



# Protect Medicaid 2025 Toolkit

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

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## Quick Links

- Email your member of Congress by clicking here to [Tell Congress to Cancel the Devastating Medicaid Cuts!](#)
- For more information, see [this section](#) to join the [Protect Medicaid Space listserv](#).

## Overview

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. On July 4, 2025, the majority in Congress passed cuts to Medicaid, Medicare, and the Affordable Care Act in order to pay for tax breaks for the wealthiest and big corporations, shifting costs to states and taking away care people need to live, age, and work with dignity. As a result of these cuts, 15 million people will lose their health care and aging and disability care.

Every proposal to cut or make harmful changes to Medicaid is a threat to the health and well-being of our communities. We must fight to protect and expand Medicaid, not take it away. We need more investment in Medicaid, not less. Millions of people in this country are already struggling to make ends meet and care for themselves and their loved ones. 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. 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.

## What's at Stake



Medicaid is more than just a healthcare program—**it's a lifeline for nearly 80 million people, including 17 million disabled people and older adults.** It provides essential coverage for doctor visits, medications, and long-term care that private insurance often doesn't cover. It ensures children get the care they need without families facing financial hardship.

The majority in Congress passed their big ugly bill with over 1 trillion in cuts to Medicaid, Medicare, and the Affordable Care Act. **These Medicaid cuts aren't about saving money—they're about shifting resources away from families and caregivers to fund tax breaks for the ultra-wealthy.**

As a result of these cuts:

- Millions of family caregivers will lose critical support, making it even harder to balance work, family, and caregiving responsibilities.
- 7.8 million disabled people and aging adults could lose access to home and community-based services (HCBS), taking away their right to receive the care they need on their terms. This is also something that, in most instances, Medicare will NOT cover.
- Rural hospitals will be forced to close, which provide access to lifesaving care and create good-paying jobs within the healthcare system.
- The direct care workforce shortage will worsen, as millions of home care workers – who are paid using Medicaid dollars – could see job losses or reduced wages.
- As federal budgets are slashed, state governments can't fill in the gaps. Unlike Medicare, which is a completely federally-run program, Medicaid is jointly funded by federal and state governments. Cuts at the federal level would put pressure on states, none of which have the funding to fill the gaping holes the absence of federal dollars would leave.
- It is not possible to reduce funding to Medicaid without hurting disabled people and older adults, HCBS are considered to be optional services for states to provide under federal laws so these would be first on the chopping block.

## Take Action!

We have the power to protect Medicaid and prioritize our public dollars for care instead of tax giveaways for the wealthiest and big corporations. 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. You can take action by emailing your member of Congress by clicking here to [Tell Congress to Cancel the Devastating Medicaid Cuts!](#)

## Medicaid Messaging Guidance

Voters overwhelmingly oppose cuts to Medicaid, but many people aren't aware of the budget bill currently being debated or are aware that it includes the largest cuts to Medicaid in history. This means we need to continue raising awareness about these proposed cuts and how they will cause people to lose health insurance and hurt our families and communities.

Here are three principles for effective messaging:

### 1. Frame Medicaid as Comprehensive Care Infrastructure

Medicaid is the foundation of care in our nation.

- Medicaid pays for nearly one-fifth of all healthcare spending
- Medicaid is the primary funder for aging and disability care in the home and community which supports 7.8 million people
- Medicaid sustains 4.7 million direct care jobs in our communities

### 2. Use Values-Based Language That Bridges Political Divides

- 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.

Emphasize the values that shape why Medicaid is important:

- **Dignity & Independence:** [88%](#) prefer to receive aging and disability care in their own homes and communities
- **Community Strength:** Medicaid creates jobs and supports local economies.
- **Care Across Generations:** From children to seniors, Medicaid matters at every stage of life.

### 3. **Make the Abstract Concrete Through Relatable Examples**

- Emphasize the human aspect of cuts to Medicaid – what will these cuts mean for your community? What will these cuts mean for people with disabilities, for grandparents, for families already struggling to make ends meet?
- Emphasize that these cuts will be felt everywhere - Medicaid covers nearly 80 million people, including kids, seniors, people with disabilities, and low-income workers. Cutting it would put health care at risk for more than one in five people across this country.
- Underscore that older adults and people with disabilities rely on Medicaid, especially for home care.
- We don't need to fall into talking about incorrect claims of waste, fraud and abuse, and instead **can continue to focus on the true human impact.**

Learn more [Here's How to Fight Back Against the GOP Proposal to Gut Medicaid](#) from Data in Progress.

## 10 Things to Know about Medicaid + Resources

In every community throughout the country, disabled people , older adults, family caregivers, and direct care workers rely on Medicaid every day for their health, safety, and independence. Here are 10 things to know about Medicaid as we fight to protect it. These are essential talking points for emphasizing the critical role Medicaid plays in our care infrastructure and for our communities.

1. **Medicaid is [widely popular](#) and is a cornerstone of America's health and wellbeing in every part of the country.**

- Across the United States, 1 in 5 Americans are enrolled in Medicaid, [nearly 80 million people](#). That includes [more than 17 million older adults and disabled people](#). Medicaid is [crucial across every state and district](#).
- In a [Data for Progress poll in 2025](#), only 8% of voters support cuts to Medicaid. 50% believe that funding should be increased, and 38% think that funding should remain the same. Only 5% of voters supported cuts to home care, for which Medicaid is the primary payer.

Learn more: [New Polling and Messaging: Voters Oppose the Republican Budget Bill](#) (Families over Billionaires, Hart Research, CAP Action, Protect Our Care); [Data for Progress Rapid Response Messaging](#); [The Public's Views of Funding Reductions to Medicaid](#) (KFF); [Medicaid Enrollment Data by State and Congressional District](#) (CBPP); [State Medicaid Fact Sheets](#) (CBPP); [Impact of Republican Budget Bill State Fact Sheets](#) (CBPP); [State by State Health Insurance Losses](#) (KFF); [Coverage Losses by State and Congressional District](#) (CAP)

## 2. **Medicaid provides essential and life-saving care for millions of children and families.**

- Parents [are 44% of the Medicaid adult population](#), and [nearly half of children in the U.S. are Medicaid enrollees](#). [Four in ten births](#) in the U.S. are paid for using Medicaid.
- For disabled children, Medicaid is a lifeline. As a result of Medicaid's comprehensive [Early and Periodic Screening, Diagnostic, and Treatment \(EPSDT\) benefit](#), most children and youth can receive the services they need in their homes and remain with their families. Medicaid also [covers nearly half of all children with complex medical needs](#).

Learn more: [Prescription for Disaster: The Impact of Proposed Medicaid and CHIP Cuts on Children's Health](#) (First Focus); [How Medicaid Cuts Will Harm Students & Schools](#) (Healthy Schools Campaign)

## 3. **Medicaid, not private insurance or Medicare, is the primary source of funding for aging and disability care.**

- More than [7.8 million disabled people and older adults](#) rely on [Medicaid-funded Home and Community-Based Services \(HCBS\)](#), such as home health care, personal care services, and job supports for working adults. Because private insurance and Medicare do not cover the majority of long-term care, Medicaid pays for [more than 70%](#) of all home and community-based services.
- Approximately [1.5 million people](#), including 60% of nursing facility residents, also rely on Medicaid for facility-based care. [Because HCBS are optional for](#)

[states to provide under Medicaid law, these vital services are among the most at risk from Medicaid cuts.](#)

Learn more: [History Repeats? Faced With Medicaid Cuts, States Reduced Support For Older Adults And Disabled People](#) (Health Affairs)

**4. Medicaid is a key part of state budgets.**

- As the largest source of federal funding for states, [Medicaid dollars make up about one-third or more of state budgets](#). It is also the [second largest spending area for states](#), second only to K-12 education. States would not be able to maintain coverage and services for their full Medicaid population, and would likely resort to cutting eligibility, enrollment, and provider payments, especially for optional services.
- Any cuts to Medicaid, a federal and state partnership, would also compromise essential goods and services provided by the state in other critical areas including education, infrastructure, and economic development. Medicaid strengthens all communities and local economies.

Learn more: [Allocating CBO's Estimates of Federal Medicaid Spending Reductions Across the States: Senate Reconciliation Bill](#) (KFF); [Medicaid Cuts and the States: Tracking State-Specific Estimates of the Impacts of Proposed Changes](#) (Princeton University)

**5. Medicaid is critical for workforce participation and economic opportunity.**

- The vast majority, 92 percent, of Medicaid enrollees [are employed](#), and the remaining people are primarily family caregivers, disabled people, or students.
- [Medicaid also supports employment. More than one-third of working-age disabled adults](#) utilize Medicaid.
- [The majority of Medicaid enrollees with disabilities qualify based on income](#), underscoring the [importance of Medicaid expansion for disabled people](#). Medicaid provides coverage that enables people to stay healthy and provides services that help people find and maintain employment.

Learn more: [Understanding the Intersection of Medicaid and Work: An Update](#) (KFF); [How Potential Federal Cuts to Medicaid and SNAP Could Trigger the Loss of a Million-Plus Jobs, Reduced Economic Activity, and Less State Revenue](#) (Commonwealth Fund)

**6. Medicaid fills critical gaps in Medicare coverage for the [12.5 million people dually enrolled in Medicaid and Medicare](#).**

- In addition to covering long-term care needs, Medicaid helps Medicare beneficiaries pay for premiums and cost sharing, [limiting the out of pocket costs for those dually enrolled](#). Medicaid covers [premiums for 1 in 6 Medicare enrollees](#), supporting aging adults and people with disabilities who are on Medicare by increasing their income by 10-20%.
- Medicaid covers essential care not included in Medicare, including home and community based services, transportation to medical appointments, medical equipment, and more.

Learn more: [A Cut to Medicaid is a Cut to Medicare](#) (Justice in Aging); [Broken Promises: Republicans' Budget Reconciliation Bill Would Cut Medicare](#) (Justice in Aging)

7. **Medicaid provides for millions of rural Americans. Medicaid covers [nearly a quarter](#) of adults under age 65 living in rural America.**

- Medicaid is a lifeline to [rural hospitals](#), who provide central access to care in rural communities. In rural areas, [Medicaid expansion cut the uninsured rate nearly in half](#).
- Additionally, [a higher proportion of people in rural America are disabled than their urban counterparts](#). Attacks on Medicaid would destabilize hospitals and health care systems families all rely on, especially in rural communities.

Learn more: [Rural Provider Fund Can't Make Up for Gap Left by Medicaid Cuts](#) (CBPP); [Why Medicaid is Important for Rural Health](#) (NHeLP); [How Might Federal Medicaid Cuts in the Senate-Passed Reconciliation Bill Affect Rural Areas?](#) (KFF)

8. **Medicaid is necessary for direct care workers.**

- Because Medicaid is the primary payer for aging and disability care, the direct care workforce is largely paid through Medicaid. [Every state accepted all American Rescue Plan funding for HCBS](#) and all used funding to bolster the direct care workforce, because the need for direct care workers is high to meet the demand of our aging nation. Cutting Medicaid will likely result in states cutting provider rates to make up for funding losses.
- Additionally, [31% of direct care workers](#) utilize Medicaid for their own health coverage, and are especially at risk of losing coverage in the budget bill due to the volatility of their jobs.

Learn more: [Medicaid Cuts Threaten the Direct Care Workforce](#) (NWLC)

9. **Medicaid provides critical support to family caregivers.**

- Without Medicaid providing access to home and community-based services, family caregivers will be left to fill already enormous gaps in care for older adults and disabled people. Among working-age Medicaid enrollees, [13% of enrollees do not work because of their caregiving responsibilities](#).
- Additionally, [most states provide support to family caregivers through Medicaid](#), primarily through self-direction payments to caregivers, training, support groups, and respite care. Because these supports are [optional](#) services, family caregiver supports are at risk if there are cuts to Medicaid.


Learn more: [How do Medicaid Home Care Programs Support Family Caregivers?](#) (KFF); [Why the 2025 Tax Fight is Critical for Caregiving](#) (NWLC and Families over Billionaires); [Medicaid Provides Critical Health Care Coverage to Family Caregivers](#) (AARP)

**10. Any cuts to Medicaid would put older adults and disabled people at risk of losing their care and services.**

- Disabled people and older adults make up more than half of Medicaid spending. While Medicaid covers the needs of many populations, disabled people and older adults make up 1 in 5 Medicaid enrollees but [more than half of Medicaid spending](#).
- Additionally, [Medicaid spending for people who use aging and disability care](#) is nearly nine times higher than those who do not use aging and disability care.
- Aging and disability care, like home and community-based services, are vulnerable to cuts as states look to reduce spending in the wake of proposed federal cuts.

Learn more: [Cutting Medicaid Harms Older Adults No Matter How It's Sliced](#) (Justice in Aging); [Top 10 Ways the House Republicans' Reconciliation Bill Will Harm People with Disabilities](#) (NHELP); [State and Congressional District Estimates of Health Coverage Losses due to Medicaid Work Reporting Requirements](#) (CBPP)

## Resources for Post H.R. 1 Passage State-Level Defense

-  SRA+SIX TOOLKIT: State Response to Federal Tax Bill

## 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.