

How to advocate for Medicaid at the grassroots level:



1. Share your story:

- Personal stories are powerful: Share your lived experience with policymakers and the public to illustrate the importance of Medicaid and the services it provides.
- Focus on the impact: Explain how cuts to Medicaid would affect you, your family, or your community.
- You may want to include:
 - What services you receive through Medicaid funding
 - What the services you receive help you to do
 - What the impact of not having those services means for your life

2. Contact your elected officials:

- Identify key officials: You can get the name and contact information for your federal elected representatives at www.usa.gov/elected-officials.
- Personalize your message: Contact them through letters, emails, or calls, sharing your personal story and reminding them that you're a constituent who cares about this issue.
- Be specific in your messaging, asking for action: urge your elected officials to vote no on the "One Big Beautiful Bill Act" and any other reconciliation proposals that would cut Medicaid.
- Attend town halls and community events: These offer excellent opportunities to make your voice heard and connect directly with policymakers.
- Invite officials to visit: Consider inviting elected officials to visit programs or facilities supported by Medicaid to showcase their impact.

3. Stay Informed and utilize resources:

- Stay updated on Medicaid changes by following the news and joining advocacy groups. You can sign up for updates and alerts from organizations focused on Medicaid issues, such as the Association for Community Affiliated Plans (ACAP). Visit their Medicaid is Us campaign at medicaidisus.org to learn more.
- Access relevant data: Utilize resources like KFF's data on state-level Medicaid enrollment and spending to support your arguments. CenCal Health also has data available on our website at www.cencalhealth.org/policypulse.

4. Leverage social media:

- Spread your message: Use social media to raise awareness about Medicaid and its importance.
- Connect with others: Find and interact with other advocates to build a strong network.
- Participate in online campaigns: Join virtual efforts to protect Medicaid.

5. Remember:

- Medicaid is a vital program: It provides essential healthcare and long-term care to millions of low-income families and individuals.
- Protecting Medicaid is crucial: It ensures access to affordable healthcare and prevents devastating consequences for those who rely on it.
- Your voice matters: Grassroots advocacy plays a critical role in shaping policy and protecting vital programs like Medicaid.