



# Here We Stand For People. For Care. For Medicaid.

## Lutheran Services in America HERE WE STAND Key Message Pillars

### Overview

Medicaid is facing a critical moment. Misinformation, political pressure, and proposed cuts are threatening the stability of a program that supports one in four Americans. Lutheran Services in America members see the real impact of Medicaid every day, and we know what is at stake. In response, we are launching a unified message framework grounded in the unifying concept: **Here We Stand. For people. For care. For Medicaid.**

This is more than a tagline. It is a values-based stance designed to help our network speak with clarity, confidence, and urgency. It positions us not just as service providers, but as advocates and trusted voices in the national conversation.

- **Here We Stand** conveys that we are grounded, present, and unwilling to be silent.
- **For people** reminds us that Medicaid is not about abstract numbers. It is about children, older adults, caregivers, and people with disabilities.
- **For care** reflects our commitment to high-quality, community-based services that support health and dignity.
- **For Medicaid** makes clear what is at risk, and what we are working to protect.

The topline messages and detailed proof points that follow bring this stance to life. They are designed for use in many settings, including policy briefings, interviews, op-eds, presentations, and grassroots advocacy. The tagline can be used on its own or integrated into talking points, remarks, and visual materials. It offers flexibility while anchoring every communication in a shared purpose.

### Topline Key Messages

#### **Medicaid keeps people healthier and prevents higher costs for everyone.**

By helping people stay connected to care, Medicaid prevents medical issues from escalating, reducing costly, uncompensated emergency care and the burden on hospitals, families, and taxpayers. It also gives children the foundation to grow up healthy, stay in school, and thrive because a healthier start means a stronger future for all of us.

#### **We're using Medicaid to innovate, and we have the results to prove it.**

Lutheran Services in America members are delivering real, community-based solutions that improve outcomes and lower costs. Medicaid funding is leveraged with philanthropic support and local partnerships to do more with less; a smarter, more sustainable way forward.



**Medicaid is under threat and the cost of cuts will be felt by all of us.**

With a growing aging population and a shrinking caregiver workforce, now is the worst time to pull support from Medicaid. Cuts would deepen the care shortage, destabilize providers, and leave families and entire communities without the support they need to stay healthy and economically secure.

**Medicaid works and we should make it stronger, not smaller.**

Medicaid is one of the most efficient public programs in the country, with verified eligibility, strong oversight, and low administrative costs. Medicaid should always work better, but these cuts aren't about fixing anything. They're about pulling care away from people who need it.

**We reinvest in care, not profits, and communities are stronger for it.**

As nonprofit providers, Lutheran Services in America members lead programs that are accountable, locally driven, and built to last. In a country where health affects everything from school attendance to workforce participation, ensuring access to care isn't just the right thing to do, it's a shared responsibility and a smart investment in community well-being.

**Medicaid is more than a policy. It is at the core of health care in this country.**

It supports millions of people through real challenges, from illness to caregiving to disability, and helps children grow up with the security of consistent care. It also helps seniors access long-term services that Medicare doesn't cover, like nursing home care and in-home assistance. Our members see the stories behind the statistics every day: how Medicaid keeps families together, protects dignity, and strengthens lives and communities.



## HERE WE STAND KEY MESSAGES

### Detailed

#### **Medicaid keeps people healthier and prevents higher costs for everyone:**

By helping people stay connected to care, Medicaid prevents medical issues from escalating, reducing costly, uncompensated emergency care and the burden on hospitals, families, and taxpayers. It also gives children the foundation to grow up healthy, stay in school, and thrive because a healthier start means a stronger future for all of us.

- **Lutheran Services in America members reduce costly emergency care by delivering community-based services that prevent health crises before they occur.**
  - Preventive care like behavioral health, care coordination, and in-home support improves health and reduces the need for high-cost services.
- **Medicaid works best when paired with other supports like housing, transportation, and nutrition, the building blocks of long-term stability for our children, our seniors and our communities.**
  - Our programs show that addressing these needs reduces crises, eases pressure on hospitals and improves quality of life for individuals and families.
  - When people can manage their health and meet basic needs, it reduces pressure on hospitals, emergency services, and local resources. These are outcomes that benefit everyone.
  - The biggest beneficiaries of Medicaid are children, giving them access to medical care they otherwise wouldn't have.
- **Medicaid isn't just health coverage; it's the front line of crisis prevention for communities across the country.**
  - The proposed \$880 billion in cuts to Medicaid will take health care away from millions of children, seniors and Americans with disabilities.
- **Without Medicaid, the cost doesn't go away. It shifts to families, hospitals, and communities.**
  - These cuts won't reduce costs. They will force communities to carry the burden, and they can't afford it.

#### **We're using Medicaid to innovate, and we have the results to prove it:**

Lutheran Services in America members are delivering real, community-based solutions that improve outcomes and lower costs. Medicaid funding is leveraged with philanthropic support and local partnerships to do more with less; a smarter, more sustainable way forward.

- **Our members are using Medicaid to build smarter, more coordinated programs that address real community needs.**
  - This includes mental health services and family support programs that help prevent crises before they start.
- **These aren't theories. These are real programs with measurable results.**
  - In states like Illinois and Nebraska, our members are already proving how Medicaid-funded programs can strengthen community care and reduce long-term costs.
  - By working across sectors, our network is showing what's possible when Medicaid is treated as a platform for innovation, not a cost to cut.



- **Proposals like federal work requirements would stall this progress by adding unnecessary red tape.**
  - These policies don't improve care or accountability — they increase administrative burden and disrupt access for people who already qualify.
  - The result is less innovation, not more integrity.
- **Medicaid is a tool for solving real problems and the foundation for efficient community-based care.**

**Medicaid is under threat and the cost of cuts will be felt by all of us:**

With a growing aging population and a shrinking caregiver workforce, now is the worst time to pull support from Medicaid. Cuts would deepen the care shortage, destabilize providers, and leave families and entire communities without the support they need to stay healthy and economically secure.

- **Cutting Medicaid now will create lasting damage that ripples through every part of society.**
  - When Medicaid is stripped away, it destabilizes schools, workplaces, hospitals, and families, all of which rely on it, directly or indirectly.
  - Once community care infrastructure is lost, from local clinics to in-home support programs, it takes years to rebuild. Some services never return.
  - Yes, Medicaid can be improved. But real leadership means strengthening care systems, not taking coverage from people who need it most.
- **Cuts lead to real losses, in care, in staffing, and in community stability.**
  - We've seen it before when funding is pulled back, people lose access, providers lose staff, and communities lose the stability that care makes possible.
  - Fewer Medicaid dollars mean fewer workers, from nurses and home health aides to case managers and behavioral health staff. This is a workforce crisis in the making.
- **Medicaid can be improved but changes like work requirements punish people for navigating complex systems instead of supporting them in getting care.**
  - More than 9 in 10 adults targeted by work requirements already work, care for family, go to school, or have health conditions that qualify them for exemption.
  - Work requirements may sound reasonable, but the data shows they cause large-scale coverage losses, even among people who are working, caregiving, or eligible for exemptions.
  - These policies create more bureaucracy, not more personal responsibility.
- **Medicaid isn't just a line item; it's the foundation of care in this country.**
  - If we dismantle it now, the harm will be immediate and the consequences long-lasting.

**Medicaid works and we should make it stronger, not smaller:** Medicaid is one of the most efficient public programs in the country, with verified eligibility, strong oversight, and low administrative costs. Medicaid should always work better, but these cuts aren't about fixing anything. They're about pulling care away from people who need it.

- **Lutheran Services in America members see Medicaid's value every day.**
  - Medicaid supports 1 in 4 people in the U.S., including children, older adults, and people with disabilities. Nearly half of all births and over 60 percent of nursing home residents



are covered by Medicaid. It isn't a fringe program. It's foundational care, and our members help deliver it.

- **Medicaid supports many of the people our members serve and employ.**
  - Families juggling low-wage jobs, older adults trying to age in place, and frontline caregivers all rely on Medicaid for stability and health. In some communities, it is the only point of access to care.
  - Many direct care workers who serve others every day rely on Medicaid themselves and cutting the program undermines the very workforce that keeps care systems running.
- **People want better Medicaid and so do we.**
  - Plans to cut Medicaid based on claims of fraud and abuse are not grounded in evidence; they ignore the extensive oversight already in place and distract from real opportunities to strengthen care delivery.
  - Federal and state watchdogs, including CMS, GAO, and OIG, continuously audit Medicaid to reduce inefficiency and have never recommended cuts on the scale currently proposed.
  - Real reforms focus on improving care coordination and reducing avoidable ER visits, not hollowing out the program under false claims of fraud.
- **Medicaid is more than just a program: it's one of the most efficient, accountable, and widely used public investments in the country.**

**We reinvest in care, not profits, and communities are stronger for it.**

As nonprofit providers, Lutheran Services in America members lead programs that are accountable, locally driven, and built to last. In a country where health affects everything from school attendance to workforce participation, ensuring access to care isn't just the right thing to do, it's a shared responsibility and a smart investment in community well-being.

- **Our nonprofit model ensures that resources are continually reinvested into care, staff, and services that respond to the needs of the community.**
  - This approach creates greater accountability and long-term impact, with care that is tailored, consistent, and grounded in local realities.
- **Nonprofit providers are consistently recognized for high-quality outcomes, strong community relationships, and the ability to adapt services to local needs.**
  - Lutheran Services in America members go even further by raising charitable funds to close gaps in care, creating public-private partnerships that expand access and deliver better results.
- **Sweeping cuts to Medicaid would undermine nonprofit providers' ability to reinvest in care, shifting resources away from community-based solutions and forcing local programs to do more with far less.**
  - A sustainable Medicaid program is essential to maintaining strong nonprofit infrastructure that delivers reliable, locally accountable care.
- **Medicaid is more than just a budget line: it's a shared responsibility to ensure that care is available to those who need it most.**

**Medicaid is more than a policy. It is at the core of health care in this country.**

It supports millions of people through real challenges, from illness to caregiving to disability, and helps children grow up with the security of consistent care. It also helps seniors access long-term



services that Medicare doesn't cover, like nursing home care and in-home assistance. Our members see the stories behind the statistics every day: how Medicaid keeps families together, protects dignity, and strengthens lives and communities.

- **Behind every Medicaid statistic is a real person with a real story.**
  - A child getting mental health support. A grandparent staying in their home. A caregiver finding stability. We see them every day.
  - This is why the consequences of cutting Medicaid aren't abstract, they show up in missed treatments, preventable emergencies, and families pushed to the brink.
  - Every dollar taken from Medicaid is a choice to pull care away from someone who needs it and destabilize entire communities.
- **When Medicaid works, people are healthier, families are stronger, and communities are more resilient.**
  - Lutheran Services in America members see the human impact of policy decisions, not in spreadsheets, but in hospital admissions, school absences, and lost wages.
  - That's what our members help make possible, and that's what's at risk if we don't act.
- **Medicaid is more than just a health insurance program: it's a lifeline that keeps people connected to care, work, and stability.**