



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

Across the country, Lutheran Services in America members witness every day how access to affordable, reliable healthcare shapes lives and strengthens communities. Medicaid is a cornerstone of this access, supporting children, older adults, individuals with disabilities, and working families who depend on it for essential care and financial stability.

H.R. 1, also known as the One Big Beautiful Bill Act, has already reduced Medicaid financing and added new administrative burdens. As Congress considers next steps through reconciliation and the budget process, it's important to make one point clear: cutting Medicaid doesn't reduce demand for care. It shifts costs to providers and communities and often drives higher long-term costs and reduced access.

In this critical moment, Lutheran Services in America is proud to stand alongside you through the Here We Stand (HWS) campaign, a unified effort to protect Medicaid integrity while ensuring continued access to care. **We have developed communications and advocacy tools to support you in raising awareness and urgency to the issue.**

These tools include:

- A customizable press release template to highlight advocacy on Capitol Hill
- Ready-to-use social media content tailored for LinkedIn, Facebook, and X (Twitter)
- Branded HWS graphics to enhance visibility and reinforce a unified campaign message across platforms

These materials are designed to be flexible and adaptable, and we encourage you to use and adapt them in ways that best reflect your organization's work and the communities you serve.

Your voice carries weight. By speaking with clarity and consistency at this moment, we can help ensure that Congressional policy decisions reflect the real-world impact of Medicaid and protect access to care for the millions who rely on it.

Thank you for your leadership and for your continued commitment to the communities you serve.

*Sue Polis*

Sue Polis  
Vice President of Public Relations & Government Affairs  
Lutheran Services in America

## Template Press Release

### FOR IMMEDIATE RELEASE

April XX, 2026

[Organization Name] Meets with [Congressional Members/Offices] for “Here We Stand” Fly-In to Urge Protection of Medicaid Access and Integrity in [State]

[City, State] -- Following a series of meetings on Capitol Hill, [Organization Name] [Participant’s Title] [Participant’s Name] joined leaders from across the country in Washington, D.C. on April 23 for the Here We Stand Spring Fly-In, a coordinated advocacy effort led by Lutheran Services in America to protect Medicaid at a pivotal moment as new federal changes take hold and scrutiny of the popular and long-standing program has intensified.

“During our time in Washington, we underscored that strong program integrity and accountability have always been central to how Medicaid operates,” said **[Spokesperson Name, Title, Organization]**. “The goal is to provide reliable access to care for those it covers as intended. Today, we’re seeing federal cuts undermine that goal by limiting access to needed services.”

Fly-In participants raised concerns about any additional cuts to Medicaid through ongoing budget reconciliation efforts, noting that existing changes under H.R. 1, the One Big Beautiful Bill Act, such as broad funding deferrals and blanket moratoria, are already disrupting access to critical care. New eligibility redetermination requirements are expected to increase administrative burden and drive up costs while new work reporting and documentation requirements will require entirely new oversight systems-- adding complexity and making it harder for individuals to maintain coverage. Participants also warned that cuts to home- and community-based services (HCBS) would be especially damaging, limiting access to cost-effective quality care and shifting higher costs onto families, providers, and state systems.

The cumulative impact of changes results in increased “churn,” with individuals losing coverage due to paperwork challenges rather than ineligibility. Such gaps in coverage often lead people to delay care or turn to emergency departments instead of primary care, both of which raise costs and worsen outcomes. Rapid and sweeping changes to services and benefits caused by H.R. 1 are also expected to interrupt access to medications, personal care, and durable medical equipment, creating instability for those who rely on consistent support.

[INSERT: 1–2 sentences on meeting outcomes—e.g., key themes raised by offices, areas of agreement, commitments to follow up, interest in local visits, requests for additional data, etc.]

In [State], Medicaid supports [Insert State Data: number of residents, %, key populations.] For many, it determines whether they can access care at home, manage ongoing health needs,

remain independent or stay connected to others in the community. [Insert other details about your State's Medicaid program.]

"[Organization Name] and other Lutheran Services in America members across the country support strong Medicaid integrity," said Alesia Frerichs, President and CEO of Lutheran Services in America. "We believe every dollar should go to eligible individuals receiving covered, medically necessary services. Our members made clear on Capitol Hill that strengthening oversight must go hand in hand with protecting access to care. Cutting coverage does not solve underlying challenges -- it shifts costs to individuals and families and makes it harder for communities to meet growing needs."

[Organization Name] will continue engaging with policymakers in the weeks ahead to ensure that the voices of the communities they serve remain part of ongoing budget and policy discussions.

[Close with a brief update on where your state's budget process stands and what happens next (e.g., upcoming votes, deadlines, or negotiations), including why these decisions matter now.]

# # #

ABOUT [ORGANIZATION NAME]

[Boilerplate]

<sup>1</sup> Note: Organizations may choose to include or omit "Lutheran Services in America" in this sentence. An LSA boilerplate is included below for those who wish to reference the organization:

#### **ABOUT LUTHERAN SERVICES IN AMERICA**

*Lutheran Services in America, one of the nation's largest networks of health and human service providers, is rooted in a century-long, faith-based commitment to service. Its nearly 300 nonprofit organizations operate in 1,400 communities across 46 states, Washington, D.C., and the U.S. Virgin Islands, reaching more than 7 million people each year. Together, they improve outcomes for children, youth and families, support independence for older adults, champion meaningful services for people with intellectual and developmental disabilities, and strengthen stability and purpose for veterans and others. Lutheran Services in America brings together a broad network of leaders, partners and stakeholders, connecting insights, elevating innovation, fostering collaboration, and shaping policies and practices that advance health and opportunity for all.*

## Social Media Content and Graphics

We've developed a set of draft social media posts tailored for Facebook, LinkedIn, and X to elevate visibility around Medicaid advocacy. The content is designed to be clear, person-centered, and action-oriented, aiming to balance urgency with credibility. Each platform version reflects best practices: **Facebook** posts lean more narrative and community-focused with strong visuals; **LinkedIn** emphasizes leadership voice, policy context, and professional tone; and **X/Twitter** prioritizes concise, high-impact language paired with a compelling stat or quote card for shareability. Graphics should feature real voices where possible (short quotes or paraphrased lived experiences), bold headlines, and clean branding tied to the *Here We Stand* campaign to reinforce recognition and consistency.

To maximize reach and ensure visibility among decision-makers, we recommend strategically tagging Congressional members in your posts. Where appropriate, posts can also tag advocacy partners and coalition organizations to encourage amplification. Hashtags should be used selectively (2-4 per post) and tailored to the issue and state context (e.g., #Medicaid, #HereWeStand). Timing posts to align with key Congressional budget or legislative moments and engaging with comments or reshares will further strengthen visibility and momentum.

### FACEBOOK


More than 80% of Americans support Medicaid, and nearly two-thirds of voters oppose funding cuts.

Smart policy means protecting what works while improving efficiency.

👉 Congress: Protect Medicaid so it continues to serve communities and taxpayers alike.

#HereWeStand #NoMoreCutsToMedicaid

## LINKEDIN

 Medicaid is one of the most widely used and broadly supported health programs in the country. Nearly 80 million Americans rely on Medicaid, including:

- 37 million children
- 7.2 million older adults
- 15 million people with disabilities
- 16.1 million rural residents

At the same time:

- 20+ million people have lost coverage since 2023
- Up to 10.1 million more could lose coverage by 2028

 Congress: Protect both Medicaid access and integrity.

#HereWeStand #PublicPolicy #NoMoreCutsToMedicaid

## X/TWITTER

Members of Congress: Protect home- and community-based care that keeps people with their families and connected to their communities.

#HereWeStand #NoMoreCutsToMedicaid