**Medicaid 50th Anniversary Toolkit**

Sample Newsletter/Blog Post

Over the past 50 years, Medicaid has ensured that our family members, friends and neighbors have the quality health care they need. Be it our seniors, kids seeing a doctor or people with disabilities living independently, millions of people are better off because of this critical program.

[PERSONALIZE BASED ON YOUR STATE, DATA AVAILABLE AT http://www.cbpp.org/medicaid-at-50: Fortunately, [STATE] has taken steps to increase coverage through Medicaid, granting XX STATEIANS access to health care. OR While XX STATEIANS are benefiting from the critical health care Medicaid provides, XX are still falling into the coverage gap since our state has not yet accepted the federal funding for Medicaid under the ACA.]

In the last 50 years, Medicaid has also shown itself to be an effective and cost-efficient program. Administrative costs are substantially lower than private insurance and because people using Medicaid have access to preventative services, small issues can be addressed before they end up as big, costly illnesses.

Children in particular benefit from Medicaid. Studies show that kids with coverage show up at school ready to learn, are more likely to graduate from college and end up with more earning potential as adults. In fact, nearly half of all Medicaid beneficiaries are children.

At [organization] we are proud to advocate for the Medicaid program that has been proven to improve health and saves lives. For the millions of Americans whose quality of life has been improved because of Medicaid, we’re so happy to celebrate the 50th anniversary of the life changing program.

Sample Facebook Post

Over the past 50 years, Medicaid has ensured that our family members, friends and neighbors have the quality health care they need. Join us in celebrating the anniversary of a critical program that improves health and saves lives. [link to blog post/web resources]

Sample Tweets

We’re Celebrating 50 years of Medicaid success and pledging to keep the program strong #KeepingUSHealthy #MedicaidAt50

50th Medicaid anniversary a time to celebrate coverage for seniors, kids and people with disabilities #MedicaidAt50

Golden anniversary for Medicaid reminder of how precious coverage is for millions of Americans #KeepingUSHealthy #MedicaidAt50

In [state] Medicaid provides cost-effective coverage for X of our neighbors #KeepingUSHealthy #MedicaidAt50

Medicaid provides health coverage to more than a third of American children #keepingUSHealthy #MedicaidAt50

50 years of Medicaid investments mean record low uninsured rate & healthy, productive workforce #MedicaidAt50

While X [stateians] are benefiting from Medicaid, X more would benefit if we #CloseTheGap #MedicaidAt50

Because [state] closed our Medicaid coverage gap, X of our friends and family can now access health care #KeepingUSHealthy #MedicaidAt50