

## Protect Medicaid 2025 Toolkit - National

This toolkit is meant for both individuals and organizations to take action to protect Medicaid. See below for:

- [Facts and Messaging Guidance about Medicaid](#)
- [Actions Advocates can Take](#)
- [Digital Toolkit and Sample Social Media Posts](#)
- [Key Resources, including State-specific Resources.](#)

### Quick Links

- For more information, see [this section](#) to join the [Protect Medicaid Space listserv](#).
- To join meetings with Members of Congress with a coalition of Medicaid and care advocates, please fill out [this interest form](#).
- Email your member of Congress by clicking here to [Tell Congress: No Cuts to Medicaid!](#)
- Use this call-in line to reach your member of Congress: **866-426-2631** (phone line provided by SEIU)

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Medicaid matters at every stage of life. It is also the main source of funding for aging and disability care, including home and community-based care. This makes Medicaid critical to the well-being of older adults, disabled people, family caregivers, care workers, and families in every community and district.

However, even as the need for care grows, Republican lawmakers are proposing more than \$2.5 trillion in cuts from the program to pay for tax breaks for the wealthiest and biggest corporations, shifting costs to states and taking away care people need to live, age, and work with dignity. **Every proposal to cut, cap, or make other harmful changes to Medicaid is a threat to the health and well-being of our communities.**

Some Congressional Republicans are negotiating what cuts they want to Medicaid and other care services to pay for their tax cuts for billionaires and big corporations right now. Now is the time to take action!

## Facts about Medicaid and Messaging Guidance

**Medicaid is essential to the health and well being for the nearly 80 million people in this country who rely on it for their health care, including 54 million seniors, children, and disabled people.**

- Care is fundamental to every aspect of our lives and society – it's not just a personal issue to access care, including Medicaid, but a shared experience that connects all of us.
- Medicaid provides essential care for disabled people, older adults, pregnant people, children, and families already struggling to make ends meet. It is critical to the wellbeing of people and families in this country at every stage of life.
- Some Congressional Republicans want to take away essential care to hand out \$4.6 trillion in tax breaks to the wealthy.
  - Every proposal would dramatically reduce federal funding for Medicaid, but the four Congress is most considering are block grants, per capita caps, reducing Medicaid matching rates, and work requirements.
- Voters want Congress to protect Medicaid, not make cuts. Agreement is widespread across party lines, with 93% of Democrats, 88% of Independents, and 74% of Republicans placing a higher priority on protecting Medicaid from cuts than on cutting Medicaid to reduce federal spending.
- Medicaid is a state and federal partnership that funds health care for nearly 80 million people in this country, including 54 million older adults, children and disabled people. Medicaid is the main funder for healthcare and aging and disability care for the 574 tribal nations in this country.
- For older adults with low-incomes, Medicaid covers the gaps that Medicare does not fill. For example, Medicaid pays premiums and other cost-sharing for millions of people dually enrolled in Medicaid and



Medicare, reducing out of pocket costs and allowing access to care and medication.

- Medicaid, not Medicare, is the main funder for in-home and community aging and disability care for the 7.8 million older adults and disabled people who rely on its services and support. Private insurance is too expensive and often doesn't cover the services that people need. Many people don't know that unless you've saved hundreds of thousands of dollars to be able to stay in your home, Medicaid is people's lifeline for aging and disability care in homes and communities and in nursing facilities.
- Medicaid is a job creator—doing everything from funding job coaching services for disabled people, to finding and maintaining employment, to being the primary funder for long term care, and paying the wages of 4.7 million direct care workers.
- Medicaid is popular with voters. Polling at Caring Across Generations showed that 72% of voters across the political spectrum view Medicaid favorably and 60% of voters personally know someone benefiting from Medicaid.
- Many family caregivers receive support through Medicaid, including respite, mental health support programs, and payment for providing care to their disabled and older loved ones. Any cuts to Medicaid will harm family caregivers.

**Instead of cutting Medicaid and taking health care away from people, Congress should do more to make the ultra-wealthy and big corporations pay their fair share.**

- Care is part of every family's story. At some point, we all face the same questions: How will we care for our aging parents? What if our child needs long-term medical support? Who will help us as we get older? These aren't just conversations we have at the kitchen table - they're real decisions that affect our jobs, our savings, and our daily lives.
  - Right now, Medicaid helps millions of families answer these questions. It supports grandparents who want to age at home, parents balancing work with caring for a disabled child, and the care workers who make it all possible. Even if you can afford care

today, Medicaid cuts would affect the entire care system - from the workers who provide care to the local facilities that serve our communities.

- The truth is, needing care isn't about politics or privilege - it's about being human. We shouldn't have to drain our savings or rely solely on family members to get the care we need. And those who provide care shouldn't have to struggle to care for their own families.
- Medicaid cuts would:
  - Take health care coverage away from millions of people, including children, older adults, and disabled people seeking to live and age at home, and people with chronic illness;
  - Make it harder for part-time workers with inconsistent hours, caregivers, and mothers to get health care;
  - Increase health care costs for everyone, including medical debt for millions, affecting every community; and
  - Destabilize hospitals and health care systems we all rely on, especially in rural communities.
- Millions of people in this country are already struggling to make ends meet. Instead of making the ultra-rich and big corporations pay their fair share, some federal elected officials want to take care away from everyday people and families to pay for additional tax cuts.
- Raising revenues through a tax code where the wealthy pay their fair share would support care investments millions of people in this country need and deserve, making it easier for family caregivers to support their families and people who need care to receive it.
- Across party lines, voters are [opposed](#) to cutting Medicaid to pay for tax breaks for the wealthiest and big corporations.

### **Work reporting requirements don't work.**

- What are work reporting requirements?
  - Federal and state policymakers have periodically proposed work reporting requirements. Whereas Medicaid eligibility is primarily

based on income, these reporting requirements create barriers to receiving care by making access dependent on documenting work, volunteering, or educational activities for a minimum number of hours.

- Meeting basic life-sustaining needs should not be contingent on meeting a work requirement. Work requirements do not help people get the care they need to stay in the workforce. But having Medicaid helps people be healthy enough to work and provides job supports for many disabled people.
- The plan to take Medicaid away from people who do not meet new work requirements would:
  - Mean that people who are in poor health or who have a disability could lose their health care; and
  - Hurt older people ages 50 to 65, including those with disabilities, for whom there are few job opportunities.
- Voters [oppose](#) a proposal that would take Medicaid away from people who do not meet draconian work requirements.
- Most people who get coverage through Medicaid are already working, and most of the rest have a disability, care for a family member, or are students.
- The Medicaid work requirement policy imposed by the state of Arkansas in 2018 harmed health care coverage and access without increasing employment.
  - People who lost their coverage experienced adverse consequences and economic hardship.
  - Of people who lost their care because of work requirements, more than half had serious problems paying off medical debt and delayed care and taking medications because of cost.
- Medicaid work requirements don't reflect most people's reality and don't account for changes in shifts, unpaid leave, illnesses, and family caregiving.

- Because of red tape and the bureaucratic hoops, work requirements will cause health coverage loss even for people who are working.
  - Red tape and hoops include significant reporting burdens on Medicaid enrollees. For example, even those who work more than 20 hours a week risk losing their coverage if they are unable to consistently document and submit proof of the number of hours they've worked. Reporting work hours can be especially difficult for people with multiple jobs, people without internet or computer access, and other language or access needs.
- For people in areas where it is difficult to find steady, good-paying jobs, like in rural America, work requirements will lead to coverage losses for people who need it most.

**Work requirements will result in disabled people, older adults, and family caregivers losing their coverage.**

- Some disabled people can't work the same number of hours each week, but still want to work. Work reporting requirements would require them to choose between their work and their health care.
- We know when we have the services and health care we need, people who are able to work do so. But burdensome requirements lead to health coverage loss, making it harder to work.
- Disabled people can't be effectively carved out of work reporting requirements, and many disabled people, caregivers, and direct care workers will lose coverage and services because of work reporting requirements.

**Medicaid makes up a critical portion of state budgets. State and local communities would be unable to make up for this loss of funding without drastic cuts to essential care families rely on.**

- Medicaid is the largest source of federal funding for states, and Medicaid dollars make up approximately 1/3rd of many state budgets. Medicaid is the second largest spending area for states, second only to K-12 education.
- Any cuts or harmful changes to Medicaid will mean states cannot maintain service and eligibility for their full Medicaid population, and



would likely have to resort to cutting eligibility, enrollment, and payments to providers, especially for optional services.

- Any cuts or harmful changes to Medicaid will undermine state budgets, decreasing resources to provide critical goods and services, like education, infrastructure, and economic development.

### **Medicaid strengthens our communities and local economies.**

- Medicaid helps us all put our care and families first, helping us in handling care responsibilities independently with dignity.
- Medicaid helps keep people in the workforce by providing the health care necessary to find and maintain employment.
- Medicaid funding keeps hospitals in rural communities open, which both provides access to lifesaving care and creates good-paying jobs within the healthcare system.
- Medicaid helps small businesses by giving employees access to affordable coverage while relieving the health care costs for small business owners.
- Without Medicaid, more people will be forced to go without necessary care until they reach a breaking point and need to receive uncompensated care in emergency rooms. The health care system cannot absorb any more strain or uncompensated care.

### **We need more investments in Medicaid, not less.**

- Strict financial eligibility requirements: People should not have to become impoverished to receive aging and disability care in their homes and communities.
- Because of the inadequacies of our care system, unpaid family caregivers are often the only option to fill the gaps in care. We have a fragmented system with uneven access and increasing costs. Cuts to Medicaid will make this even worse.
- Even though Medicaid pays for the lion's share, more than 70%, of services that allow disabled people and older adults to receive care in their homes and communities, there are still 700,000 people on waiting



lists for home and community-based services across the country. Cuts to Medicaid will make these lists and the wait for services even longer.

- Medicaid pays the wages of direct care workers who provide the life-saving care that disabled people and older adults need, but are vastly underpaid. If the federal government cuts Medicaid, states will likely make wages for direct care workers even lower, leading to more workers leaving the workforce and those who stay struggling to make ends meet.

### **Medicaid is popular.**

- Polling at Caring Across Generations showed 72% of voters have a favorable view of Medicaid. In 2023, 84% of voters, with agreement across party lines, said Congress should place a higher priority on protecting Medicaid from harmful cuts than cut Medicaid to get federal spending under control.

## **Actions Advocates Can Take**

We have the power to protect Medicaid and preserve our public dollars to prioritize care instead of tax giveaways to the rich. Now is the time to make clear to the elected officials who represent us why Medicaid matters to our communities. When we raise our voices together we have the tools and power to protect our care. Only when we come together can we push them to make a difference by demanding a system that is truly caring and that prioritizes the needs of every caregiver, care worker, family member, and person who needs care.

Here's how you can make an impact:

### **Request a Meeting with Your Federal House Representative or Senator**

Your representatives work for you! Congressional Republicans are negotiating cuts to Medicaid and other care programs, so we have to get in front of them with our stories and experiences as much as possible. If you're represented by





a Democrat in Congress, you can still make sure they know how important it is to protect Medicaid and what your life would be like without it!

To set up a meeting with staff for your representatives, check who your federal representatives are at [Congress.gov](https://www.congress.gov) by putting in your address. You can either ask for a meeting over email or over the phone!

Here's a sample script to request a meeting:

*Hi! My name is (name), and I'm a constituent of Congressman/woman or Senator from (your town or city). As your constituent, I am deeply concerned about the reporting that some members of Congress are considering making cuts to Medicaid. I would like to talk to the o office about why Medicaid is a crucial part of my life.*

*Is there a time that would be good for a Health staff member to meet with me?*

*Thank you,  
Your Name, City/Town*

In your meeting, sharing your story about why Medicaid is essential to you is especially powerful! Whether Medicaid provides your health coverage, covers your kids, or helps you get aging and disability care for yourself or your loved ones, Congressmembers and their staff need to see the faces of Medicaid to really understand why this program cannot afford any cuts.

Also tying in that care is common to all of us is a powerful tactic. Remind the congressmember/staff of their connection to care. Ask them about a time they gave or receive care, or witnessed a loved one give or receive care - from childhood, to illness, to disability and aging. Help them feel that clear connection to care we all have so they can better see the need for a care infrastructure that truly benefits the needs of all families - which is possible by fully funding programs like Medicaid.

Meetings with Congressional staff typically include introductions, an advocate or advocates sharing your concerns and stories, the staff member responding,



and the advocate(s) asking questions about the member's stance. Some sample questions are:

- *Is the Congressman/Senator willing to oppose cuts to Medicaid?*
- *What resources or information would be helpful to the Congressman/Senator in making decisions about Medicaid?*
- *What are the Congressman/Senator's priorities on health care and/or disability or aging issues?*

If you'd like to join meetings with Members of Congress with a coalition of Medicaid and care advocates, please fill out [this interest form](#).

### **Ask Questions at Town Halls or Other Events**

Most elected officials at all levels of government have newsletters that you can sign up for, which will often include information on town halls or other public meetings. They will also post on their website or social media about their upcoming events. You can follow these communications or email or call to ask their staff about upcoming events!

Town halls and other public events are a great opportunity to ask your Member of Congress or Senator what they value, and if they will protect our care, and not just the folks in this room, but the 80 million people who rely on Medicaid. The impact of all these people not being able to care for themselves, their families, or loved ones could mean a larger economic impact in the long run, because many of those people are folks that care for the Member of Congress or Senator's children or aging loved ones.

You can use any of the messaging below, but what's most important is underscoring how your life would be harmed through any cuts to Medicaid. Ask your member: What will you do to protect our care? Will you oppose cuts to Medicaid?



## **Calls and Letters to Congress**

Congressional staff keep track of the number of calls and emails they receive asking the Representative to oppose or support issues! You can call your Congress Member and Senators and tell them:

- Your name
- The town or city you live in, so they know that you're their constituent
- Why you oppose cuts to Medicaid
- That you urge them to oppose any cuts or harms to Medicaid.

If you'd prefer not to make a call to the office, you can instead email your member of Congress through Caring Across's tool to [Tell Congress: No Cuts to Medicaid!](#)

## **Share Stories and Other Content in Press and Social Media**

Your story is powerful, and storytelling is the most effective way to move Members of Congress who are considering cuts and harms to Medicaid and other care programs. You can make it personal, be specific, and focus on what Medicaid means to your life and the lives of your loved ones. Does it mean you get the support you need to stay in your home? Does it mean you have coverage for your health care needs and provide you access to treatment? Does Medicaid cover your parents' home care? Don't be afraid to be emotional about how hard it is to give and receive care because of our patchwork system, and how much worse it would be if Medicaid was cut.

You can share these stories on social media, with your Congressional representatives, to your state representatives and Governor, and in local press, through op-eds, letters to the editor, and interviews with reporters interested in health care and care broadly.

## **Digital Tools and Sample Posts**

- [Link to action alert](#)
- [Graphics and alt text can be found HERE.](#)

**Sample Post 1:**



Millions of families rely on Medicaid for essential care, but Congress wants to slash funding to give the ultra-wealthy \$4.6 trillion in tax breaks.

Families deserve care, not cuts. Take action now:  
[caring.nu/protect-medicaid-2025](https://caring.nu/protect-medicaid-2025) #SaveMedicaid

### **Sample Post 2:**

What's at stake if Medicaid is cut?

- ✓ 7.8M could lose access to home and community-based care.
- ✓ 17M disabled and older Americans would be at risk.
- ✓ Families would be forced to shoulder the cost.

Tell Congress: No cuts to Medicaid! [caring.nu/protect-medicaid-2025](https://caring.nu/protect-medicaid-2025)  
#SaveMedicaid

### **Sample Post 3:**

Medicaid supports 1 in 5 Americans, including those who need access to long-term care. Cuts to Medicaid would leave us without the care we need!

Tell Congress: We want care, not cuts: [caring.nu/protect-medicaid-2025](https://caring.nu/protect-medicaid-2025)  
#SaveMedicaid

### **Sample Post 4:**

The majority of Americans agree: Cutting Medicaid is wrong.

We shouldn't fund tax breaks for billionaires by taking healthcare away from millions. Act now to #SaveMedicaid: [caring.nu/protect-medicaid-2025](https://caring.nu/protect-medicaid-2025)

### **Sample Post 5:**



Taking Medicaid away from people who don't meet harsh work requirements would make it nearly impossible for disabled people and older adults to access care.

The truth is work requirements just don't work. Tell Congress to take action to protect Medicaid! [caring.nu/protect-medicaid-2025](https://caring.nu/protect-medicaid-2025) #SaveMedicaid

### **Sample 6:**

Medicaid is under threat, and millions of people could lose the care they rely on.

Now more than ever, we need to rise up together to protect Medicaid: [caring.nu/protect-medicaid-2025](https://caring.nu/protect-medicaid-2025) #SaveMedicaid

## **Additional Resources:**

### **More Toolkits**

- [Medicaid Defense Toolkit](#) (CBPP, NHeLP, Community Catalyst, Families USA)
- [Medicaid Defense: Congressional Outreach Tools for Advocates](#) (Community Catalyst)
- [Plain Language Protect Medicaid Action Guide](#) (Autistic Self-Advocacy Network)
- [The GOP War on Medicaid Packet](#) (Protect Our Care)
- [Federal Advocacy Toolkit, January 2025](#) (CBPP)
- [2025 Medicaid Toolkit](#) (The Arc of the United States)
- [Medicaid Social Media Toolkit](#) (SEIU)

### **State Fact Sheets and Congressional District Level Data**

- [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)
- [Medicaid State by State Research Summary](#) (Protect Our Care)

[Medicaid Enrollees by State and Congressional District with breakdown by Medicaid, CHIP, and Medicaid Expansion](#) (Association for Community Affiliated Plans)

- [Medicaid Community Health Centers State Fact Sheets](#) (George Washington University)
- [Percentage of People who Rely on Medicaid by Congressional District](#) (Congressional District Health Dashboard)
- [Medicaid's Role in Small Towns and Rural Communities](#) - Georgetown CCF

## **About Medicaid**

- [10 Things to Know About Medicaid](#) (KFF)
- [A Self-Advocate's Guide to Medicaid](#) (Autistic Self-Advocacy Network)
- [Medicaid Matters to People, Our Economy, and the Health Care System](#) (Families USA)
- [Medicaid Financing: The Basics](#) (KFF)
- [Protect Medicaid Funding Series](#) (NHeLP)
- [Medicaid Defense - Resources and Analysis](#) (NHeLP)
- [Medicaid Enrollment Data](#) (CMS)

## **Polling and Messaging**

- [Health Care Messaging Guidance](#) (Protect Our Care)
- [Medicaid and Health Care Polling Memo](#) (Hart Research)
- [Defending Medicaid and Expansion](#) (Care and Coverage Collaborative - free but requires registration)
- [2023 Standing Up for Medicaid Polling](#) (Caring Across Generations)
- [Voters in Every Congressional District Oppose Medicaid](#) (Data for Progress and Caring Across Generations)

## **Medicaid & Disability and Aging**

- [How Medicaid Funding Caps Will Harm Older Adults](#) (Justice in Aging)
- [Fast Facts on Medicaid and Disability](#) (Consortium for Constituents with Disabilities)
- [10 Things to Know About Medicaid](#) (Caring Across Generations)
- [Children with Special Health Care Needs: Coverage, Affordability, and HCBS Access](#) (KFF)

- [No Cuts to Medicaid Letter to Congress](#) (Consortium for Constituents with Disabilities and the Disability and Aging Collaborative)
- [Why Medicaid is Important: EPSDT and Services for Children and Youth with Disabilities](#) (NHeLP)
- [Cutting Medicaid Harms Older Adults No Matter How It's Sliced](#) (Justice in Aging)
- [5 Key Facts about Medicaid Coverage for People with Disabilities](#) (KFF)
- [5 Key Facts about Medicaid Eligibility for Seniors and People with Disabilities](#) (KFF)

## Threats to Medicaid

- Overview
  - [Medicaid Threats in the Upcoming Congress](#) (CBPP)
  - [Republican Health Coverage Proposals Would Increase Number of Uninsured People, Raise People's Costs](#) (CBPP)
  - [House Budget Committee Circulates New Detailed List of Budget Reconciliation Options Including Draconian Medicaid Cuts Within House Republican Caucus](#) (Georgetown Center for Children and Families)
- FMAP
  - [\\*Eliminating the Medicaid Expansion Federal Match Rate: State-by-State Estimates](#)
- Per Capita Caps
  - [Changing Medicaid's Funding to a Per Capita Cap Would Shift Costs to States, Force Deep Cuts, and Leave Millions Uninsured.](#) (CBPP)
  - [A Medicaid Per Capita Cap: State by State Estimates](#) (KFF)
- Work Reporting Requirements
  - [Work requirements for safety net programs like SNAP and Medicaid A punitive solution that solves no real problem](#) (EPI)
  - [Understanding the Intersection of Medicaid & Work: A Look at What the Data Say.](#) (KFF)
  - [5 Key Facts About Medicaid Work Requirements](#) (KFF)
  - [Medicaid Work Requirements: Red Tape That Would Cut Health Coverage for Older Adults](#) (Justice in Aging)
  - ["Unfit" to work? How Medicaid Work Requirements Hurt People with Disabilities](#) (NHeLP)
  - [Protect Medicaid Funding Issue #13: Medicaid Work](#) (NHeLP)



- [Requirements Hurt the U.S. Workforce](#) (NHeLP)
- [Protect Medicaid Funding Issue #14: Medicaid Work Requirements Hurt Economies](#) (NHeLP)

## **Medicaid & Specific Constituencies**

- [How Medicaid Helps People with Substance Use Disorders](#) (Georgetown CCF)
- [Medicaid's Role in Child, Youth, and Adult Mental Health](#) (Georgetown CCF)
- [How Medicaid Supports Parents in Crisis, Children in or Youth Aging Out of Foster Care Relative Caregivers, and Adoptive Families](#) (Georgetown CCF)
- [Seniors & Medicare and Medicaid Enrollees](#) (CMS)
- [Medicaid and Rural Health](#) (MACPAC)
- [Children's Experiences in Accessing Medical Care](#) (MACPAC)
- [Births Financed by Medicaid](#) (KFF)
- [Why Medicaid is Important for Treating Substance Use Disorders](#) (NHeLP)
- [Why Medicaid is Important for Rural Health](#) (NHeLP)
- [Top 5 Things to Know about Women and Medicaid Ahead of the Election](#) (KFF)
- [How Medicaid Cuts Will Harm Students & Schools](#) (Healthy Schools Campaign)
- [How Medicaid Supports Student Success](#) (Georgetown CCF)
- [Medicaid: Important for Military Families & Future Readiness](#) (Georgetown CCF)

## Care and Taxes

- [Poll: Voters Overwhelmingly Oppose Extending Tax Cuts for Wealthy Individuals and Corporations](#) (Families Over Billionaires)
- [House Republicans' Billionaire-First Tax Plans](#) (Families Over Billionaires)
- [What Child Care Advocates Need to Know about the Upcoming Tax Debate](#) (NWLC)

## **For More Information**

Join the [Protect Medicaid Space listserv via this form](#)! The Protect Medicaid Space brings together Medicaid advocates to have a space for sharing intel, sharing and providing resources, and supporting communication and collaboration with state and national partners. We're bringing together





organizations that have cross-cutting tactics, including policy advocacy, grassroots mobilization, comms and messaging, digital strategies, and storytelling.