

# Defending Health First Colorado



Supporting Medicaid's value to Coloradans

# Background



**GOAL:** To create messages and tools to promote the idea that Medicaid is good and useful. Tools will be usable by people from any organization with any population.

**WHO:** Produced by leaders from organizations throughout Colorado that have an interest in protecting and expanding Medicaid. Funded by the Colorado Health Foundation. Coordinated by the Colorado Cross-Disability Coalition.

**WHEN:** Messaging drafted during the summer of 2016. Messaging campaign launched early fall of 2016 and continued for remainder of year.

**How:** Using an inclusive process, messages were drafted, revised and vetted by Medicaid stakeholders.

# The Paradox

## Medicare vs. Medicaid



<b>Support for elderly citizens who have worked hard their whole lives.</b>	<b>Free health care for people who don't want to work.</b>
<b>A necessary component of making sure people can age in place.</b>	<b>Used by people who want to get free luxuries for their homes and unnecessary health care.</b>
<b>The only help for people who need nursing home care.</b>	<b>Costs run out of control for no good reason.</b>
<b>A good program that my family members have used.</b>	<b>A program filled with fraud, waste and abuse that no one I know uses.</b>

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# The Political Reality

The Medicaid program is very important ...

Democrats

78%

Independents

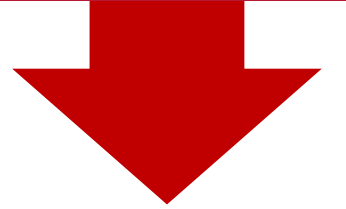
62%

Republicans

47%

*(2015 Kaiser Foundation poll)*

# Research and Key Learnings



- There are public misconceptions about the basic facts of how Medicaid works and who it serves.
- There is public dissonance between a desire to cut spending and a negative view of Medicaid and a favorable view of the services the program provides.

# Past Efforts

## Colorado can do better.



We can build an economically competitive state by supporting our working families and providing opportunities for our children. In fact, our success depends on it.

We can replace false choices with real, common-sense solutions.

We can stop creating winners and losers in our state budget especially when the losers are often our children and our seniors.

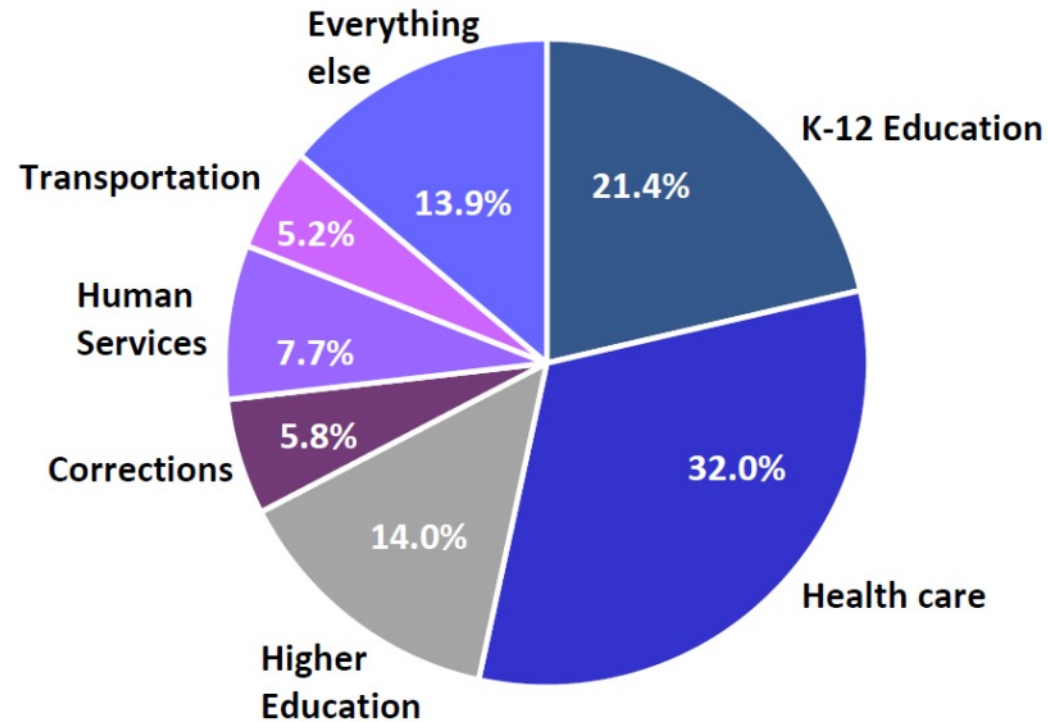
We can demand that our representatives present real solutions that balance our state's health and education needs within the realities of the budget.

*value*  
*vision* *barrier*  
*ask*

# The Budget Reality

Figure 2

Colorado Budget Appropriations (all funds, \$24.58 billion), FY 2014-2015



Source: Colorado Joint Budget Committee



# What's the answer?

Don't give up on VALUE

- To 1.4 million Coloradans
- To 57,000 Colorado kids
- To our economy
- To our individual pocketbooks



# Health First Colorado helps.

## Coloradans

Life can be unpredictable. If you or your family are in need of health coverage, Health First Colorado is there for you.



# Health First Colorado helps.

## **Our Communities**

Health First Colorado provides essential medical and long term health services to qualified children and adults including pregnant women, seniors and people with disabilities. Access to these health services keeps our communities working and makes Colorado healthier.



# Health First Colorado helps.

## **Our Economy**

All Coloradans benefit from Health First Colorado. Healthy Coloradans mean a healthy Colorado economy. When everyone is covered by health insurance, everyone benefits through lower health care costs for all and workers who have fewer sick days.



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↓  
**COLORADANS**

**1 in 5** Coloradans get the health care they need through Medicaid.

**Good health is good for our families, our communities and our economy.**



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## OUR ECONOMY

Keeping people healthy,  
keeps them working.

Medicaid keeps Colorado working.



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## HEALTH INSURANCE COST

Keeping people insured through  
Medicaid keeps costs down for us all.



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## THE HEALTH CARE SYSTEM

When people get the right care, at the right time, in the right place the whole system works better for everyone by keeping people healthier and cutting costs.



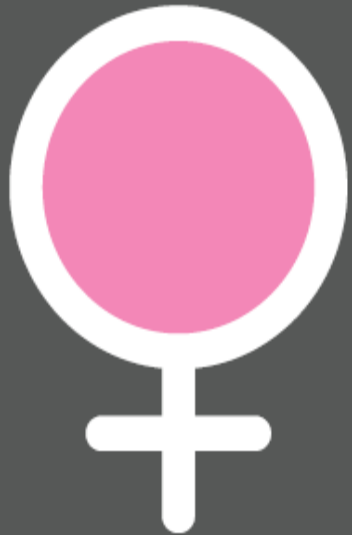


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## WOMEN



Breast and cervical cancer screenings  
are provided by Medicaid.

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## MEN

Prostate cancer screenings are  
provided by Medicaid.



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**KIDS**



**Vaccinations are provided by  
Medicaid, allowing our kids to  
grow up healthy and strong.**

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**PEOPLE WITH  
DISABILITIES**



People living with disabilities can stay in their homes  
and live their most independent lives with Medicaid.

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## SENIORS



Seniors can stay in their homes  
longer with Medicaid.

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**PREGNANT WOMEN**

Regular prenatal care, available through Medicaid, means healthier babies and less expensive deliveries.



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## SMOKERS



**Adults get help to quit smoking  
through Medicaid. And that saves lives.**

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↓  
**PEOPLE WITH  
DIABETES**



With support from Medicaid, people manage their condition so they can remain active and productive and use less expensive care.



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## DOCTORS

Doctors use Medicaid to help patients they care for get and stay healthy.



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**KIDS**

Regular dental care through Medicaid means kids avoid tooth decay, the most common chronic disease among children.



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**PEOPLE LIVING  
WITH DISABILITIES**

People who need wheelchairs can use Medicaid  
to increase their mobility and independence.

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## EVERYONE



**“My kids go to schools where all kids get vaccinations and my local economy benefits from the investment Medicaid makes!”**

# What does that mean?



Value for  
Coloradans



Engaging our  
networks



Boosting the  
reception



# Toolkit

## Traditional

Talking points

Newsletter Drop-ins

Sample opinion pieces

Sample letters to the editor

PSA text in English and Spanish

## Digital

Social media content

Web content

Graphic elements



**All of this content will live on a simple web platform where organizations can find the assets easily and use them consistently.**