

# MEDICAID EXPANSION TOOLKIT



Generate  
Health



In Missouri, Black moms are 3 times more likely to die than White moms. Black babies are 2 times more likely to die than White babies. This health unfairness is not special; in our state, every measure from health insurance to early childhood education shows similar unfair racial differences. Race should not predict life expectancy or health results. Race isn't the predictor- racism is. Anti-Black racism, practiced on individual levels by doctors and health staff and on systemic levels by hospitals, healthcare, and policies, cause barriers to health access and result in unjust disparities. On August 4th, Missouri has a chance to take one step towards racial justice. Medicaid expansion will break down one barrier to care for over 230,000 Missourians, an unfair number of whom are Black. Insurance coverage allows families to get ongoing, unbroken care that directly influences a healthy pregnancy, a healthy baby, and a healthy person after birth. We must put our Black moms and babies first. We must pass Medicaid Expansion.

Sources: America Health Rankings, March of Dimes Peristats, Yes on 2 campaign

Key dates:

July 8th: Voter Registration Deadline

August 4th: Election Day

## Data Points

States that expand Medicaid improve health of people of childbearing age. Coverage increases access to preventative care that reduces infant and maternal mortality rates (Georgetown report, 2019)

In the St. Louis region, Black babies are nearly 2 times more likely to be born too early and over 2 times more likely to be born too small. (MOPHIMS 2018)

Black people are nearly 2 times more likely to be uninsured than White people in Missouri (American Community Survey, 2014-2018)

People cannot enroll in Medicaid until they are already pregnant. This enrollment delay contributes to 45% of Black people in St. Louis who do not receive vital 1st trimester care. (MOPHIMS 2018)

# Talking Points

The leading causes of maternal death in Missouri are hypertension and other chronic cardiac conditions, which Black women are more at risk to have due to racism and social discrimination. Without access to care, people are unable to gain control of their hypertension prior to or between pregnancies, putting their baby at risk of being born too early or too small.

Healthcare is not a privilege for those that can afford it, but a right, and expanding Medicaid affords that right to thousands more Missourians

A mother and a child's health outcomes are not only dependent on what happens in the 9 months of pregnancy and the 60 days postpartum that is currently covered by Medicaid, but also on the care before, between, and after pregnancies. If we want healthy communities, we need healthy moms and babies, and that means families need unbroken access to care.

Insurance covers preventative care like vaccinations, counseling sessions, and screenings. In the midst of a global health crisis, it is more evident than ever that we need to provide this coverage to as many Missourians as possible, especially our Black moms and babies.

## Create Your "Why:

1. Create a personal narrative that expresses why you are in favor of expansion. Explore the following questions to help craft your narrative.
  - a. Do you have personal experience working with or receiving Medicaid? What value does Medicaid have based on your experience?
  - b. Do you have a personal experience with experiencing nonroutine medical care, either covered or not covered by insurance? How did that experience impact your life? What did it mean to have or not have coverage?
  - c. What values do you hold that align with health as a right not a privilege?
2. Tie in data. What statistic relates to your narrative? Are there other statistics you know that tie into your narrative?
3. Put the two together. See the introduction for an example of Generate Health's why

# Take Action

Post on social media!  
Be sure to follow  
Generate Health and  
@YesOn2Mo

Create a video with  
your "why" and post  
it on social media.  
Be sure to tag us!

Reach out to friends  
and family through  
email , phone calls,  
texts, or snail mail.

Sign a commitment  
form with Generate  
Health to pledge to  
do your part to  
expand Medicaid

## Sample Social Media Posts

- Addressing chronic conditions before and between pregnancies helps to ensure a healthy baby and postpartum person. We must expand Medicaid for families to thrive #YesOn2
- Expanding Medicaid would expand access to healthcare for over 230,000 hardworking Missourians who can't afford healthcare right now. #YesOn2
- Healthcare is a right, not a privilege. Proud to stand with @generatehealthstl in supporting Medicaid Expansion #YesOn2
- Ensuring access to care is vital to eliminating racial disparities in infant and maternal health outcomes. Medicaid Expansion is an important step. #YesOn2
- Access to care is part of reproductive justice. Missouri needs Medicaid Expansion to help our families thrive #YesOn2
- In MO, a Black person is nearly 2 times as likely to be uninsured. Expanding Medicaid moves us closer to health equity. #YesOn2
- Share your "why" video



# Sample Email

Dear friend,

I am writing you today as a friend and fellow Missourian. On August 4th we are faced with an opportunity to take a step towards a healthier and more equitable Missouri. Medicaid Expansion will provide over 230,000 more Missourians with healthcare coverage. That's 230,000 more people who are able to receive routine checkups, go to urgent care with emergent health concerns, and better afford necessary medications.

I am voting for Medicaid Expansion (Amendment 2) on August 4th because (insert your why).

I am asking for you to commit to vote YES on Amendment 2. I am happy to have a longer conversation with you and answer any questions or direct you to resources to answer your questions about this important amendment. If you are curious, you can start by checking out the campaign website here.

Sincerely, (your name)