Here We Stand

For People. For Care.
For Medicaid.

Medicaid Story Collection & Vetting Guide
For Lutheran Services in America Members

Purpose
Use this guide to help identify and prepare real-life stories that illustrate how Medicaid supports your clients, caregivers, and communities. These stories can be used in advocacy meetings, op-eds, public testimony, and campaign materials.

What Makes a Strong Story?
- **Rooted in real experience** – the person has received care supported by Medicaid.
- **Clear and concise** – you can tell the story in under 2 minutes or 250 words.
- **Values-driven** – it highlights dignity, stability, resilience, or impact.
- **Local and specific** – include location, services received, and what changed.
- **Permissioned** – you have consent to share it, ideally in writing or with verbal confirmation.

What to Avoid
- **Exploitative framing** – the story should honor the dignity of the person involved, not focus on hardship alone.
- **Overly technical language** – keep it human, not bureaucratic.
- **Anonymous, vague stories** – 'There was a woman once...' stories lose credibility unless backed by real detail.
- **Stories that center the provider** – this is about the person impacted, not the organization.

Story Vetting Worksheet

Question	Response
Who is the person or family? (First name and state is fine)	
What challenge were they facing before Medicaid?	
What services did they receive through your program?	
How did Medicaid make that care possible?	
What changed because of this support? (Outcomes)	

What values does this story represent? (Dignity, stability, family, etc.)	
Do you have their permission to share this publicly? If yes, how?	

Example Story Format

"Jennifer, a single mother in Ohio, struggled to access care for her son who was experiencing severe anxiety. Through a Lutheran Services program supported by Medicaid, he received consistent therapy and medication management. Today, he's thriving in school again. Jennifer says Medicaid didn't just help her son, it helped her family feel stable and hopeful again."

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