

ACTION GUIDE

Ways to Engage to Strengthen Advocacy in Support of Medicaid

Before engaging with policymakers, prepare for your meetings using our Here We Stand messaging and resources, including national and state-level messaging to support Medicaid. These tools provide complementary messaging that clearly articulates the policy solutions we seek.

Community-based organizations (CBOs) and social service organizations (SSOs) should prioritize relationship-building across appropriate levels of government including, state Medicaid agency leadership, and lawmakers with jurisdiction in relevant committees at the state and federal levels as well as state executive leadership. Here are ways to strengthen advocacy and policy engagement:

- **Act in Coalition:** Participate in meetings with policymakers with allies from other LSA organizations in your state/district, health systems and provider groups, as well as advocates and consumers. Together, allied organizations can present a stronger framework for integrity, demonstrate a non-competitive commitment to safeguarding access, and reduce the risk of competing or misaligned advocacy messages. In addition, busy policymakers will be more likely to accommodate a single conversation from a united stakeholder group than multiple meetings.
- **Lead with Stories:** Open meetings with two or three short, specific stories illustrating how administrative barriers (e.g. work reporting requirements, redetermination delays, freezes of approval of vendors of durable medical equipment) are impacting the people served. Stories should always be a gateway to a solutions-oriented discussion.
- **Host a Site Visit:** What's better than telling a stakeholder about your program and the people it serves? Showing them. Effective site visits can include a range of elements including: agency tour, hands-on service opportunity, Q&A with a panel of clients, photo and media opportunities, and if you are acting in coalition, a coordinated bus tour featuring multiple stops at SSO/CBOs.
- **Write Letter to the Editor or Op-Ed:** A letter to the editor is particularly effective when Medicaid or a specific social service has recently been featured in a news article. Short in format, the letter provides an opportunity to correct the record or expand on existing reporting. An op-ed is a stand-alone opinion piece that can have single or multiple authors. Op-eds highlight both experience and expertise. Examples of letters and op-eds can be found in this [Lutheran Services in America toolkit](#).

Tools You Can Use

The Center on Budget and Policy Priorities (CBPP) has released a new resource outlining key questions states will need to address as they finalize their implementation plans. This tool may help stakeholders frame concerns, highlight potential operational challenges, and ensure state policymakers consider the impact on beneficiaries, providers, and service access.

For more information, visit LutheranServices.org/Here-We-Stand or contact advocacy@lutheranservices.org.