



Modern Medicaid
ALLIANCE

Week of Action Social Toolkit for Partners

#MedicaidMatters

Overview

As Congress weighs significant cuts to Medicaid as part of the federal budget resolution process, we are convening Modern Medicaid Alliance partners, allies and stakeholders for a Medicaid Week of Action. Throughout the week, we will share and highlight a range of resources – from new research and polling to fact sheets and patient testimonials – all emphasizing the value of Medicaid for American children, families, seniors, people with disabilities and veterans. It's because of the program's personal and positive impact on millions of Americans, and its reach within our communities, that we join with our partners to protect Medicaid and the patients who depend on it.

This toolkit is meant to provide your organization with easy-to-use resources and information to amplify the importance and value of the Medicaid program – and the impact of cuts to the constituents you serve. We hope that these resources make it easier to reach and engage with partners about the importance of this vital program.

The toolkit below includes a number of templates that you can customize and personalize for your organization's messaging across platforms, including:

- Newsletter copy for highlighting the Medicaid Week of Action in your organization's newsletters and communications with other key allies across states; and
- Social graphics and recommended messaging for use across LinkedIn, X and Facebook.

We've also included a round-up of frequently quoted and referenced Medicaid research to complement any additional messaging from your organization.

IMPORTANT TO NOTE: Each morning next week, we will be sending links to all the relevant resources that will be promoted on MMA's social channels and website. The social copy that is currently included is in template form for easy customization across organizations and will be updated with the relevant links once those resources are live. Please stay tuned for those live links.

We appreciate your support and are happy to answer any questions.



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Newsletter Copy

Below is draft copy about the Week of Action to share in your organization's newsletters or other communications materials to partners and allies.

Modern Medicaid Alliance's Medicaid Week of Action (April 7-11)

Congress is weighing widespread changes to the Medicaid program as part of budget discussions in Washington. Recent proposals would cut up to \$880 billion in Medicaid funding, putting millions of Americans at risk of losing their Medicaid benefits and coverage.

To highlight the critical role Medicaid plays in our communities and to urge Congress to reject these unprecedented cuts, the Modern Medicaid Alliance is organizing a **Medicaid Week of Action from April 7-11**, featuring patient, provider and caregiver voices from across the country. This week is about mobilizing Medicaid supporters nationwide to protect patients and the program. Together, we can send a resounding message to Congress.

If you're interested in participating in the Week of Action, keep an eye out on the Modern Medicaid Alliance [website](#) throughout the week, where the latest resources and updates will be posted.

You can also stay up to date on our social media pages and on the Modern Medicaid Alliance's socials ([X](#), [LinkedIn](#), [Facebook](#)). Use **#MedicaidMatters** in your own content to engage with the Week of Action.

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

Social Media Schedule

Please find a link to the folder with downloadable social graphics for every platform (X, LinkedIn, Facebook) [here](#).

When sharing the posts and graphics in this toolkit, in addition to any other content you'll be sharing throughout the week, **please tag your content and messaging with #MedicaidMatters. This will allow us and other supporters to cross-promote and expand your reach through the MMA channels.**

Monday 4/7: Children Rely on Medicaid

1. #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." https://www.youtube.com/watch?v=E_usmqi3tIs



2. A new survey shows that school health officials expect Medicaid funding cuts to negatively impact student health care. Learn more about why #MedicaidMatters to students accessing school-based health care: <https://bit.ly/4cgbmK6>
3. 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 [MMA will share link to press release once live]

Tuesday, 4/8: Voters Support Medicaid

1. #NEW polling from @ModernMedicaid shows that voters agree: Medicaid is essential to American families and should not be subject to funding cuts. Learn more about voter support for Medicaid: #MedicaidMatters [MMA will share link to press release once live]
2. 70% of swing voters oppose cutting Medicaid, according to a new poll from @ModernMedicaid. Check out key insights from the recent poll highlighting voter support for the program: #MedicaidMatters [MMA will share link to press release once live]
3. Medicaid is an essential safety net for parents like Danielle Drainer from Delaware, who depends on Medicaid to help keep her son healthy. Hear from others like Danielle on why #MedicaidMatters to them: <https://modernmedicaid.org/medicaid-stories-library/>

Wednesday, 4/9: Medicaid is Vital to Seniors

1. Medicaid helps Gene from Texas retain his independence and stay healthy as he ages. Learn more from Gene about why #MedicaidMatters to him: <https://modernmedicaid.org/story/medicaid-managed-care-helps-gene-stay-independent/>
2. #DYK? Medicaid helps support and cover services for 12 million Medicare enrollees. Learn more about how funding cuts to Medicaid jeopardize the health and well-being of individuals enrolled in both Medicaid and Medicare: #MedicaidMatters <https://bit.ly/3FPq52u>
3. 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: [MMA will send link to fact sheet once live]

Thursday, 4/10: Veterans Depend on Medicaid

1. Cynthia Williams from California relies on Medicaid in her role as a caregiver to her adult daughter, a disabled veteran. Read more about why #MedicaidMatters to caregivers and veterans like Cynthia and her daughter: <https://bit.ly/3FQ8BmA>
2. 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: [MMA will send link to blog once live]
3. #DYK? Nearly 3 million children in military-connected families are eligible for or are covered by Medicaid. @hospitals4kids has more on why #MedicaidMatters to veterans and their families: <https://bit.ly/4caxW6C>

Friday, 4/11: Medicaid in Our Communities

1. 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:
<https://www.youtube.com/watch?v=aPMLqAi8bHE>
2. Medicaid is a vital safety net that supports every part of our communities – covering families, seniors, people with disabilities and more. Potential funding cuts to Medicaid put these communities at risk of losing the care they need. #MedicaidMatters
<https://bit.ly/3QYaaBi>
3. Medicaid provides essential care to rural communities. Cuts to the program would shift health care costs onto rural families, leading to hospital and health care center closures. Learn more: #MedicaidMatters <https://bit.ly/4i0maNr>
4. Medicaid covers essential behavioral health services, including treatment and counseling, for individuals like Candice Fee. Learn more about why #MedicaidMatters to Candice:
<https://bit.ly/4461Mao>

Appendix: Resources

Medicaid Resources

- Research and Reports
 - State and Local Data
 - The Commonwealth Fund: [How Medicaid Helps Your State](#)
 - Georgetown Center for Children and Families & American Academy of Pediatrics: [50-State Snapshots](#)
 - The Arc: [State-Specific Medicaid Fact Sheets](#)
 - Georgetown Center for Children and Families: [Medicaid/CHIP Coverage by Congressional District, 2023](#)
 - Justice in Aging: [A Cut to Medicaid is a Cut to Medicare](#)
 - Healthy Schools Campaign Survey: [How Medicaid Cuts Will Harm Students & Schools](#)
 - National Alliance for Caregiving: [Policy Brief: The Role of Medicaid in Supporting Family Caregivers](#)
 - Federation of American Hospitals: [Medicaid Fact Sheet](#)
- MMA Advocacy Content and Resources
 - [MMA Medicaid Dashboard](#)
 - [Medicaid Stories Library](#)
 - [What They Are Saying: Protecting Millions of Americans & Their Medicaid Benefits](#)
 - [Health Care Stakeholders Lead Widespread Opposition to Potential Medicaid Cuts](#)
 - [Facing the Potential of Federal Medicaid Cuts, State Governors Urge Caution](#)
 - [Potential Medicaid Cuts Could Mean a Hit to States' Credit Ratings](#)
 - [ICYMI: Eliminating Medicaid Expansion Funding Could Strip Coverage From 20 Million Americans](#)
 - [Provider Taxes Are Essential for State Budgets, Patients' Access to Care](#)