

Medicaid Action Social Media Toolkit

Spring 2025

Medicaid is an essential program that provides people with disabilities medical care. People with disabilities want to have lives like their counterparts where they live, learn, contribute to their communities, and live independently with community support. Without Medicaid, this would not be possible.

Medicaid is a program that provides people with disabilities and others with low income with healthcare.

Targeting Medicaid for budget cuts is indefensible and economically brutal to individuals with developmental and intellectual disabilities and Americans with low incomes. We must protect Medicaid and ensure this life saving benefit is available to anyone who needs it.

Crafting your story

Form letters are not as effective in making a difference. The truth, personal stories are twenty-two times more likely to be remembered than facts alone. Advocacy is important and when we share, we must share how these budget cuts will have an impact on us and how it will decrease the quality of living for millions of Americans.

Organizations provide policy details with key messaging. Using this information with your unique perspective increases your impact. Your personal touch is important, and it paints a picture of what you experience and that everyone's experience and circumstances are vastly different.

1. What values drive me to act? What is my why?
2. Why is this important to me?

3. What personal experiences shape my why?
4. What challenges do I face? How would this increase my challenge?


Medicaid Figures and Talking Point

- Millions of people with disabilities get healthcare through Medicaid. For children with disabilities, it is the only way they get the coverage to meet their needs.
- Medicaid pays for community support to help individuals with disabilities to live in their community independently and to take care of their daily tasks, like getting out of bed, making meals, taking medications, and so much more.
- With Medicaid on the chopping block, the entire disability care system is at risk. Millions of lives will be impacted, and jobs will be lost.
- Medicaid cuts would leave states in a tough position to find a fiscally responsible way to offset the reductions through potential tax increases or cuts to vital programs.
- The proposed \$880 billion cut over ten years would represent 29% of state-financed Medicaid spending per resident.
- The proposed cuts are the equivalent to all Medicaid spending on 3 million seniors and people with disabilities, 14 million adults, or 22 million children. 76 percent of those enrolled in Medicaid are children.
- Members of Congress state that their budget resolution does not mention Medicaid. Medicaid comprises \$8.2 trillion out of the \$8.6 trillion in mandatory spending for the Energy and Commerce committee.
- South Carolina's Medicaid cut would be \$145 million which is 38% of the state Medicaid budget.

Advocacy Actions: Levels of Engagement

Your engagement is important and so is your community's engagement.

If you have one minute:

 **Make a phone call**

Offices track constituent calls, and hearing directly from voters – especially in large numbers – can influence decision-making. A flood of calls signals that the issue is urgent.

Call Script:

My name is [your name]. As a constituent, I urge you (your boss) to vote no against any cuts to Medicaid. Medicaid helps children, seniors, and individuals with disabilities the ability to access affordable healthcare. [Add part of your story. For a longer script, check out “More messaging for phone calls.”]

 **Post on social media**

Public pressure plays a critical role in advocacy. Posting about issues on social media not only helps educate the community but shows lawmakers that their constituents see what they are doing. Tag your lawmakers to increase the chances of your message reaching their office.

This document includes sample posts and graphics to make this easy for you. No matter how much time you have, the actions that you and your community make can make an impact.

If you have ten minutes:

 **Send a personalized email to your offices.**

Personalized are far more effective than a form letter or petition. When sending your email, include your own story and connect it to the issue. It makes it more likely that a staff member will take notes and pass your message on to their boss. If you can, reach out to the staff member who handles Medicaid instead of sending a generic email. Call the office and ask who the staffer is who handles Medicaid in DC or in their district office.

If you have one hour/day:



Request a meeting with your lawmaker or his/her staff

One of the most impactful actions you and your community can take is to ask for a meeting with your lawmaker or staff. These meetings allow for in-depth discussion and relationship building. Building a relationship makes it more likely that your concerns will be taken seriously. You can find talking points above that you can use in the meeting. You can adapt them to personalize them with your story.

If you have a few hours:



Generate Media

Write a letter to the editor or an opinion editorial to bring attention to the issue and help shape the narrative. Voters read newspapers and opinion pieces. You can also respond to a letter to the editor or article in your newspaper about Medicaid cuts. A well-placed piece of media can reach policymakers,

other media outlets, community leaders, other advocates, and families affected by these decisions. This can help drive action. Refine your message. Find out how many words you are allowed to have for a letter to the editor before you start writing.

Take Action

Medicaid helps millions of people each month. It is vital to many communities around the country, particularly rural communities, and keeps communities healthy.

Despite Medicaid's importance, Senate and House leaders each passed a budget resolution that call for deep cuts to Medicaid. They claim they are fighting waste, fraud, and abuse, but it is a ruse. They want to deny people healthcare to pay for tax cuts for the wealthy. The House and the Senate must now agree to a compromise to move forward. We still have time to fight. A final budget must reject cuts to Medicaid.

Tell your members of Congress to reject the Senate and House plans to cut Medicaid.

Longer Call Script:

Hi, my name is [Name] and I live in [City]. I urge [Policymaker] to protect Medicaid – our nation's most effective way to provide healthcare for low-income Americans and children with disabilities.

Millions of Americans rely on Medicaid every month to provide them with healthcare. The cruel proposals before Congress would take away or reduce

programs provided by Medicaid in order to extend and expand tax breaks for businesses and the wealthy. This is indefensible and economically wrong.

Medicaid is necessary for millions of individuals with developmental and intellectual disabilities, the majority of them children. Medicaid helps families afford healthcare and treatment for their family members.

As a constituent, I implore [Policymaker] to reject ineffective and arbitrary work requirements and reject cuts to Medicaid which would gut the system and increase the burden on already cash strapped states. Cash strapped states would either raise taxes or cut programs.

[Democrat]

I realize that the Member is unlikely to vote to advance this harmful proposal, but we need them to stand up to their colleagues on the other side of the aisle and do everything in their power to prevent these cuts from happening. What actions are they taking to avert this crisis?

[Republican]


It is essential that we get the Member's commitment to protect Medicaid from harm. Where does the member stand on this issue? I will be following closely to ensure they legislate in the best interest of their constituents and not in the best interest of special interest groups.

Social Media Sample Posts

- Make it personal – Share why protecting Medicaid matters to you.
- Call on others to act – Encourage your friends and followers to get involved.

- Tag your lawmaker – They need to hear from their constituents.
- Act quickly – Congress is making decisions now.

Facebook

 Millions of families rely on Medicaid for healthcare – Congress wants to cut funding to this critical program.


Instead of prioritizing children, seniors, veterans, and the disabled, some lawmakers are pushing for deep cuts to safety net programs including Medicaid while prioritizing tax breaks for businesses and the wealthy.

Cutting Medicaid means that more people will lose access to healthcare. People will lose jobs and individuals with disabilities will lose community supports.

Speak out now. Tell Congress to reject any cuts to Medicaid. Your voice matters. Our community's voice matters.

#nocutstoMedicaid

Bluesky

 The proposed cuts to Medicaid would make it harder for families to access affordable healthcare – while prioritizing costly tax cuts for business and the wealthy.

Medicaid saves lives and improves healthcare outcomes. Americans are not a bargaining chip in budget conversations. Tell your member of Congress to

vote NO to Medicaid cuts. Tell them to vote on subsidizing business and the wealthy.

#nocutstoMedicaid

LinkedIn

Congress is considering deep cuts to Medicaid. It is our nation's most effective tool to fight disease and support individuals with disabilities and the elderly.

At a time when costs are high, millions of people including children, the disabled, and seniors rely on Medicaid to lower their healthcare costs. It is often the only way that children with developmental and intellectual disabilities can access healthcare.

Cutting safety net programs is bad policy – it is a choice that lawmakers are making to harm communities who need Medicaid and the supports that the program provides.

Constituents must speak up and demand that Congress prevent cuts to Medicaid. Contact your lawmakers and tell them: NO cuts to Medicaid.

#nocutstoMedicaid

Instagram

Millions of people rely on Medicaid to afford their healthcare, but Congress wants to cut funding to this essential program. It will make it harder for families, the disabled, and seniors to afford healthcare.

Instead of protecting families, some lawmakers are proposing to make catastrophic cuts to Medicaid while prioritizing tax breaks for businesses and the wealthy.

We do not support communities by taking away their needed services. Contact your lawmakers and tell them to say NO to cuts to Medicaid.

Tag a friend who should know about this. Share this post. Encourage others to take action.

#nocutstoMedicaid

Social Media Graphics

Square (Instagram)

https://www.canva.com/design/DAGirKMx7ms/AKlq_0_2UkM36xd7vSwpPg/edit?utm_content=DAGirKMx7ms&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Landscape (Facebook, Bluesky, LinkedIn)

https://www.canva.com/design/DAGiq_F4WI4/51nMbeFbswoAO0xUU3X5TA/edit?utm_content=DAGiq_F4WI4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton