



# Here We Stand

## For People. For Care.

### For Medicaid.

#### **Holding Statements for Members of Lutheran Services in America**

As misinformation about Medicaid and government-funded services spreads, it's critical for Lutheran Services in America members to respond with clarity and facts. These holding statements are designed to help you push back against false narratives, reinforce the value of Medicaid, and highlight the essential role nonprofit providers play in delivering cost-effective, high-quality care. You can use these statements in a variety of ways. As initial responses to media inquiries, in social media posts, or in conversations with community partners. They are not intended to be full press releases or detailed, but short, accurate responses that help you stay aligned with the network's messaging while responding quickly to emerging issues. Whenever possible, personalize them with a local example or your organization's name to make the message more relevant and grounded in real community impact.

#### **#1: Social Media Attacks and Misinformation from Elected Officials and Public Figures**

- **Scenario:** A high-profile figure tweets or uses a social media platform to share that positions Medicaid as a "handout" or wasteful spending.
- **Response:** Medicaid is a lifeline for millions of working families, older adults, and people with disabilities. Labeling Medicaid as wasteful ignores the reality of what it provides: essential healthcare. Medicaid prevents costly emergency room visits and ensures access to critical services like mental health care. Cutting Medicaid doesn't save money — it shifts costs to hospitals, taxpayers, and state and local governments. At a time when care needs are growing, we must strengthen, not weaken, the programs that keep people healthy, safe, independent, and connected to their communities. Investing in Medicaid is an investment in healthier communities and stronger families.

#### **#2: Response to Legislative and Policy Changes**

- **Scenario:** Congress votes on a proposal to cut Medicaid funding.
- **Response:** As a faith-based organization, we are deeply concerned by any proposal that threatens to cut Medicaid funding. Medicaid is not just a budget line item. It's a lifeline for millions of people in communities across the country. It ensures children can see a doctor, older adults can remain in their homes and get the care they need, and people with disabilities can access the services they need to live with dignity and independence. Cutting Medicaid undermines the health, safety, and economic security of families nationwide. Now more than ever, we need to invest in programs that strengthen our communities, foster opportunity, and help people live connected, meaningful lives.

#### **#3: High-Profile, Positive Comments from Lawmakers and Political Figures**

- **Scenario:** A senator or lawmaker makes a public statement supporting Medicaid and opposing the proposed cut.



- **Response:** We commend **[SENATOR/PUBLIC FIGURE NAME]** for standing up for the millions of Americans who rely on Medicaid for essential healthcare. Medicaid is a critical investment in our communities, empowering our neighbors including children, older adults, and people with disabilities. Cuts to Medicaid don't save money; they shift costs and leave families without the care they need. We look forward to continuing to work alongside lawmakers, communities, and care providers to protect and strengthen this vital program.

#### **#4: High-Profile, Negative Comments from Lawmakers and Political Figures**

- **Scenario:** A senator or lawmaker makes a public statement opposing Medicaid and supporting the proposed cut.
- **Response:** Our communities are strongest when everyone has access to the care they need to live with dignity and independence. When public officials suggest cutting Medicaid, it threatens the health, safety, and well-being of millions of Americans, including working families, older adults, and people with disabilities. Medicaid provides essential services that keep families together and communities connected, from home care to skilled nursing to mental health support. We call on lawmakers to protect Medicaid and stand with those who rely on it every day.

#### **#5: Local (State-Level) Community Concerns**

- **Scenario:** A state proposes rolling back Medicaid expansion.
- **Response:** Medicaid expansion has transformed lives in our state, ensuring that working families, children, older adults, and people with disabilities have access to the care they need to stay healthy and independent. Cutting Medicaid would risk the health, security, and dignity of thousands of our neighbors, while increasing costs for hospitals, state and local governments, and taxpayers. At a time when our communities face growing care needs, we should be working to strengthen Medicaid, not weaken it. Investing in people is how we build healthier, stronger, and more connected communities. We urge **[STATE LAWMAKERS]** to continue protecting and strengthening this vital program and stand with the individuals and families Medicaid empowers.

#### **#6: Misinformation About Specific Medicaid Services**

- **Scenario:** A viral post or news story circulates misinformation that misrepresents Medicaid services.
- **Response:** There's a lot of misinformation circulating about Medicaid, and it's important to set the record straight. Medicaid ensures access to essential healthcare services for millions of people, including preventive care, home- and community-based services, and mental health support. It helps older adults remain in their homes, supports children's health and development, and provides people with disabilities the resources they need to live with dignity and independence. To learn more and better understand how Medicaid services empower our neighbors, please visit **[relevant org link]**.

#### **#7: Questioning Medicaid's Efficiency or Accountability**

- **Scenario:** Media or public figure claims Medicaid is inefficient or plagued by fraud.



- Response: Medicaid is one of the most efficient and accountable public programs in the country. It has strong oversight, verified eligibility systems, and consistently low administrative costs. Cutting Medicaid under the false premise of fraud does not improve care — it simply removes services from those who need them most. Real reform means improving coordination and access, not denying coverage through misinformation.

#### **#8: Concerns About the Sustainability of Medicaid**

- Scenario: A media outlet or official questions whether Medicaid is financially sustainable long-term.
- Response: Medicaid is a sustainable investment in the health and stability of our communities. It reduces high-cost emergencies by supporting preventive care, home-based services, and mental health. When we invest in care before crisis, we reduce long-term costs and improve outcomes. Medicaid funding is also frequently matched with charitable and philanthropic support, making it a smart and balanced approach to care delivery.

#### **#9: Criticism of Nonprofit Involvement in Medicaid**

- Scenario: A public figure questions whether faith-based or nonprofit organizations should be involved in Medicaid-supported services.
- Response: Nonprofit and faith-based providers have a long history of delivering care that is both high-quality and rooted in community. Lutheran Services in America members reinvest every dollar into programs, staff, and services that support health, dignity, and independence. Our mission of service is at the heart of our work and Medicaid allows us to serve more people with compassion, consistency, and accountability.

#### **#10: In Response to a Crisis Amplified by Medicaid Cuts**

- Scenario: A local health crisis or tragic event highlights gaps in care tied to lack of Medicaid access.
- Response: This moment reminds us of what's at stake. When people don't have access to consistent, preventive care, small health issues become emergencies. Families face impossible choices, and the safety net frays. Medicaid helps keep people healthy, stable, and connected to their communities. It is not just healthcare coverage. It is the infrastructure that supports human dignity. We must protect and strengthen it.

#### **#11: Criticism of Lutheran Services in America defense of Medicaid**

- Scenario: A lawmaker or critic accuses Lutheran Services in America of being “too political” for speaking out about Medicaid.
- Response: Lutheran Services in America is a faith-based network rooted in a shared tradition of service to community, not politics. Our mission is to provide care for children, older adults, people with disabilities, and working families. We are on the frontlines of care made possible by Medicaid so for us, speaking up about Medicaid is not about partisanship. It is about protecting the care that makes people and communities stronger. When policy decisions affect people's access to health, dignity, and stability, we have a responsibility to respond clearly and compassionately.

**#12: Public Concern About Faith-Based Organizations Receiving Government Funding**

- Scenario: Media or a community member questions why faith-based organizations rely on public funds like Medicaid.
- Response: Faith-based and nonprofit organizations have partnered with public programs for decades to meet local needs with compassion and accountability. Medicaid allows trusted providers like ours to reach more people and deliver services that improve health and stability. This is not about promoting religion. It is about ensuring everyone — regardless of income, age, or background — has access to the care they need to live with dignity.

**#13: Internal Hesitation About Advocacy and Nonprofit Rules**

- Scenario: Staff or board members express concern about being too political or crossing legal lines in advocacy.
- Response: Speaking about Medicaid is not partisan. It is mission-driven. As a nonprofit, we do not support or oppose candidates, but we can and should speak up about policies that affect our work and the people we serve. Advocacy that educates the public or informs decision-makers is both legally permitted and essential to our role as trusted community providers.

**#14: Reporter Asks if Medicaid Advocacy Is Politically Motivated**

- Scenario: A journalist suggests that your stance on Medicaid is politically aligned with one party.
- Response: Our position is not based on politics. It is based on people. We support policies that help children grow up healthy, older adults age well, and families stay connected to care. Medicaid is one of the most effective tools we have to make that possible. Our focus is always on outcomes, not ideology.

**#15: Criticism Framed Around “Entitlement” or Dependency**

- Scenario: A public figure claims Medicaid promotes dependency or discourages work.
- Response: Medicaid is not about dependence. It is about access and opportunity. When people can stay healthy, they are more likely to work, care for family members, and contribute to their communities. Investing in preventive care and community-based services strengthens our economy and builds long-term stability. That benefits everyone