



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

## Here We Stand Campaign: Legislative Meeting Guide

### Why Our Voice Matters

Lutheran Services in America is a national network of nonprofit, faith-based health and human services providers. Our members serve more than one million people every year, including children, older adults, people with disabilities, and family caregivers. Our work is rooted in dignity, justice, and community. Medicaid makes this work possible. We don't just see the policy. We see the people behind it. That's what makes our voice powerful.

### Our Overarching Message to Policymakers

We urge you to protect Medicaid from harmful cuts and policy changes that would restrict access, particularly for children, older adults, caregivers, and people with disabilities. This includes opposing blanket work requirements and supporting efforts that strengthen, not shrink, community-based care. Medicaid is not a line item. It is a system that holds communities together.

### Part 1: Planning a Meeting with an Elected Official

- Work with your advocacy team to identify key legislative members who are appropriate or timely targets for this conversation.
- Call their office to request a meeting. Be specific about who you are, your organization, and your connection to the community they represent.
- Prepare your materials and your main message. Know what you want to say and what you are asking them to support or consider.
- Before your meeting, identify a brief personal story or real-life example that shows what Medicaid makes possible in your community. This could be a story about a child receiving mental health care, a grandparent aging safely at home, or a caregiver finding stability. Stories make the issue real. They leave a lasting impression, more than any statistic.
- Bring a concise fact sheet or one-pager as a leave-behind. Include your contact information and key talking points.
- Suggested Agenda (20–30 minutes):
  - Introductions and purpose of the meeting (3–5 minutes)
  - Share your local perspective and story (5–10 minutes)
  - Present your Medicaid message and core ask (5–10 minutes)
  - Allow time for questions and discussion (5 minutes)
  - Wrap up with a thank you and offer to follow up
  - Share any learnings with key stakeholders in your organization to continue momentum.



## **Part 2: Medicaid Talking Points – Soundbite Format**

### **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 community 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.

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