

# SUPPORTIVE ORGANIZATION TOOLKIT

## OVERVIEW

Yes On 2 is a coalition of voters and patients, medical professionals, business leaders, and organizations committed to expanding access to healthcare for hardworking Missourians.

We are very excited to have your organization as part of the team as we prepare for our election on Tuesday, August 4!

Like you, Yes On 2 believes it's time to let voters decide for ourselves whether we should expand Medicaid, protect healthcare jobs, help keep rural hospitals open, and bring more than a billion of our tax dollars home from Washington every year — money that's right now going to places like New York and California instead.

This toolkit is intended to provide your organization with internal communications guidance. While you will find sample emails and social media posts here for your use, the toolkit itself and the pages that follow are **NOT FOR DISTRIBUTION**.

## OBJECTIVES

- Shine a spotlight on the economic benefits of Medicaid expansion.
- Highlight the hardworking Missourians this campaign will help.
- Emphasize the importance of protecting frontline healthcare workers and caregivers, especially in rural communities.

## WHAT SHOULD MY ORGANIZATION BE DOING?

In order to maximize the campaign's impact, we need your assistance in getting the word out to your members/contacts as election day nears. It's important that we take this opportunity to define our movement for Medicaid expansion, show momentum, and continue to tell our story. We need your help in getting out the vote in this final stage of our campaign.

- ✓ **Email and text your members/contacts.** Ask them to pledge their support for the campaign using materials in this toolkit.
- ✓ **Encourage your members/contacts to share healthcare stories** with the campaign.
- ✓ **Utilize the backgrounders** and message guidance in this document.
- ✓ **Coordinate all media and requests for external presentations** with the campaign. Please send all media inquiries to [press@healthcareformissouri.org](mailto:press@healthcareformissouri.org).

# INFORMATION TO SHARE IN COMMUNICATIONS

## MESSAGE COMPONENTS FOR ALL AUDIENCES

When discussing the benefits of Amendment 2, combine information about its impact with these message components.

### VOTE YES ON 2

On Tuesday, Aug. 4, Missourians will get to decide this issue for ourselves by voting Yes on Amendment 2.

### IMPACT

It helps keep rural hospitals open and delivers healthcare to Missourians who earn less than \$18,000 a year, including thousands of veterans and their families. It enables working women to get preventative care to detect and treat breast and cervical cancers early, saving thousands of lives.

### HELPS OUR ECONOMY

Protects thousands of frontline healthcare jobs across Missouri at a time when we need them most.

### BRINGS OUR MONEY HOME

Brings more than a billion of our tax dollars home from Washington, D.C. every year. If this measure doesn't pass, our tax dollars will continue to be sent to places like California and New York instead.

# RESPONDING TO QUESTIONS (Q&A)

## FRAMING THE MESSAGE:

When asked a question about Amendment 2, it is crucial to always transition back to our core messages in your response. Every answer should emphasize these key message points:

**CORE VALUES:** Now more than ever, we need to ensure that no Missourian has to choose between paying for life-saving care and putting food on the table, we need to help keep rural hospitals open so that Missourians have access to care no matter where they live, and we need to protect frontline healthcare jobs at a time when we need them most.

**PROBLEM:** Far too many Missourians who earn less than \$18,000 a year find themselves slipping through the cracks in our healthcare system, unable to afford care for themselves or a loved one. This coverage gap includes parents, thousands of uninsured veterans and their families, those nearing retirement, working women who don't have access to preventive care, and other hardworking Missourians whose jobs don't provide health insurance.

In rural Missouri, 10 hospitals have closed since 2014, putting lives at risk.

**SOLUTION:** Medicaid expansion will deliver healthcare to Missourians who earn less than \$18,000 while bringing more than \$1 billion of our tax dollars home from Washington every year — money that's now going to places like California and New York instead. It will protect frontline healthcare jobs and keep endangered rural hospitals open to ensure that all Missourians have access to emergency care.

The ballot measure lets Missouri voters, not politicians or bureaucrats, decide what's best.

## TARGETED MESSAGES:

In addition to the messages outlined above, the Yes On 2 team recognizes there are other important reasons for expanding Medicaid on Tuesday, Aug. 4, in your community. We are here to help you tailor your outreach for your audience. Please email Andrew Shaughnessy at [andrew@healthcareformissouri.org](mailto:andrew@healthcareformissouri.org) for assistance.

## WHAT DOES AMENDMENT 2 DO?

Medicaid expansion delivers healthcare to individuals earning less than \$18,000 a year, including thousands of veterans and their families and working women who can't get access to preventative care. It returns more than a billion of our tax dollars every year from Washington — money that's going to other states like California and New York instead. By bringing our tax dollars home, we can help keep rural hospitals open and protect frontline healthcare jobs. The ballot measure requires the state to develop an expansion plan no later than March 1, 2021.

## HOW DID AMENDMENT 2 QUALIFY FOR THE BALLOT?

We needed roughly 172,000 signatures from registered Missouri voters to qualify for the ballot. While we halted signature collection efforts and other public events in March in response to the coronavirus outbreak, a strong and early start to the campaign, and the energetic efforts of our many volunteer signature gatherers, enabled us to collect more than twice the required minimum (nearly 350,000 signatures) and submit those petitions to the state on May 1.

The Missouri Secretary of State then certified those signatures in late May, paving the way for a Tuesday, August 4 vote on what is now known as Amendment 2.

## WHO IS BEHIND THIS CAMPAIGN?

Yes On 2 is a grassroots, nonpartisan effort led by Missourians, including doctors, nurses, healthcare advocates, civic and business leaders and Missourians who need care. This is an issue that people really care about, which is why you're seeing such broad support for getting this done.

## WHO WILL BENEFIT FROM MEDICAID EXPANSION

Medicaid expansion will help hardworking Missourians who have jobs that don't come with health insurance - many of whom earn less than \$18,000. We're talking about Missourians who make too much to qualify for Medicaid right now and too little to afford private insurance. These are families trapped in the coverage gap - a group that includes thousands of uninsured veterans and their families, working women who don't have access to preventative care, 36,000 African-Americans, more than 50,000 parents and 18,000 near-retirees.

Medicaid expansion would also save the state money by covering many people with disabilities, pregnant women, and those fighting breast and cervical cancer at a lower cost to the state than we pay now.

## HOW MANY PEOPLE WILL GAIN COVERAGE WITH EXPANSION?

Medicaid expansion will cover about 230,000 Missourians.

## WHAT IS THE STATE'S FINANCIAL RESPONSIBILITY FOR EXPANSION?

Medicaid expansion will save our state money. Right now, we're sending billions of our tax dollars to Washington and paying for healthcare in other states like New York and California instead of investing in our communities and economy here in Missouri. That needs to end.

Missouri is responsible for a greater share of healthcare costs right now than under

Medicaid expansion. For example, instead of paying 35 percent for a pregnant woman who is already eligible for Medicaid, the state would pay 10 percent under Medicaid expansion.

## WHY DID YOU CHOOSE TO PUT THIS FORWARD AS A CONSTITUTIONAL AMENDMENT?

Missourians have waited nearly a decade for a healthcare solution, and that's long enough. We think it's time for Missourians to decide what's best and to do so in a way that ensures that the will of the people is heard, respected, and implemented.

## HOW LIKELY IS IT THAT VOTERS IN MISSOURI WILL APPROVE MEDICAID EXPANSION?

Medicaid expansion is a common-sense approach with broad support — in Missouri and across the country. Thirty-six states have already done this. In November 2018, voters in states like Utah, Idaho and Nebraska approved it. And we can win here too.

## HOW HAS THE CORONAVIRUS OUTBREAK AFFECTED THE CAMPAIGN?

Ensuring that hundreds of thousands of hardworking Missourians have access to healthcare, while bringing \$1 billion of our tax dollars home from Washington each year to strengthen our hospitals and communities, was the right thing to do before this healthcare crisis, and it remains the smart thing to do as the crisis unfolds and once we recover.

Medicaid expansion will help workers hit hardest by the coronavirus, including frontline healthcare workers and those holding essential, low-wage jobs in childcare centers, grocery stores and as delivery drivers.

## WILL THIS COST A LOT OF MONEY?

No. Researchers at Washington University have shown Medicaid expansion will save Missouri more than \$1 billion by 2026 because it brings our tax dollars home from Washington and reduces many of the healthcare costs the state of Missouri pays now. The Missouri Auditor's Office projects similar savings.

A January 2020 research report for the Missouri Hospital Association and the Missouri Primary Care Association concluded that "an expansion program in Missouri can be designed to budget for savings and revenue opportunities that significantly exceed the state's cost of implementation."

What some people don't know is that we're already paying for Medicaid expansion. We're just not getting the benefits right now. Our tax dollars are going to places like New York and California instead of helping people here in Missouri, keeping our rural hospitals open, and boosting our economy. That needs to change.

## HOW HAS MEDICAID EXPANSION IMPACTED OTHER STATES' BUDGETS?

Across the board, states are reaping the fiscal benefits of Medicaid expansion. In Michigan, for example, the billions of dollars returned to the state from Washington have generated

nearly \$800 million in new state and local revenues and saved the state more than \$1 billion on mental health programs.

In Arkansas, expansion has produced net savings for the state of more than \$400 million in the last three fiscal years alone — and enabled that state to use its savings from expansion to cut state income taxes.

## HOW WILL MEDICAID EXPANSION BENEFIT MISSOURI'S ECONOMY?

Medicaid expansion is anticipated to create more than \$2.5 billion in new economic growth and create more than 26,000 new jobs in its first five years. Nearly 80 percent of the job growth would be outside the healthcare industry, with most of the new jobs generated outside the state's big cities.

Other states have already seen this economic benefit. In Louisiana, the governor's office reports that expansion funding created nearly 20,000 new jobs. In Colorado, the infusion of new federal money for expansion supported over 31,000 new jobs in just one fiscal year. And in Ohio, Medicaid expansion led to sharp increases in employment among the newly insured.

## WON'T THE STATE HAVE TO RAISE TAXES OR DIVERT FUNDING FROM OTHER ESSENTIALS SUCH AS SCHOOLS AND TRANSPORTATION?

Not at all. On the contrary, expansion will save us money and actually free up general revenue funds for other priorities, such as K-12 education, transportation and law enforcement. Medicaid expansion will bring more than \$1 billion of our tax dollars home from Washington every year and reduce many of the healthcare costs the state of Missouri pays now. Study after study has shown this to be the case. We've also seen other states like Louisiana, Kentucky, Arkansas, Michigan and Montana deliver significant cost savings from Medicaid expansion.

## DOES THE BALLOT MEASURE INCLUDE A WORK REQUIREMENT?

The entire point of Medicaid expansion is to help hardworking Missourians who earn too much to qualify for Medicaid but too little to be able to afford insurance. That's what this whole thing is about, and it's critical that we vote for Medicaid expansion so we can start bringing more than a billion of our tax dollars home from Washington every year. If we don't pass Amendment 2, our money is going to keep going to places like New York and California instead. That's just not right. We need to bring our money home to protect frontline healthcare jobs, deliver healthcare to thousands of veterans and other hardworking folks, and help keep rural hospitals open so all Missourians will have access to care no matter where they live.

## IF THIS IS SUCH A GOOD DEAL WHY HAVEN'T STATE POLITICIANS ACTED?

You'd have to ask them that question. What we know is a larger majority of Missourians support this. Fortunately we have the power to put important issues like this on the ballot so Missourians can decide for ourselves.

## POINTS TO AVOID

### DON'T CONFUSE THE ISSUE BY CONNECTING EXPANSION WITH OTHER PROGRAMS, LEGISLATION, OR REFORM EFFORTS.

This ballot measure gives voters the chance to expand Medicaid, which has been around for decades.

### DON'T ATTACK REPUBLICANS OR DEMOCRATS

Medicaid expansion is a nonpartisan policy that has already been adopted in 36 states, including 16 states with Republican governors in office at the time. The Healthcare for Missouri campaign is focused on putting Missouri families first and doing what's right for our communities.

### OTHER QUESTIONS

Please direct all media questions about finances, funding, or other supporters to the campaign. Those inquiries can be sent to [press@HealthcareForMissouri.org](mailto:press@HealthcareForMissouri.org).

# TIPS FOR ENGAGING WITH MEDIA (& VOTERS)

## KEEP IT SIMPLE

We have lots of facts on our side, but don't feel like you need to cover everything. Our job is to keep it simple and get our message across.

To that point, don't worry about learning a lot of data points and statistics. Most people don't remember data points and statistics; but we ALWAYS remember a good story.

Stories are one of our most powerful weapons in this fight - because they bring us together and help us cut through the noise. No doubt you have encountered people who would benefit from Medicaid expansion.

## DON'T REPEAT THE NEGATIVE

This is especially important if, while on the campaign trail, at a news conference or elsewhere with media present. If someone says something factually inaccurate, don't repeat it. You don't know what quote the media will use. It's best just to say: "No." Take a pause and make your points: The problem is we have hundreds of thousands of people who earn too much to qualify for Medicaid and not enough to be able to afford healthcare. Lots of small employers don't offer health insurance, and people cannot afford coverage on their own. They're forced to choose between paying for life-saving care and putting food on the table. A lot of people don't know this, but we're paying for Medicaid expansion now. We're just not seeing any other benefits — our money is going to 36 other states like New York and California instead. We think it's important to give Missouri voters the facts and let them decide this issue at the ballot box.

## DON'T ENGAGE IN PARTISANSHIP

Our campaign is nonpartisan with support from a broad, cross-section of Missourians. Don't attack Republicans or Democrats. This is a policy that has been adopted in 16 states with Republican governors in office at the time and in 20 states with Democratic governors.

## DON'T WORRY IF YOU DON'T KNOW THE ANSWER TO A QUESTION

It's OK if you don't know the answer to a question. Just be honest. You can say something like, "That's a question that I think the campaign can better answer. What I can tell you is my view as a XX." Then return to a point that you feel comfortable making.

# HOW TO SIGN UP SUPPORTERS

To win this campaign, we're going to need to build a movement of Medicaid expansion advocates. You can help by urging your contacts/members to sign up as part of the Yes On 2 campaign.

## 1 BY TEXT

Get potential supporters to sign up during meetings, events, canvasses, or signature collection drives by texting the word "care" to 21333.

Get supporters to take action right in the moment when you have their attention. Don't assume they'll do it later.

Automated texts will collect additional information, such as the supporter's name, location, and email. The mobile text sign up process will also provide supporters with directions for sharing a healthcare story.

## 2 VIA THE WEBSITE

At YesOn2.org, you can:

- Become a supporter, volunteer, and sign up to receive campaign updates
- Make a donation
- Share a healthcare story
- Make an organizational endorsement



### What's at Stake?

No one should have to choose between paying for life-saving care and putting food on the table, but that's exactly the choice that more than 200,000 Missourians have to make every day.

Medicaid expansion would deliver healthcare to thousands of parents, seniors, and hardworking folks who earn less than \$18,000 a year. And it would bring more than a billion of our tax dollars home from Washington every year to keep rural hospitals open, create thousands of jobs, and boost our economy. That's money that 36 other states that have expanded Medicaid get, but Missouri has lost out on for years.

It's why we're taking a stand to put Missouri families first. Together, we can collect the more than 172,000 signatures needed to put Medicaid expansion on the ballot.

[LEARN MORE](#)

### Get Involved

How you can help bring the change we need



Stay Informed



Donate



Share Your Story



Endorse

# EMAIL YOUR CONTACTS/MEMBERS AND ASK THEM TO JOIN THE CAMPAIGN

## Subject Line Suggestions:

- Help us win Medicaid expansion on August 4
- Time to expand Medicaid in Missouri
- We can expand Medicaid on August 4
- Want to help us win Medicaid expansion on August 4?

## Example Email Content:

Medicaid expansion will be on the ballot in Missouri on Tuesday, August 4!

We are so proud to support the Yes On 2 campaign to deliver life-saving care to about 230,000 Missourians, keep our rural hospitals open, protect frontline healthcare jobs, and bring billions of our tax dollars home from Washington.

Thanks to each of you who are already supporting the campaign for Medicaid expansion, and have helped collect signatures or spread the news.

Nearly 350,000 of us demanded the chance to vote for Amendment 2, and our persistence has paid off. Now, with less than ten weeks until the August statewide primary, the hard work begins. We need your help to keep up our momentum and spread our message all across Missouri.

FIRSTNAME, sign up today to join the team fighting for Medicaid expansion in Missouri. Don't miss out on hearing updates from the trail and how you can get involved in the campaign.

[Join the team link: [www.YesOn2.org/JoinUs](http://www.YesOn2.org/JoinUs)]

If you want to learn more about the campaign to expand Medicaid, visit [YesOn2.org](http://YesOn2.org).

Thanks for being with us in the fight for affordable healthcare!

Let's get to work!

# SOCIAL MEDIA

## HASHTAG

Please use the following hastag with your posts: #YesOn2

## ACCOUNTS TO FOLLOW

Facebook: [www.facebook.com/YesOn2MO](http://www.facebook.com/YesOn2MO)    Twitter: [twitter.com/YesOn2MO](https://twitter.com/YesOn2MO)

## ACCOUNTS TO TAG

Twitter: @YesOn2MO

Facebook: @YesOn2MO

## WEBSITES TO LINK TO

Campaign website: <http://www.YesOn2.org>

## SOCIAL BEST PRACTICES

Please retweet, like, and share posts from the campaign. Encourage your contacts/ members to like the campaign's Facebook page and to become a follower on Twitter.

## EVERGREEN SAMPLE POSTS

We need Medicaid expansion, and on Aug. 4, Missouri gets the chance to vote #YesOn2!  
Help out: [YesOn2.org/join-us](http://YesOn2.org/join-us)

By voting #YesOn2, we can expand access to healthcare, help keep rural hospitals open and protect frontline healthcare jobs at a time when they're needed most.

Stay connected: [YesOn2/join-us](http://YesOn2/join-us)

On Aug. 4, Voting #YesOn2 will:

- ✓ Bring billions of our tax dollars home from Washington
- ✓ Help keep rural hospitals open
- ✓ Protect frontline healthcare jobs

Get involved at [YesOn2.org/join-us](http://YesOn2.org/join-us)

On Aug. 4, healthcare is on the line for Missourians who earn less than \$18,000 a year, including:

- ✓ Thousands of veterans and their families
- ✓ Working women in need of preventative care
- ✓ Everyone who needs access to a rural hospital

Vote #YesOn2

Missouri must expand Medicaid to:

- ✓ Help keep rural hospitals open
- ✓ Deliver healthcare to thousands of veterans and their families
- ✓ Help women detect breast and cervical cancers early

#YesOn2

Ten rural hospitals have closed in Missouri since 2014. It's time to protect rural healthcare and deliver Medicaid expansion for hardworking Missourians. Learn more at [YesOn2.org](http://YesOn2.org)  
[YesOn2.org/join-us](http://YesOn2.org/join-us)