

ALLIANCE FOR A  
**HEALTHY KANSAS**

# **KanCare Expansion Advocacy Toolkit**

**2021-2022**



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## Introduction



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The Alliance for a Healthy Kansas is a statewide coalition of more than 120 partners, including business leaders, doctors and hospitals, social service and safety-net organizations, faith communities, chambers of commerce, advocates for health care, consumers, and more. We work throughout Kansas to encourage people and organizations to promote policies that ensure everyone has the opportunity to attain their highest level of health.

The first and primary policy goal of the Alliance is to **expand KanCare (our state's Medicaid program)**. Expanding KanCare would bring hundreds of millions of federal tax dollars back home, insure 165,000 Kansans, cover unpaid health care costs that are hurting our hospitals, create thousands of jobs, and help stimulate our economy.

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Thank you for joining us in this mission to create a healthier and more prosperous Kansas. By unifying our voices, we will be heard!

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## Our Team



**April Holman**  
Executive Director



**Taylor Morton**  
Advocacy Specialist



**Marissa Alcantar**  
Storybank Fellow



**Lacey Kennett**  
Director of Communications



**Sean Gatewood**  
Advocacy Consultant



## Advocacy and You!

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It is crucial that all Kansans take an active role in informing lawmakers about the importance of expanding our state's Medicaid program. We must engage with legislators on this issue and let them know that **Kansans want KanCare expansion!**



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Contacting legislators can feel overwhelming and uncomfortable at first, but it is an important part of the democratic process. Legislators represent you and your interests, and they need to hear from you in order to make well-informed decisions in office.

To make the process of contacting lawmakers easier, we have created the **KanCare Expansion Advocacy Toolkit**. In this toolkit, you will find some general information about Medicaid expansion in Kansas, sample scripts for calling legislators, and other tools to aid in the advocacy process.

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Thank you for your advocacy! Together, we can build a healthier Kansas.

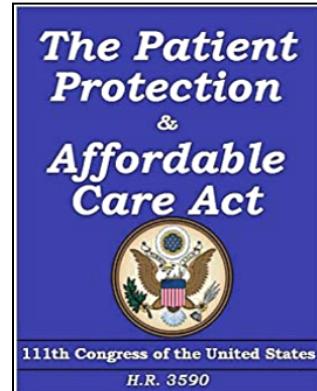
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## KanCare Expansion: The Facts

### **Medicaid Expansion: Background**

Medicaid expansion is part of the Affordable Care Act and has been optional for states since 2012. With the goal of extending health insurance coverage to low-income Americans, States could choose to implement expansion starting in 2014. As of now, **thirty eight states have expanded Medicaid**, making Kansas one of only twelve states still holding out.



Medicaid expansion is **not a political issue**, but a **practical opportunity** to close the coverage gap, strengthen our healthcare system and bring desperately needed federal dollars into the Kansas economy.

### **Why Should We Expand KanCare?**

#### ★ **Expanding KanCare will boost our state economy.**

- Expanding KanCare will inject hundreds of millions of dollars into the Kansas economy every year and create more than 13,000 new jobs.
- Kansas does not save money by refusing expansion — it simply gives up the opportunity to bring tax dollars back to our state. By law, 90% of the costs of expanding KanCare will be funded by the federal government.
- Expansion is likely to be budget neutral after accounting for economic offsets and additional revenue generation.

#### ★ **Expanding KanCare will strengthen hospitals and healthcare providers.**

- Health centers in expansion states have higher revenue, greater operational capacity, and more financial stability than those in non-expansion states. These centers have more sites, serve more patients, and are more likely to provide behavioral health and vision services.
- In Kansas, 47 rural hospitals are at immediate risk of closing – more than any other state in the nation – and 29 are at high risk of closing.

Expanding KanCare could mean the difference between these hospitals staying open or closing their doors.

**★ Expanding KanCare will improve health and financial security for 165,000 Kansans who currently fall into the coverage gap.**

- Expanding KanCare will provide health coverage to individuals and families who fall into the coverage gap – Kansans who work for a living but earn too much to qualify for the current program but too little to get financial help to buy a private plan.
- Expansion increases access to primary and preventive care, reduces the cost of uncompensated care, reduces medical debt and enhances continuity of coverage and care for chronic illness.
- Expanding KanCare saves lives. States that have expanded their Medicaid programs experience lower mortality.

(To learn more about how KanCare expansion will benefit our state, visit

<https://www.expandkancare.com/resources/>)

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## Misinformation and Medicaid Expansion

Unfortunately, Medicaid expansion has become highly politicized, and misinformation is all too common. **It is important for us to think about how we can respectfully and effectively push back against misinformation—especially when communicating with legislators.**

The left-hand column of the table below outlines some of the more common arguments legislators make to justify their opposition to KanCare expansion that simply aren't true. The right-hand column outlines possible ways you can respectfully push back against these misconceptions and refocus the conversation.

<i>(Common misconceptions)</i>	<i>(Possible ways to push back)</i>
“Medicaid expansion will be expensive and bad for the Kansas economy.”	“Expanding Medicaid will inject hundreds of millions of \$’s into the Kansas economy and create more than 13,000 new jobs.”
“Medicaid expansion will lead to more abortions.”	“Low-income women who are pregnant already qualify for Medicaid in Kansas. Medicaid expansion will not impact that eligibility and is completely separate from the issue of state-funded abortion.”
“Medicaid expansion will put people with disabilities at the end of the line for assistance.”	“Medicaid expansion would not take resources away from programs serving people with disabilities and it would help direct care attendants for people with disabilities stay healthy and on the job.”
“I don’t want my constituents’ tax dollars to go to someone who is able-bodied and not working.”	“More than two thirds of those eligible for KanCare expansion work or are in working families. And, access to affordable health insurance helps people maintain employment. Medicaid expansion actually supports work.”

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The table on the previous page is not exhaustive, but it covers some of the most common points of misinformation that often come up in conversations around Medicaid expansion in Kansas.

Below is a list of resources for fact-checking and assessing media bias. Oftentimes, reputable news sources ([NPR](#), [AP News](#), [PBS](#), [Reuters](#), etc.) will publish fact checks or have their own fact checking sections as well. These resources can be used to better understand the nature and scope of misinformation around Medicaid expansion, along with a wide array of other topics.

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### Fact-Checking and Media Bias Resources

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[Snopes.com](http://Snopes.com)



[Politifact.com](http://Politifact.com)



[Factcheck.org](http://Factcheck.org)



[Mediabiasfactcheck.com](http://Mediabiasfactcheck.com)

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## Contacting Your State-Level Elected Officials

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### Finding Your State Legislators

To find out who your state legislators are and how to contact them, visit <https://ksleglookup.org/>. You will see the following page.

The screenshot shows a search interface with a dark blue background featuring a faint image of the Kansas State Capitol building. At the top, the text "LOOK UP YOUR KS LEGISLATORS" is displayed in white. Below it is a text input field with the placeholder "Enter your address". Underneath the input field is a smaller text box containing the instruction "Start typing your address and select it from the drop down menu." A descriptive message at the bottom states: "If you want to take action and do more than vote, the first step is knowing who represents you in Topeka. Use this tool to find your State Representative and Senator, and how to contact them."

Enter your address, and the contact information for your state representative and senator will appear on the screen.

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### Tips for Contacting Legislators

- ★ Make your point clearly and concisely. Choose your words carefully and deliver your message succinctly.
  - ★ Make an immediate “ask.” Tell them what you want them to do.
  - ★ Tell them why the issue matters to you and to others in their district. Tell them what the issue means to you.
  - ★ Finish the call by restating your “ask” and thanking them for their time.
  - ★ If you speak with an aide or leave a voicemail, give your contact information and ask for your legislator to send you a response (either by email or phone).
  - ★ The more personal you make the connection, the more impact it will have!
  - ★ Remember that your legislators need to hear from you in order to best represent you!
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## Scripts for Calling Legislators

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The following scripts can be used as a **guide** when **calling a legislator on the phone**. Calling your legislators is one of the easiest and most effective ways to advocate for a policy goal.

**Please modify these call scripts as you see fit.** Tailor them to best tell **your** story and communicate why **you** are advocating for KanCare expansion.

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### **Call Script (Jobs and Economic Growth)**

Hello. My name is [your name] and I am a constituent from your district. I am calling because I want to ask you to support KanCare expansion this legislative session.

Expanding KanCare will inject hundreds of millions of dollars into the Kansas economy every year and create more than 13,000 new jobs. Kansas does not save money by refusing expansion — it simply gives up the opportunity to bring tax dollars back to our state. Because 90% of the costs of expanding KanCare will be funded by the federal government, expansion is likely to be budget neutral and will boost our state economy overall.

Are you in favor of stimulating economic growth and creating new jobs in Kansas by expanding KanCare? (*wait for a response, thank or push back*)

*(Thank the respondent for their time and wrap-up, reiterating your “ask” that they support expansion. If leaving a voicemail or speaking to an aide, ask for a follow-up/response—either by email or phone—from the legislator.)*

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### **Call Script (Strengthening Hospitals and Healthcare)**

Hello. My name is [your name] and I am a constituent from your district. I am calling because I want to ask you to support KanCare expansion this legislative session.

Expanding KanCare will allow hospitals and health centers to be more financially stable and help them to serve more patients with lower overall costs. Kansas has more rural hospitals at immediate risk of closing than any other state in the U.S. Expanding KanCare will help these hospitals to stay open.

Expanding KanCare will help our hospitals and health centers and improve healthcare access in our state. Are you in favor of KanCare expansion? (*wait for a response, thank or push back*)

*(Thank the respondent for their time and wrap-up, reiterating your “ask” that they support expansion. If leaving a voicemail or speaking to an aide, ask for a follow-up/response—either by email or phone—from the legislator.)*

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### **Call Script (Supporting Working Families)**

Hello. My name is [your name] and I am a constituent from your district. I am calling because I want to ask you to support KanCare expansion this legislative session.

Expanding KanCare will provide health insurance coverage to the 165,000 Kansans who work for a living, but earn too much to qualify for the current program and too little to get financial assistance to buy a private plan. Expansion will also increase access to primary care, reduce the cost of uncompensated care, reduce medical debt, and improve continuity of coverage for those with chronic illness. States that have expanded their Medicaid programs also experience lower mortality rates overall.

Are you in favor of supporting KanCare so that thousands of working Kansas families can access affordable healthcare? (*wait for a response, thank or push back*)

*(Thank the respondent for their time and wrap-up, reiterating your “ask” that they support expansion. If leaving a voicemail or speaking to an aide, ask for a follow-up/response—either by email or phone—from the legislator.)*

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## Letter Format and Sample Letters to Legislators

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The following format and samples can be used as a **guide to writing a letter to a legislator**. Physical letters tend to receive more attention than emails, and are an especially effective tool when conducting advocacy around a general issue (like KanCare expansion).

You can send a letter to your legislators as an individual, or on behalf of a group/coalition/organization. If sending a letter as a group/coalition/organization, all members can sign, or your Executive Director/leader can sign on your group's behalf.

Please modify the following format and samples as you see fit. Tailor them to best tell *your story* and communicate why *you* are advocating for KanCare expansion.

Try to keep your letter to approximately 1 page, single-spaced (or 500 words).

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### **Basic Format: Letter to a Legislator**

[Your Name and Address]

[Date]

[Legislator Name and Address]

Dear [Representative or Senator First and Last Name],

First Paragraph: Introduce yourself and tell the legislator why you are writing to them.

- Tell the legislator your name and that you are a constituent in their district.
- Limit the letter to one specific “ask” (i.e. “I am writing to urge you to support KanCare expansion this legislative session.”)

Second Paragraph(s): Give them the facts.

- Support your position with relevant facts, statistics, and other important information that illustrates the importance of the issue.

Third Paragraph: Tell them why the issue is important to you.

- Be personal and tell the legislator how this issue affects your life. Tell them about an experience you have had—personally or professionally—that has influenced the way you think about the issue.
- Relate the issue back to their district.
- If writing as a group/coalition, relate the issue to your specific cause/goals.

Fourth Paragraph: Restate your position and reiterate your “ask.”

- Summarize the position you have taken in this letter.
- Ask them again to support your position.

Fifth Paragraph: Thank them and ask for a response.

- Thank the legislator for taking the time to read your letter.
- Respectfully ask them to respond to your letter. Provide your contact information if you want your legislator to respond to your letter by email or phone.

Sincerely,

[Your Signature and Name]

[i.e.]

*Signature*

First and Last Name

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**Sample Letter (From an Individual)**

[Your Name and Address]

[Date]

[Legislator Name and Address]

Dear [Representative or Senator First and Last Name],

My name is [First and Last Name] and I am a concerned constituent in your district. I am writing to urge you to support KanCare expansion this legislative session. Sadly, this issue has become politicized in our state. In reality, Medicaid expansion is a practical policy that will benefit the state economy, improve public health, benefit Kansas businesses, and provide support for working families in your district and throughout the state.

Expanding KanCare will inject hundreds of millions of dollars into the Kansas economy every year and create more than 13,000 new jobs in the first full year. Kansas is not saving money by refusing to expand KanCare, but is instead giving up the opportunity to bring tax dollars back to our state. By law, 90% of the costs of expanding KanCare will be funded by the federal government. Expansion is likely to be budget neutral after accounting for economic offsets and additional revenue generation.

Additionally, expanding KanCare will strengthen hospitals and healthcare providers. Kansas health centers will have higher revenues, greater operational capacity, and more financial stability if KanCare is expanded. In Kansas, 47 rural hospitals are at immediate risk of closing—more than any other state in the nation—and 29 are at high risk of closing. Expanding KanCare could mean the difference between these hospitals staying open or closing their doors.

More than 165,000 Kansans currently fall into the coverage gap. These are people who work for a living, but earn too much to qualify for the current program and too little to get

financial help to buy a private health insurance plan. Kansans working diligently in food services, retail, health care, social assistance, construction, and countless other industries are unable to acquire health insurance because our state has yet to expand Medicaid.

Expansion increases access to primary and preventive care, reduces the cost of uncompensated care, reduces medical debt and enhances continuity of coverage and care for chronic illness. States that have expanded their Medicaid programs also experience lower mortality, so expanding KanCare will literally save lives. KanCare expansion will improve health and financial security for Kansans in your district and throughout the state.

Once again, I want to strongly urge you to support KanCare expansion this legislative session. This is an opportunity for our state to become healthier and more prosperous. Thank you for taking the time to read this letter, and I look forward to hearing back from you soon.

Sincerely,

[Your Signature and Name]

[i.e.]

*Signature*

First and Last Name

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**Sample Letter (From a Group/Coalition/Organization)**

[Your Group's Name and Address (if applicable)]

[Date]

[Legislator Name and Address]

Dear [Representative or Senator First and Last Name],

We are [Your Group's Name] and we represent [Your Group's Cause/Interest]. We are writing to urge you to support KanCare expansion this legislative session. Sadly, this issue has become politicized in our state. In reality, Medicaid expansion is a practical policy that will benefit the state economy, improve public health, benefit Kansas businesses, and provide support for working families in your district and throughout the state.

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Once again, we want to strongly urge you to support KanCare expansion this legislative session. This is an opportunity for our state to become healthier and more prosperous. Thank you for taking the time to read this letter, and we look forward to hearing back from you soon.

Sincerely,

[Your Group's Name]

[Signatures, Titles, and Organizational Affiliation of Members/Signers]

[i.e.]

*Signature*

First and Last Name, Executive Director of Organization

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## Email Format and Sample Emails to Legislators

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The following format and samples can be used as a guide to writing an email to your state legislators. Physical letters tend to draw more attention from legislators than emails, but take longer to receive. Email is a quicker way to reach your legislators, while still communicating the same information as a physical letter.

The format and samples for writing an advocacy email are similar to those for writing a letter to your legislator. Please modify them as you see fit. Tailor them to best tell *your* story and communicate why *you* are advocating for KanCare expansion.

You can send an email to your legislators as an individual, or on behalf of a group/coalition/organization. You don't have to sign the email with your handwritten signature, but if you choose to do so, print your name after your signature in the same font used throughout the email. If sending an email as a group/coalition/organization, all members can sign, or your Executive Director/leader can sign on your group's behalf.

Try to keep your email to 500 words or less.

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### **Basic Format: Email to a Legislator**

Dear [Representative or Senator First and Last Name],

First Paragraph: Introduce yourself and tell the legislator why you are writing to them.

- Tell the legislator your name and that you are a constituent in their district. Give your address, as this will lend legitimacy to your email and prove that you reside in the legislator's district.
- Limit the email to one specific "ask" (i.e. "I am writing to urge you to support KanCare expansion this legislative session.")

Second Paragraph(s): Give them the facts.

- Support your position with relevant facts, statistics, and other important information that illustrates the importance of the issue.

Third Paragraph: Tell them why the issue is important to you.

- Be personal and tell the legislator how this issue affects your life. Tell them about an experience you have had—personally or professionally—that has influenced the way you think about the issue.
- Relate the issue back to their district.
- If writing as a group/coalition, relate the issue to your specific cause/goals.

Fourth Paragraph: Restate your position and reiterate your “ask.”

- Summarize the position you have taken in this email.
- Ask them again to support your position.

Fifth Paragraph: Thank them and ask for a response.

- Thank the legislator for taking the time to read your email.
- Respectfully ask them to respond to your email. Provide your contact information, either at the end of your email or after your signature.

Sincerely,

[Your Name]

[Contact Information]

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**Sample Email (From an Individual)**

Dear [Representative or Senator First and Last Name],

My name is [First and Last Name] and I am a concerned constituent in your district. I live at [your address]. I am writing to urge you to support KanCare expansion this legislative session. Sadly, this issue has become politicized in our state. In reality, Medicaid expansion is a practical policy that will benefit the state economy, improve public health, and provide support for working families in your district and throughout Kansas.

Expanding KanCare will inject hundreds of millions of dollars into the Kansas economy every year and create more than 13,000 new jobs in the first full year. Kansas is not saving money by refusing to expand KanCare, but is instead giving up the opportunity to bring tax dollars back to our state. By law, 90% of the costs of expanding KanCare will be funded by the federal government. Expansion is likely to be budget neutral after accounting for economic offsets and additional revenue generation.

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More than 165,000 Kansans currently fall into the coverage gap. These are people who work for a living, but earn too much to qualify for the current program and too little to get financial help to buy a private health insurance plan. Kansans working diligently in food services, retail, health care, social assistance, construction, and countless other industries are unable to acquire health insurance because our state has yet to expand Medicaid.

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Once again, I want to strongly urge you to support KanCare expansion this legislative session. This is an opportunity for our state to become healthier and more prosperous. Thank you for taking the time to read this email, and I look forward to hearing back from you soon.

Sincerely,

[Your Name]

[Contact Information]

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**Sample Email (From a Group/Coalition/Organization)**

Dear [Representative or Senator First and Last Name],

We are [Your Group's Name] and we represent [Your Group's Cause/Interest]. We are writing to urge you to support KanCare expansion this legislative session. Sadly, this issue has become politicized in our state. In reality, Medicaid expansion is a practical policy that will benefit the state economy, improve public health, and provide support for working families in your district and throughout Kansas.

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More than 165,000 Kansans currently fall into the coverage gap. These are people who work for a living, but earn too much to qualify for the current program and too little to get financial help to buy a private health insurance plan. Kansans working diligently in food services, retail, health care, social assistance, construction, and countless other industries are unable to acquire health insurance because our state has yet to expand Medicaid.



Expansion increases access to primary and preventive care, reduces the cost of uncompensated care, reduces medical debt and enhances continuity of coverage and care for chronic illness. States that have expanded their Medicaid programs also experience lower mortality, so expanding KanCare will literally save lives. KanCare expansion will improve health and financial security for Kansans in your district and throughout the state.

Once again, we want to strongly urge you to support KanCare expansion this legislative session. This is an opportunity for our state to become healthier and more prosperous. Thank you for taking the time to read this email, and we look forward to hearing back from you soon.

Sincerely,

[Your Group's Name]

[Names, Titles, and Organizational Affiliation of Members/Signers]

[Contact Information]

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## How to Write an Op-Ed or Letter to the Editor

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An Op-Ed (Opinion-Editorial, named for when these pieces appeared in the Editorial or Opinion section of the newspaper) or Letter to the Editor can be a very effective way to present a clear point of view with supporting evidence to a larger audience.

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### Tips for Writing an Op-Ed

- ★ Keep the piece short, between **500-800 words** total.
  - ★ Make sure you have a **clear opinion** and point of view, and express the opinion early in the piece.
  - ★ Your Op-Ed should always **include credible research**, preferably from unbiased, non-partisan sources. Examples of research that can be used include: facts, quotations, citations, or data.
  - ★ You can generally be **less formal when writing** an Op-Ed since the goal is to have a strong, unique voice. Be conversational and, when appropriate, authoritative. Use this to hook your reader at the beginning and to reiterate your point at the end.
  - ★ Do not try to include too much in your Op-Ed.
- 

### Basic Format: Op-Ed

Opening: Hook your reader.

- This might include a surprising fact, an unexpected statement or an illustrative story.

Middle: Clearly state your topic and theme.

- If possible, give context to why this is important to you.
- Give your audience reasons why they should care about the topic.
- Provide some research, data, and/or facts to support your position.

Closing:

- Bring the data and arguments back to your opening.
  - Reiterate your overarching argument.
  - End with a call to action for your audience.
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**Additional Resources on Writing an Op-Ed:**

- ★ *How to Write an Op-Ed or Column*, Harvard Kennedy School of Government:  
[https://projects.iq.harvard.edu/files/hks-communications-program/files/new\\_segli\\_n\\_how\\_to\\_write\\_an\\_oped\\_1\\_25\\_17\\_7.pdf](https://projects.iq.harvard.edu/files/hks-communications-program/files/new_segli_n_how_to_write_an_oped_1_25_17_7.pdf)
  - ★ *Writing Effective Op-Eds*, Duke University:  
<https://communicators.duke.edu/writing-media/writing-effective-op-eds/>
  - ★ *Tips for Aspiring Op-Ed Writers*, The New York Times:  
<https://www.nytimes.com/2017/08/25/opinion/tips-for-aspiring-op-ed-writers.html>
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## Sample Social Media Content

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Social media can also be used as an advocacy tool in conjunction with calls, letters, and emails to legislators. You can raise awareness of an issue generally—or often engage your legislators directly—on social media. Most legislators have a presence on at least one of the following social media platforms: **Twitter, Facebook, Instagram**. To find their handle, search their name. You should be able to find an official account.

The following samples can be used to advocate for KanCare expansion on social media. **Please modify these samples as you see fit.** Tailor them to best tell *your* story and communicate why *you* are advocating for KanCare expansion.

Be sure to use **#ExpandKanCare** when posting! When trying to reach a state legislator—especially during the legislative session—it may also be helpful to include **#ksleg** in your tweets.

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### Sample Tweets/Facebook Posts

@OfficialHandle, are you in favor of economic growth in Kansas? Expanding KanCare will bring millions of dollars into our communities and create new jobs. Will you support the Kansas economy by supporting KanCare expansion? #ExpandKanCare #ksleg

@OfficialHandle, by failing to expand KanCare, Kansas has forfeited more than \$3.7 billion of our federal tax dollars. Are you in favor of expanding KanCare and returning Kansans' federal tax dollars to our state? #ExpandKanCare #ksleg

@OfficialHandle, are you aware that the federal government will cover 90% of the cost of KanCare expansion? Given that it is a low- or no-cost investment in our state's health, will you support KanCare expansion? #ExpandKanCare #ksleg

@OfficialHandle, are you in favor of supporting working families? 165k working Kansans fall into the coverage gap and can't access healthcare. Will you support KanCare expansion to help Kansas families? #ExpandKanCare #ksleg

@OfficialHandle, did you know Kansas has more rural hospitals at risk of closing than any other state? Expanding KanCare will allow these hospitals to keep saving lives. Will you help our hospitals by supporting KanCare expansion? #ExpandKanCare #ksleg

@OfficialHandle, are you in favor of saving lives and improving health in Kansas? Did you know states that have expanded Medicaid have lower mortality and better health outcomes overall? Will you support KanCare expansion? #ExpandKanCare #ksleg

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### Additional Resources for Social Media Engagement

You can find visual resources to accompany these posts at the following:

- [Unsplash.com](#) - Freely usable images
- [Snapstock.io](#) - copyright-free images
- [Pexels](#) - copyright-free images
- [Pixabay](#) - copyright-free images
- [American Association on Health & Disability YouTube](#) page
- Kaiser Family Foundation's [Faces of Medicaid](#) videos

Other social media resources:

- Community Catalyst's [Medicaid Makes the Difference](#) toolkit
  - Kaiser Family Foundation's [Status of State Medicaid Expansion Decisions: Interactive Map](#)
  - Tennessee Justice Center's [Medicaid Expansion Digital Toolkit](#)
  - [#IamMedicaid Toolkit](#)
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## Update Us Your Advocacy Efforts!

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We hope the resources provided in the KanCare Expansion Advocacy Toolkit are helpful in guiding you through the process of contacting legislators. Now that you're a KanCare Expansion Advocate, we want to hear about your experiences engaging with legislators!

**Please contact us after you have reached out to your legislators and let us know how it went!**

Email or call **Taylor Morton** to update us on your advocacy! Also, feel free to reach out with any questions or if you want to connect further!

Taylor Morton  
Advocacy Specialist | Alliance for a Healthy Kansas  
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