts to ensure patients can access the care they need. Learn more about Medicaid's vital role #ProtectMedicaid: data.modernmedicaid.org/
- Medicaid is a vital lifeline for Sharon, a caregiver for her partner who has diabetes. Without Medicaid support, Sharon's partner would not be able to access the care he needs. Check out their story here #ProtectMedicaid: bit.ly/3YnRiQe

Hypertension

- Medicaid helps [XXX] patients in [INSERT DISTRICT] manage their hypertension. Congress must protect Medicaid from funding cuts to ensure patients can access the care they need. Learn more about Medicaid's vital role #ProtectMedicaid: data.modernmedicaid.org/

Intellectual Disabilities

- Medicaid supports [XXX] patients in [INSERT DISTRICT] with intellectual disabilities. Congress must protect Medicaid from funding cuts to ensure patients can access the care they need. Learn more about Medicaid's vital role #ProtectMedicaid: data.modernmedicaid.org/
- People with intellectual disabilities rely on Medicaid for early intervention programs and home- and community-based services. More from @TheArcUS on the importance of protecting access to these supports: bit.ly/4ISzIDj #MedicaidMatters #ProtectMedicaid

Policymaker-Specific Messaging

Tag your Congressional leaders and governors using these posts:

- Medicaid is a lifeline for more than 70 million Americans, including children, seniors, people with disabilities and working families. We urge @[insert REP/SEN] to protect this essential program from any funding cuts. #MedicaidMatters #ProtectMedicaid
- Nearly 40% of American children rely on Medicaid to lead healthy, vibrant lives. @[insert REP/SEN], please protect the well-being of children and defend Medicaid. #MedicaidMatters #ProtectMedicaid
- People living with disabilities deserve dignity, independence and access to quality care. @[insert REP/SEN], protecting Medicaid supports the livelihood of Americans living with disabilities. #MedicaidMatters #ProtectMedicaid
- Medicaid provides essential care to patients and serves as a critical foundation for state economies. Federal funding cuts to Medicaid will force @[insert GOV] to make difficult choices about reducing health care access. #MedicaidMatters #ProtectMedicaid

Find contact information for officials:

- Governors: www.nga.org/governors/social
- House and Senate: triagecancer.org/congressional-social-media
- House: pressgallery.house.gov/member-data/members-official-x-handles-119th-congress

Newsletter Copy

We encourage MMA partners to personalize the below newsletter copy for organizations' audiences as appropriate:

Protect Medicaid from Proposed Funding Cuts

Congress continues to debate potential changes to Medicaid, including significant funding cuts to the program. Proposals to cut Medicaid puts millions of Americans at risk of losing access to vital health care services.

The Modern Medicaid Alliance has developed an advocacy toolkit to support organizations and advocates in raising awareness about Medicaid's essential role in our communities and urging Congress to reject these cuts. Together, we can show Congress that the nation depends on Medicaid.

If you are interested in more advocacy tools, check out the Modern Medicaid Alliance website and advocacy landing page for the latest resources and updates.

You can also stay up to date on our social media pages and on the Modern Medicaid Alliance's socials (X, LinkedIn, Facebook).

To learn more about how you can be involved in advocacy work and for all the latest Medicaid resources, visit modernmedicaid.org.

Letter to the Editor

Best Practices for Letters to the Editor (LTEs):

- Always check the publication's specific word count limits (typically 150-300 words) and follow their submission guidelines precisely.
- Submit your letter within 5-7 days of the referenced article for maximum relevance.
- Personalize your perspective with authentic experiences rather than generic talking points.
- For most recent figures on proposed Medicaid funding cuts and potential coverage losses, see KFF's [data](#).
- Avoid inflammatory language or personal attacks on authors or public figures.
- Include verifiable statistics from reputable sources.
- Submit your letter via the outlet's preferred method (often email) directly to the editor whenever possible and include your full contact information for verification purposes.

- Remember that most publications receive dozens of letters daily, so conciseness and a compelling opening sentence significantly increase your chances of being published.

SAMPLE LTE: Proposed Medicaid Cuts Threaten Missouri's Healthcare Safety Net

The June 16th article, "Missouri's Health Authority Warns of Impending Medicaid Crisis," accurately highlights the dangers of Medicaid cuts, but for communities like mine in northwestern Missouri, the impact would be catastrophic.

As a Community Health Nurse for over 25 years, I've seen how Medicaid serves as the backbone of our health care system. If proposed federal funding cuts for Medicaid go through, up to **196,000 residents** in our state face potentially life-threatening disruptions to care, and Missouri would lose up to **\$15 billion** in federal funding.

Without adequate funding, rural clinics would close, preventive care would vanish and emergency rooms would become overwhelmed. Already, residents in our county must travel up to 70 miles for specialty services after our community health center reduced hours due to funding constraints. Further reducing access to care and services would be devastating.

As Congress debates proposals that could cut upwards of \$700 billion from Medicaid over the next decade, we must recognize that these cuts would devastate healthcare access across Missouri.

Preserving Medicaid isn't partisan politics — it's about protecting our neighbors, our families and our communities. We need to speak up for this essential program.

Dr. Rebecca Sanchez, DNP, RN
Weston, Missouri

Action Alert

We encourage MMA partners to utilize the below language to drive grassroots contacts to Congress through your grassroots email platforms (Voter Voice, Quorum, etc.):

Subject: Oppose Cuts to Medicaid

Dear [Senator/Representative] [Last Name],

I am writing to urge you to oppose any policy proposals that would result in reduced federal funding for Medicaid. Medicaid is a critical lifeline for millions of Americans — including low income, older adults, children, pregnant women disabled and rural Americans — that ensures access to essential health care services.

Medicaid is not merely a budget line item; it is a fundamental pillar of our health care infrastructure.

Cuts to Medicaid would have devastating effects across our communities – causing real harm to all enrollees and among all providers. In addition to millions of Americans losing their health care coverage and access to essential services, funding cuts would also lead to significant destabilization of hospitals and providers which could severely impact patient’s access to care. Proposed cuts to Medicaid would also lead to increased costs for all Americans as states face new administrative burdens and are forced to choose between cutting services or raising non-health care taxes in order to fill budget gaps.

Policies that reduce funding for critical Medicaid services and programs will destabilize this critical pillar of our nation’s health care system, putting lives at risk and shifting greater costs onto state and local governments that are ill-equipped to handle them.

I respectfully urge you to reject any cuts to Medicaid including:

- New bureaucratic barriers on enrollment and eligibility that will unintentionally harm and impact coverage and benefits for eligible Medicaid enrollees
- Increases in uncompensated care through misguided limits on retroactive coverage;
- Limitations on provider taxes and state-directed payments that will undermine states’ ability to fund their Medicaid programs and will negatively impact coverage and access to care;
- Work requirements that replicate previously tried, ineffective and misguided policies, leading to few changes in employment and an administrative mess for states, individuals, families and caregivers; and
- Harmful cost-sharing provisions that will make it harder for millions of low-income Americans to access the care they need and shift undue costs onto safety net providers.

As your constituent, I encourage you to stand firmly in support of Medicaid and ensure continued access to health care for millions of Americans.

Thank you for your attention to this critical issue. I look forward to seeing your efforts to protect Medicaid and the individuals and families who depend on it.

Advocacy Materials

Informational Resources

- Blog: [ICYMI: Why Medicaid Matters for Dual-Eligible Individuals](#)
- Blog: [Facing the Potential of Federal Medicaid Cuts, State Governors Urge Caution](#)
- One-Pager: [Provider Taxes Are Essential for State Budgets, Patients’ Access to Care](#)
- Blog: [Correcting the Record About Waste, Fraud and Abuse in Medicaid](#)

Ongoing Monitoring Materials

- [Medicaid Stories Library](#)
- [What They Are Saying: Protecting Millions of Americans & Their Medicaid Benefits](#)

See MMA's [Medicaid Dashboard](#) for data on Medicaid's reach and impact in your state, including fact sheets for each Congressional district.

Key Messages on Protecting Medicaid

- Medicaid provides access to essential care for children, people with disabilities, seniors, caregivers, veterans and workers in low-wage jobs who do not have access to health benefits.
- The Medicaid program plays a critical role by providing access to health care services for those most vulnerable and in need, supporting safety-net providers — particularly in rural and underserved communities — and delivering a cost-effective coverage option.
- The funding cuts under consideration would have a direct impact on Medicaid beneficiaries and their ability to access needed health care.

For additional key messages, see MMA's [Advocacy Landing Page](#).