



National
Family Planning
& Reproductive Health Association



Save Medicaid Week of Action Social Media Toolkit

April 21-25, 2025

Hashtag:

#SaveMedicaid

Handles for hosting organizations (please tag us!):

NFPRHA: @NFPRHA (Facebook, X/Twitter); on LinkedIn as National Family Planning and Reproductive Health Association

NLIRJ: @Latinainstitute (X/Twitter, Instagram); @nationallatinainstituteforreproductivejustice (Facebook)

NAPAWF: @NAPAWF (X/Twitter, Facebook, Instagram)

Promo macros (sized for Facebook, LinkedIn, X/Twitter as horizontal, Instagram as feed (square) or story (vertical)):

Mobilization Monday ([horizontal format](#), [vertical format](#), [square format](#))

Tell Your Story Tuesday ([horizontal format](#), [vertical format](#), [square format](#))

Write and Call Your Representative Wednesday ([horizontal format](#), [vertical format](#), [square format](#))

Take Action Thursday ([horizontal format](#), [vertical format](#), [square format](#))

Fact Check Friday ([horizontal format](#), [vertical format](#), [square format](#))

All graphics can also be found on google drive [here](#).

Promo Copy:

- Join @NFPRHA, @NAPAWF, and @Latinainstitute for a Save Medicaid Week of Action, April 21-25! Medicaid covers 72 million people in the US, and it is on the chopping block. Make your voice heard and tell Congress to #SaveMedicaid!
- Join @NFPRHA, @NAPAWF, and @Latinainstitute for #SaveMedicaid Week of Action, April 21-25. Everyone deserves access to health care, and Medicaid is the number one US public payer of family planning care. Show up to tell the story of Medicaid's importance in your community!



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- April 21-25 is #SaveMedicaid Week of Action! [Your organization] is one of thousands of Medicaid providers across the US. Our patients rely on Medicaid for access to health care. Join us in standing up for them.

Messaging Graphics:

Generic Save Medicaid ([horizontal format](#), [square format](#))

Funding Cuts Leave People Without ([horizontal format](#), [square format](#))

Medicaid Provides ([horizontal format](#), [square format](#))

90% of Women ([horizontal format](#), [square format](#))

72 Million People ([horizontal format](#), [square format](#))

All graphics can also be found on google drive [here](#).

Messaging Copy:

Talking points to create your own messaging are [available here](#), and customizable options are highlighted in yellow.

- Make no mistake: all changes to Medicaid proposed in the current budget process are CUTS that will leave people who need health care without access to it. #SaveMedicaid
- Reductions in federal Medicaid funding directly lead to increased demand on state budgets and could lead to fewer people with low incomes with health insurance. #SaveMedicaid
- Everyone deserves access to health care. Health care is a human right #SaveMedicaid
- Did you know? 90% of women of reproductive age use contraception. Medicaid is the largest payer in the US for family planning care. Congress: #SaveMedicaid.
- Medicaid provides essential preventive health coverage for people with low incomes, including cancer screenings, contraceptive care, and HIV & STI services. #SaveMedicaid
- Medicaid is essential in our [your community name] community, because without it, [x number of people] could lose access to health insurance. #SaveMedicaid
- Cuts to federal Medicaid funding impact more than just budgets. It means reduced benefits, fewer providers, and less access to critical health care for communities here in [Insert State]. #SaveMedicaid
- Federal funding cuts to Medicaid will put significant pressure on states and could lead to reduced benefits and eligibility, as well as reduction in already low provider



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reimbursement rates. This means fewer providers and less care for those who need it most. We need to #SaveMedicaid to protect communities here in [Insert State].

- Affordable contraception, STI testing & treatment, and cancer screenings are key parts of reproductive health. Cutting Medicaid funding means limiting access to this essential care, which will impact [Insert number of patients] here in [Insert State]. #SaveMedicaid.
- Cuts to Medicaid = cuts to affordable contraception. This jeopardizes reproductive health, despite its proven safety and importance, leaving communities across the country at risk. #SaveMedicaid
- Reducing federal support for Medicaid shifts the financial burden to states, like [Insert State], forcing us to make cuts that harm patients who need us, potentially leaving them without essential care. We need to #SaveMedicaid to protect our [insert community name] community!
- Proposed changes to Medicaid aren't improvements—they're cuts. Less federal support means that people in [Insert State] will bear the burden as essential health services are cut, including family planning and sexual health care. #SaveMedicaid
- Cuts to Medicaid also means cuts to contraception, which would have devastating impacts on the safety and health of [Insert number of patients served] in [Insert State or service area]. Let's support affordable health care and #SaveMedicaid.