

Medicaid Defense: Social Media Toolkit

Right now, Congress is considering a budget package with billions of dollars in cuts to Medicaid. They need to hear from us so they know we won't accept cuts to Medicaid!

Call to action: Tell Your Senators “Don’t CUT MEDICAID”

<https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget>

Senate Republicans are currently at work shaping the massive budget package that would slash Medicaid and other essential programs while handing tax breaks to big corporations and billionaires. Now is the time to speak out before these cuts become locked into the final budget. Use Caring Across Generations' call-in service to contact your Senators and demand **no cuts to Medicaid**.

<https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget>

Pushing Back on False Claims of Waste, Fraud, and Abuse

As lawmakers debate drastic Medicaid cuts, inaccurate claims about waste, fraud, and abuse continue to dominate the conversation. But the facts tell a different story—Medicaid is one of the most cost-efficient health care programs in the country, with low administrative costs, strong accountability measures, and lower per-service costs than private insurance.

Highlighted Resources:

David Machledt, **Senior Policy Analyst at the National Health Law Program (NHeLP)** and expert on Medicaid accountability and access. His latest blog, "[Medicaid Is Even Leaner as Accountability Improves](#)", explains how Medicaid has made major improvements in transparency and efficiency, countering myths that the program is riddled with waste.


And checkout NHeLP's Medicaid Defense landing page: <https://healthlaw.org/medicaid-defense/>

Additional social media resources from our dedicated partners:

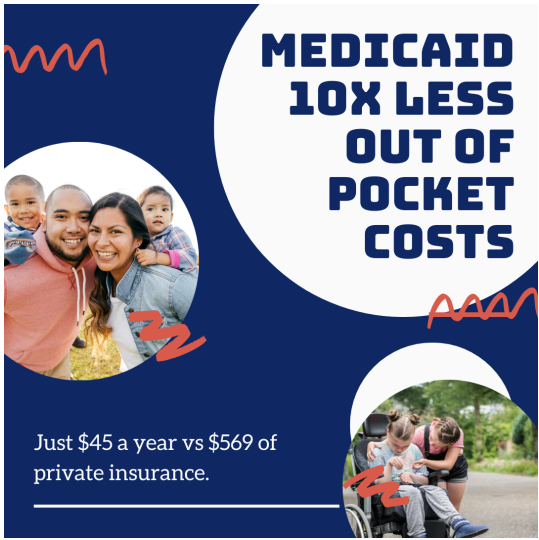
- [Medicaid Defense Resource list](#)
- [SEIU Social Media collateral](#)

National Health Law Program

Social Media Toolkit with Sample Posts and Graphics

Bluesky	Facebook/Linkedin	
<p>Medicaid delivers care for less—covering low-income adults at 45% lower costs than private Marketplace plans. Cutting Medicaid isn't about saving money—it's about denying care. #ProtectMedicaid #HealthEquity FILL OUT FORM TO CALL CONGRESS: https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget</p>	<p>Medicaid is a cost-effective lifeline. Covering low-income adults through Medicaid costs 45% less per person than private Marketplace plans—proving that Medicaid delivers quality care while keeping costs down. Protect Medicaid. #HealthEquity #ProtectMedicaid FILL OUT FORM TO CALL CONGRESS: https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget</p>	 <p>ALT TEXT: Graphic showing happy young family and an image of glasses over a health policy document with text that reads “Medicaid is care for le\$\$” and “Covering low-income adults for 45% less costs than private Marketplace health insurance” in a light red background.</p>

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<p>Medicaid enrollees pay over 10x less out-of-pocket than those with private insurance—just \$45 per year vs. \$569. Cutting Medicaid means higher costs for those who can least afford it. #ProtectMedicaid #HealthEquity FILL OUT FORM TO CALL CONGRESS: https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget</p>	<p>Medicaid keeps health care affordable. Enrollees pay over 10 times less out-of-pocket than those with private insurance—just \$45 per year compared to \$569. Cutting Medicaid means higher costs for those who can least afford it. #ProtectMedicaid #HealthEquity FILL OUT FORM TO CALL CONGRESS: https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget</p>	 <p>Alt text: Young families with texts that read, “Medicaid 10X less out of pocket costs”, and “Just \$45 a year vs \$569 of private insurance”</p>
<p>Medicaid managed care plans must spend 85-90% on care, unlike private insurers. More care, less waste. #ProtectMedicaid #HealthEquity FILL OUT FORM TO CALL CONGRESS: https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget</p>	<p>Medicaid managed care plans are required to spend at least 85-90% of funds on actual health care—ensuring more dollars go to patient care, not profits. Private insurers can divert much more to overhead and profits. #ProtectMedicaid #HealthEquity #MedicaidMatters FILL OUT FORM TO CALL CONGRESS:</p>	

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Alt-Text Description: Graphic shows photo of person in a wheelchair and text that reads “Medicaid Managed Care. Medicaid managed care must spend 85-90% on care, unlike private insurers.”

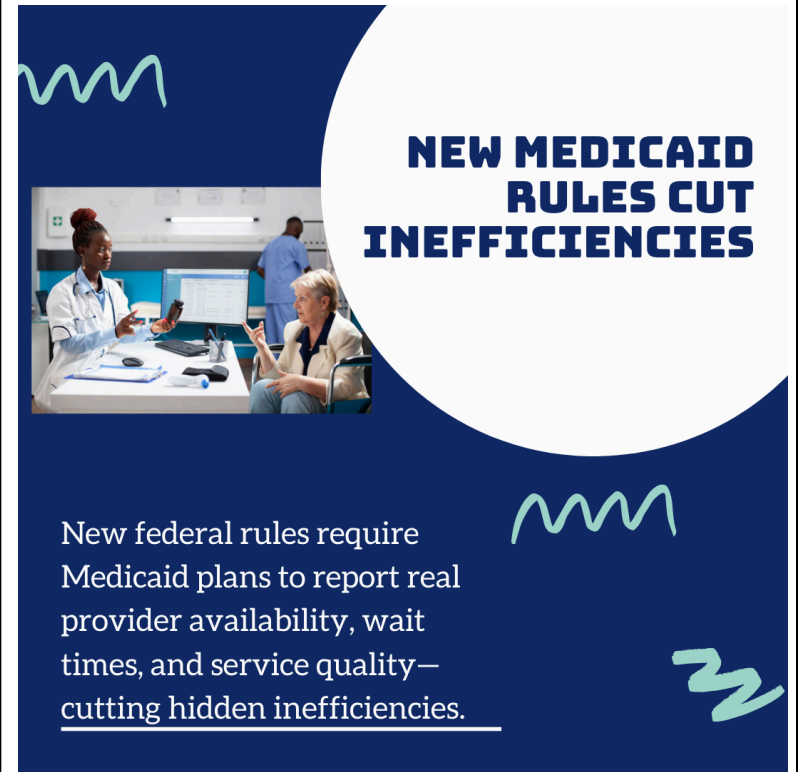
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New federal rules require Medicaid plans to report real provider availability, wait times, and service quality—cutting hidden inefficiencies. #MedicaidMatters #HealthEquity #Transparency FILL OUT FORM TO CALL CONGRESS:

<https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget>

New federal transparency rules now require Medicaid plans to report real provider availability, wait times, and service quality—helping to reduce hidden inefficiencies and improve care. #MedicaidMatters #HealthEquity

#TransparencyInHealthcare FILL OUT FORM TO CALL CONGRESS: <https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget>



New federal rules require Medicaid plans to report real provider availability, wait times, and service quality—cutting hidden inefficiencies.

Alt-Text Description: Graphic shows elderly patient with doctor with a blue background and text that reads, “Medicaid rules cut inefficiencies. New federal rules require Medicaid plans to report real provider availability, wait times, and service quality—cutting hidden inefficiencies.”

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“Trimming waste” often means deep Medicaid cuts—hurting families, kids, seniors, and people with disabilities. Coverage matters! #MedicaidMatters #ProtectMedicaid #HealthEquity FILL OUT FORM TO CALL CONGRESS:
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Calls to “trim waste” in Medicaid often mean harmful cuts to coverage and care—hurting low-income families, children, seniors, and people with disabilities. Protect Medicaid! #MedicaidMatters #HealthEquity #ProtectMedicaid FILL OUT FORM TO CALL CONGRESS:
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The graphic features a dark blue background with a white circular inset on the right side. Inside the circle is a photograph of a smiling family: a man, a woman, and two young children. To the right of the circle, the text “TRIMMING WASTE” HURTS FAMILIES is written in large, bold, white capital letters. Below the circle, the text “Trimming waste” often means deep Medicaid cuts—hurting families, kids, seniors, and people with disabilities is written in white, with a horizontal line underneath.

Alt-Text Description: Graphic shows photo of family over a blue background and text that reads, “Trimming waste hurts families. “Trimming waste” often means deep Medicaid cuts - hurting families, kids, seniors and people with disabilities”


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Medicaid cuts shrink services, limit providers, and lengthen waitlists—harming those who rely on it most. #ProtectMedicaid #HealthEquity #MedicaidMatters FILL OUT FORM TO CALL CONGRESS:

<https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget>

Medicaid cuts force states to reduce services, shrink provider networks, and lengthen waitlists for home-based care—hurting those who need it most. Protect Medicaid! #MedicaidMatters #HealthEquity #ProtectMedicaid FILL OUT FORM TO CALL CONGRESS:

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**MEDICAID CUTS
HURT THOSE
WHO NEED IT
MOST**

Medicaid cuts shrink services,
limit providers, and lengthen
waitlists.

Alt-Text Description: Photo of elderly couple with a blue background and text that reads, “Medicaid cuts hurt those who need it most. Medicaid cuts shrink services, limit providers, and lengthen waitlists”

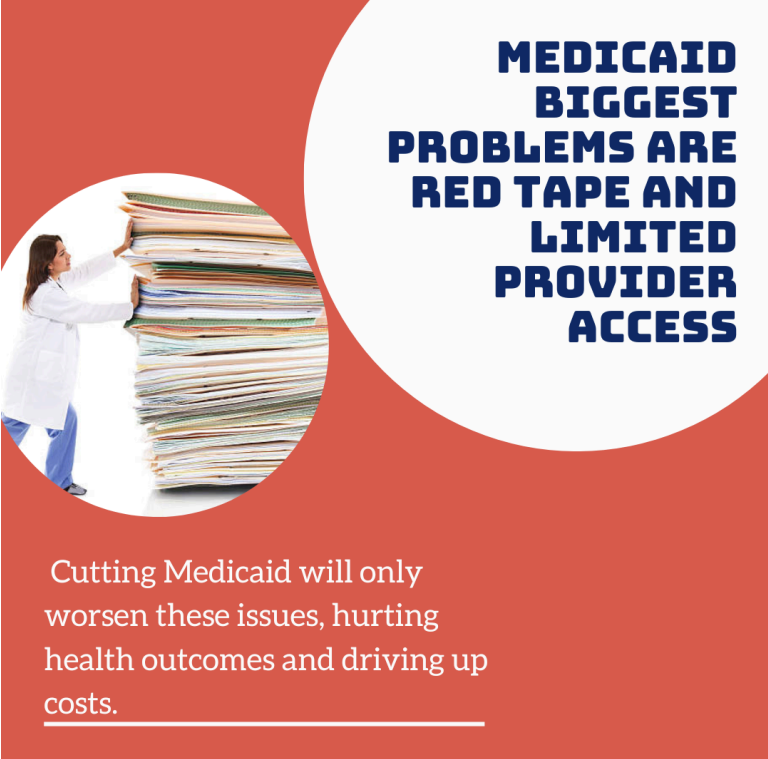
National Health Law Program

Medicaid's biggest inefficiencies are red tape and limited provider access. Cutting Medicaid will only worsen these issues, hurting health outcomes and driving up costs.
#MedicaidMatters #ProtectMedicaid
#HealthEquity FILL OUT FORM TO CALL CONGRESS:

<https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget>

One of Medicaid's biggest inefficiencies? Burdensome red tape to get services approved or find in-network providers. Cutting Medicaid will only make this worse—restricting networks, delaying care, and driving up costs. Protect Medicaid! #MedicaidMatters #HealthEquity #ProtectMedicaid FILL OUT FORM TO CALL CONGRESS:

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**MEDICAID
BIGGEST
PROBLEMS ARE
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LIMITED
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ACCESS**

Cutting Medicaid will only worsen these issues, hurting health outcomes and driving up costs.

Alt-Text Description: Graphic with photo of doctor pushing a huge stack of files and text that reads "Medicaid biggest problems are red tape and limited provider access. Cutting Medicaid will only worsen these issues, hurting health outcomes and driving up costs."

National Health Law Program

Medicaid keeps people healthy, reduces ER visits, and lowers hospital costs. Gutting the program just shifts those costs elsewhere. #ProtectMedicaid #HealthEquity
FILL OUT FORM TO CALL CONGRESS:

<https://go.caringacross.org/a/call-congress-no-medicaid-cuts-budget>

Medicaid keeps people healthy, reduces ER visits, and lowers hospital costs. Cutting the program only shifts those costs elsewhere, harming individuals and communities. #MedicaidMatters #HealthEquity #ProtectMedicaid
FILL OUT FORM TO CALL CONGRESS:

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Alt-Text Description: Graphic with 2 photos of nurses with an elderly person and a child, and text that reads "Medicaid cuts costs. Gutting the program just shifts those costs savings elsewhere."