



ADVOCATES FOR  
COMMUNITY  
HEALTH

# MAY 2025 MEDICAID ADVOCACY

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Congressional Outreach, Media  
Relations & Social Media Toolkit



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COMMUNITY  
HEALTH

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For questions about the content in this guide, please contact:  
Advocates for Community Health at  
[info@advocatesforcommunityhealth.org](mailto:info@advocatesforcommunityhealth.org).

# HOW TO ENGAGE WITH YOUR LEGISLATORS

## Meeting With Your Legislators

No one is more qualified to help guide members of Congress as they create, debate, and enact health care policy than those who deliver quality care to patients every day. Consider meeting with your federal legislators in your district during the May 26-30 recess to advocate for Medicaid protection in your community.

### Email Template for Meeting Request

Hello, my name is **Name** and I am the **Job Title** at **Health Center Name**, a community health center in **city/state**. I am a constituent of **Senator/ Representative name**, and I am reaching out to request a meeting to discuss the importance of Medicaid to our ability to continue to provide high-quality primary care in our community. Large Medicaid cuts could force **health center's name** to scale back services, including **name services**.

Health centers deliver powerful returns on federal investment and ensure quality care in communities nationwide. I welcome the chance to speak with **Senator/ Representative name** about our work in the community and some of the challenges facing our work, such as **list challenges**.

Please let me know what dates work well for **Senator/ Representative** to meet. I value **Senator/Representative name's** leadership in keeping our patients and **community name** healthy.

Sincerely,  
**Name, Title**

- Find contact information for your Representative's office by visiting: <http://house.gov/representatives>
- Find contact information for your Senator's office by visiting: <https://senate.gov/senators/senators-contact.htm>.

You can also contact your Senator or Representative's office by calling the U.S. Capitol Switchboard at 202-224-3121 and asking for your Senator or Representative's office.

If you need help setting up a meeting, please contact ACH at [info@advocatesforcommunityhealth.org](mailto:info@advocatesforcommunityhealth.org).

### Phone Script for Medicaid Advocacy

Hello, my name is **Name** and I'm **Job Title** at **Health Center Name** in **City, State**. I'm calling to urge **Senator/Representative Name** to protect Medicaid coverage for health center patients. Medicaid supports more than half of our patient visits. Cuts would reduce care access and weaken our community's health infrastructure. Please protect Medicaid and community health centers.

# HOW TO HOST YOUR LEGISLATORS

## Coordinating a Site Visit

Site visits are a great way to show your lawmaker the impact of the services you provide to the community, and the impact that Medicaid cuts would have on your ability to deliver those services.

To make a site visit request, visit your Senator's or Representative's official website and go to the "Contact" or "Services" tab to locate a "Meeting Request" or "Schedule a Visit" form.

## Sample Site Visit Agenda (60 minutes)

- 10:00 AM – Welcome remarks from the CEO
- 10:15 AM – Tour of facility and introduction to key staff
- 10:30 AM – Discuss Medicaid-supported programs and impacts
- 10:45 AM – Photo and formal policy ask
- 11:00 AM – Meeting concludes

## Email Template for Site Visit Request

I am writing to invite [Senator/ Representative Name](#) and [his/her](#) staff to visit [our health center](#) while [s/he](#) is in [state/district](#) on [dates](#).

As Congress considers Medicaid savings in the budget reconciliation process, I would value the opportunity to have [Senator/ Representative Name](#) tour our health center and meet some of our health care providers dedicated to delivering quality care to our community members every day. We would request about 60 minutes of the [Senator/ Representative's](#) time for such a tour, but of course are happy to work with [his/her](#) schedule.

Our health center and its patients depend on the Medicaid program to ensure access to quality, affordable care. Among our patients, [percentage](#) are covered by Medicaid, and Medicaid accounts for [percentage](#) of our revenues, helping us keep our doors open.

Please let me know what days are best to schedule a site visit and discuss the essential role that our health center serves in our communities. I may be contacted at [phone or email](#) for coordination. Thank you for your support and leadership for health centers.

Sincerely,  
[Name](#)  
[Title](#)



# MEDICAID ADVOCACY TALKING POINTS

## Medicaid Ask:

We ask that Congress please keep the needs of community health centers, their patients, and communities in mind as you consider changes to the Medicaid program. We stand ready to help ensure Medicaid is transparent and to work with you to ensure an even more effective, efficient program.

- HEALTH CENTERS AND MEDICAID: Medicaid is the largest revenue source for community health centers, community-governed, non-profit primary and preventive care centers that funnel all revenue back into patient care.
  - Care at community health centers is a remarkably effective and efficient use of Medicaid dollars.
  - The Congressional Budget Office found that care provided at community health centers lowers federal spending for the Medicaid and Medicare populations they serve and lowers spending in emergency departments, inpatient hospital settings, and other outpatient services.
- BOOST THE ECONOMY: Medicaid has been shown to boost the economy and job creation. For example, Medicaid expansion lessens the burden of uncompensated care at hospitals and helps keep hospitals from closing, saving jobs and local economies.
- MAKE AMERICA HEALTHY AGAIN: As we look to Make America Healthy, Medicaid is one of the best tools we have.
  - Medicaid improves health outcomes, prevents premature deaths, and reduces medical debt and the likelihood of catastrophic medical costs.
- LOWER COSTS FOR WORKING FAMILIES: Medicaid is the safety net for many working families who might otherwise be forced to forgo care entirely and then end up in the emergency room, the costliest form of care. Without Medicaid, many working families are forced to choose between costly medications or necessities like groceries for their family.
- PROTECT RURAL AMERICA: Adults and children in small towns and rural areas are more likely than those living in metro areas to rely on Medicaid/CHIP for their health insurance.
  - Medicaid expansion in particular improved access to behavioral health and preventive care at community health centers in rural areas.
  - Without Medicaid, health care and the economy in rural areas would suffer.

# LEVERAGING THE MEDIA FOR MEDICAID

## Proactively Engaging the Media with Storytelling

Attention builds power that can result in change. Using the media to communicate what Medicaid means in your community can activate citizens to support these policy requests to legislators.

The media responds strongly to personal stories. Whenever possible, engage the media by sharing your stories about how these policies will affect your patients and services through real-life case studies and personal testimonials. Weaving data into personal stories can help to provide broader insight at a more emotional level.

## Ways to Engage the Media

A proactive approach involves consistent personal outreach to reporters and editors. Check websites for specific health policy reporter contacts, submit a “news tip” for your story, or tag reporters and outlets in your social media.

Consider the variety of tools that can be used for sharing information with media including:

- Media alert/advisory about an event
- Press release
- Media pitch for a specific story
- Fact sheet
- Media Kit

There are additional options to advocate for Medicaid in a local newspaper or magazine by using the following:

- Letter to the editor
- Op-ed
- Blogs

## Media Outreach Ideas

Consider using date hooks to create story angles. Awareness days are additional opportunities to engage with policymakers, the media, and community stakeholders.

**In May, the following health awareness campaigns are observed:**

- Mental Health Month
- Maternal Mental Health Awareness Month
- Older Americans Month

**June is Children's Awareness Month.**

## Non-Traditional Outreach

If a legislator visits your health center, offer to write an article they can use in their newsletter that goes out to all the constituents in the district.

## Media Dos and Don'ts

### Do:

- Be aware of a reporter's deadline and provide contact info where you can follow-up quickly. Today's 24/7 news requires quick responses.
- Do tailor a media pitch to each reporter and don't send blanket emails.
- Be a resource even if you do not know the answer to a question.

### Don't:

- Presume reporters know what your health center does in your community.
- Use too much industry jargon which can be confusing.

# MEDIA OUTREACH TOOLS

## Op-Ed Template - Medicaid

As Congress considers proposals to cut billions of dollars from Medicaid, I am/we are concerned about health center name and the patients who depend on Medicaid coverage.

Medicaid helps to keep people healthy, working, and living in their homes. Medicaid covers about half of children, 4 in 10 pregnant women, many people with disabilities, nearly all poor seniors age 65 and older, and other low-income adults, helping them get the health care they need.

Our health center and its patients depend on Medicaid to finance needed health services. Among our patients, XX PERCENT OF CHC PATIENTS IN MEDICAID percent are covered by Medicaid. Medicaid accounts for % OF REVENUE FROM MEDICAID percent of our community health center revenues.

Medicaid plays a significant role in the local and state economies by sustaining our community health centers, keeping rural hospitals open, supporting job growth, and saving taxpayer dollars by avoiding unnecessary health costs. Polls show the program is valued, and most voters do not want deep cuts in Medicaid.

Many of the policy ideas that we hear are being considered would have a major impact on the budget for Medicaid and our state overall—resulting in millions of dollars in cuts. Health centers and their patients, along with many others in our community, would feel the negative effects.

We must tell those who represent us in Congress that the voters in STATE NAME are observing your actions and decisions closely. We must ask them: Where will you stand on this crucial decision?

The damage of Congressional actions to cut Medicaid will extend far beyond the households asked to shoulder this burden. Local leaders and the public know that our access to health care, good local jobs, and our economy are at stake.

Name

Title

Health Center Name



# MEDICAID SOCIAL MEDIA RESOURCES

Using social media to share your Medicaid stories is a great way to connect with the community and interested stakeholders.

Today, almost all legislators and policymakers have an X.com account and actively engage on it with their constituents, making it a powerful tool for advocacy.

## Sample Social Media Posts

### X.com Messages

Good healthcare is common sense. [Community health center name](#) serves thousands of patients who rely on Medicaid to stay healthy.

We urge Congress to protect Medicaid and invest in care, not cuts.

Healthy communities. Smart spending. [#MedicaidMatters](#) to [TOWN NAME/CHCName](#).

Medicaid enables Community Health Centers to care for people in our community, and prevents costly ER trips.

Identify key collaborators to follow and reach out to these accounts directly on the platform about your work. The goal is for them to engage and share your message.

## Sample Hashtags

[#ProtectMedicaid](#)  
[#MedicaidMatters](#)  
[#ValueCHCs](#)

### Graphic



Twitter Post: 1600x900 px

[Download here](#)



Twitter Post: 1600x900 px

[Download here](#)



# MEDICAID SOCIAL MEDIA RESOURCES

## Sample Social Media Posts

Facebook or LinkedIn Message  
(Before Memorial Day.)

Protecting Medicaid ensures healthcare for many in **TOWN NAME**, and the 1 in 10 veterans who rely on the program who may not qualify for or have full access to VA health services. Did you know that nearly 10% of children of active duty servicemembers with TRICARE also need Medicaid?

Tell local leaders to #protectMedicaid.

🗣️ Local Leaders: Medicaid is essential to providing effective primary care in America. Now is the time to reject cuts and invest in community-based care that keeps people healthy.

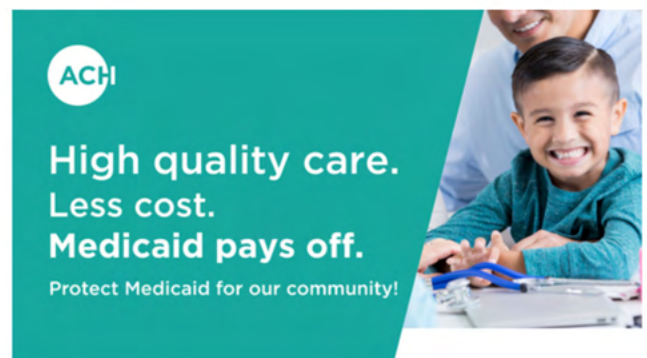
Fact: Community Health Centers like **TAG CHC** deliver high-quality care while saving money. Research shows CHCs reduce Medicaid & Medicare spending by keeping patients out of the ER and hospital.

#MedicaidMatters #ValueCHCs

Graphic



[Download here](#)



[Download here](#)

# STATE FACT SHEETS & CONGRESSIONAL DISTRICT RESOURCES

- [CHC & Medicaid State Fact Sheets \(GWU Geiger Gibson\)](#)
- [Medicaid State Fact Sheets \(KFF\)](#)
- [Eliminating the Medicaid Expansion Federal Match Rate: State-by-State Estimates \(KFF\)](#)
- [How Medicaid Helps Your State \(The Commonwealth Fund\)](#)
- [Medicaid Is Vital 50-State Fact Sheets \(Georgetown CCF\)](#)