

Take Action for Medicaid Expansion – Toolkit

The goal of this toolkit is to empower individuals and organizations in Florida's fight for Medicaid expansion. These shareable materials are meant to drive supporters to act by contacting their elected representatives while helping to build a grassroots movement.

Key Messages and Ask

- The outbreak of COVID-19 shows why it is important that every hardworking Floridian has the *security of health care coverage*. 400,000 Floridians can no longer wait, the time to expand Medicaid is now.
- Medicaid expansion can protect Floridians from severe hardship as the economic downturn worsens and bring additional federal dollars into the state at a time its desperately needed.
- Expanding Medicaid would save Florida's budget an estimated \$200 million annually.
- **Ask:** Florida lawmakers should call a special session and pass Medicaid expansion to manage the impact of COVID-19.

Sample Posts

You can find an online folder with graphics and videos that can be shared on social media here:

<https://drive.google.com/open?id=1aTHZmD7q1d36rwVm7aNKzYxuWG4XcGKD>

Launch and Call to Action

- This week join us in urging FL lawmakers to expand access to health care for 400,000 Floridians. Email or tweet your representatives and demand #MEDEX4FL: www.bit.ly/call4medex
- While Florida battles a pandemic, House Speaker Oliva thinks Medicaid expansion is a “distraction.” Email or tweet your representatives and demand #MEDEX4FL for 400,000 Floridians without access to care: www.bit.ly/call4medex
- Between 2014 and 2017, about 2,800 people died unnecessarily because Florida hasn't expanded Medicaid. Text MEDEX4FL to 52886 or visit www.bit.ly/call4medex to take action.
- In Florida, the most a family of 3 can make in a year and still qualify for Medicaid is about \$8,000. There is NO help for adults with no children. Text MEDEX4FL to 52886 or visit www.bit.ly/call4medex to take action.

Week of Action Events

- The data shows that Medicaid expansion is more important than ever in Florida. Join us on May 5 for a virtual event with Families USA and the Florida Policy Institute discussing their recent reports explaining why we need #MEDEX4FL now: www.bit.ly/2yOjKBQ
- There are 400,000 Floridians in the coverage gap. Join us on May 3 as consumers and physicians describe what its like to be uninsured in Florida. Watch Part 1 of 'Sick in Paradise' on Facebook (bit.ly/35cpsK1) or Youtube (bit.ly/35bCCH6). #MEDEX4FL

- There are 400,000 Floridians in the coverage gap. Join us on May 8 as consumers and physicians describe what its like to be uninsured in Florida. Watch Part 2 of 'Sick in Paradise' on Facebook (bit.ly/2xllu5g) or Youtube (bit.ly/35bCCH6). #MEDEX4FL
- Medicaid expansion will cover more Floridians and save the state \$200M/year. Join us for Medicaid Expansion 101, a back to basics presentation covering how it works, how its paid for, and who it benefits. Watch here: <https://bit.ly/3cXimvr> #MEDEX4FL

Medicaid Expansion & COVID-19

- The thousands of Floridians in the coverage gap between age 50-64 and/or have a chronic condition, are at [heightened risk](#) of COVID-19 related complications. Email or tweet your representatives and demand #MEDEX4FL: www.bit.ly/call4medex
- Medicaid expansion would keep more people healthy and stably housed in the midst of a public health crisis, preserving FL's health care system for those who need it most. Email or tweet your representatives and demand #MEDEX4FL: www.bit.ly/call4medex
- Without expansion, more Floridians will become uninsured due to job loss and declining incomes - disproportionately affecting key Florida industries. Email or tweet your representatives and demand #MEDEX4FL: www.bit.ly/call4medex
- Uninsured Floridians are more likely to delay or avoid seeking care, which jeopardizes their own health and may threaten entire communities, prolonging the crisis. Email or tweet your representatives and demand #MEDEX4FL: www.bit.ly/call4medex
- The federal government pays 90% of the costs for Medicaid expansion, a proven-effective way to deliver fiscal relief to our state during an economic downturn. Email or tweet your representatives and demand #MEDEX4FL: www.bit.ly/call4medex
- In Florida there is STILL a need for access to benefits that Medicaid provides, from prescription drugs, to behavioral health services, to telehealth. Email or tweet your representatives and demand #MEDEX4FL: www.bit.ly/call4medex

Call for Stories

- Recently lose your job or struggling with the health care system? Share your story in the fight to bring Medicaid expansion to Florida: www.medicaidmattersflorida.org/shareyourstory #MEDEX4FL
- Do you make too much to qualify for Medicaid but too little to qualify for health care tax credits? You could be one of 400,000 Floridians in the coverage gap. Share your story: www.medicaidmattersflorida.org/shareyourstory