



*The
Advocate's Guide
to*

**MEDICAID
EXPANSION**

Table of Contents

The Coverage Gap, Explained	2
The Fiscal Side	3
Storytelling	4-5
Why the Messenger Matters	6
Key Messengers	7
Power Mapping	8-9
Preparing for Pushbacks	10
Calling Volunteers	11

The Coverage Gap, Explained

Over 300,000 Tennesseans fall under what is called the healthcare "coverage gap".¹

This means their incomes are too high to qualify for Medicaid, but not enough to be able to afford other coverage options.

Medicaid expansion would increase access to healthcare to all people who fall under a certain income level, regardless of other factors such as disability or family status.

It's all about the



While Medicaid expansion would be beneficial to hundreds of thousands of Tennesseans, the main concern of a lot of politicians and the public is the financial implications.

Because of this, it is important to have an understanding of how expanding Medicaid would bring in money for the state.

\$7 billion

The total amount the state has lost to federal healthcare funding, which does not come back to Tennessee.

15,000

The number of jobs that would be generated in TN if we received this funding

The Power of Storytelling

People advocating for an issue can have a tendency to try proving a point using numbers and data.

However, the public likely will not respond to this information as much as we hope.

Instead of focusing on facts and figures, advocates should play to the emotions of their target audience.

The best way to do that?

Storytelling.

What makes a good story?

The most effective storytellers are:

- > People in the coverage gap
- > People living in rural areas where hospitals closed
- > People on TennCare
- > People who live in target districts

Platforms for storytelling include social media and the press.

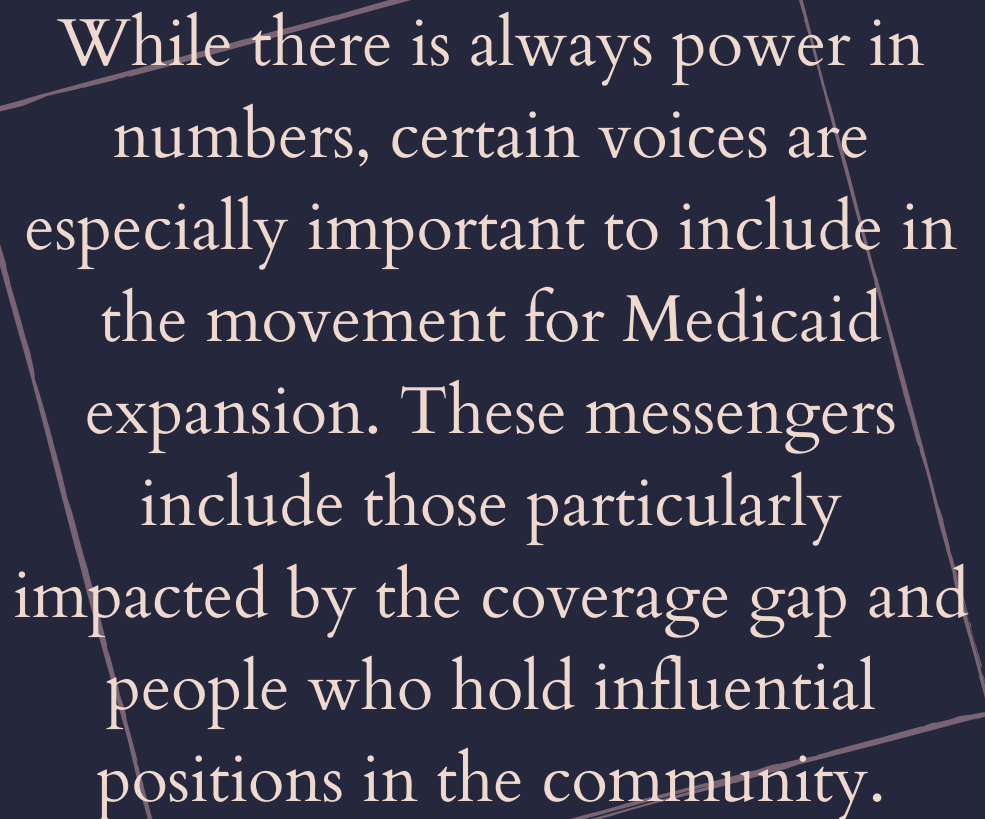
"Putting a
face
on the issue."


-Anna, Story Coordinator

Messenger Matters

The title 'Messenger Matters' is written in a white, hand-drawn, brush-stroke font. It is enclosed within a thin, light pink, tilted rectangular border. To the right of the text, a large, thick, pink arrow curves downwards and to the left. To the left of the text, another large, thick, pink arrow curves upwards and to the right.

While there is always power in numbers, certain voices are especially important to include in the movement for Medicaid expansion. These messengers include those particularly impacted by the coverage gap and people who hold influential positions in the community.

A large, thick, pink arrow curves from the left side of the text box towards the right. The text box itself is a thin, light pink, tilted rectangular border.

- 
1. Veterans
 2. Faith leaders
 3. Medical professionals
 4. Business leaders
 5. The uninsured



Key
Messengers

power

M A P P I N G

The easiest way to increase numbers is to rely on the connections of current volunteers.

Not only this, but the people who know a community best are those living in it.

Power mapping is a strategy for people to think about who they know, who has power, and how they can get influential people and groups involved.

power

M A P P I N G

Have volunteers think about the following questions:

1. Who are people in your community who fall into the category of "key messengers" (p.)?
2. What is our relationship to these people?
3. How can we use this relationship?

Then, have them develop a plan to reach out to these people.

COMMON *& how to handle* PUSHBACKS *them*

People do not want failed Obamacare

- We have a new administration with its own brand on it-- it's their plan now.
- States have been given more flexibility

Congress is tearing Medicaid/the ACA down

- It will not be repealed given the makeup of Congress.
- "Do we want DC to solve our problems or do we want a state solution?"

Medicaid expansion would cost the state too much money

- The federal government would pay 90%, and hospitals have already committed to paying the 10% difference.

The state should pursue block grants from Congress to field the gap

- This is prohibited under federal law.
- Using block grants would give less flexibility to states and hold them less accountable.

Expanding Medicaid would negatively impact our healthcare system

- The opposite has been true in states that have expanded Medicaid.
- This is not a zero-sum game. It is a win-win for everyone.

Medicaid expansion will add to the federal deficit

- Insignificant to the trillion-dollar deficit
- This is money that is already there.
- "Are sick people in our state not worth your tax dollars to you?"

phone calls

FOLLOW UP with people you meet at community meetings and other events.

>> If they committed to a specific action, ask them about their progress.

CHECK IN with active volunteers, especially in counties you do not have the chance to visit in person. Keep track of conversations, noting when people interact with candidates or politicians.

KNOW your audience— if you are working with older volunteers, keep in mind they may prefer a phone call over email or social media.



