

Postcard Instructions

You've received a pile of postcards, now what??

Well, first and foremost, we want to **thank you** for taking the time and energy to be a part of a statewide effort to increase access to affordable health care for more than 600,000 people! It is because of people like you that North Carolina has gotten this far in our effort to expand Medicaid!

We have never had a stronger chance at expanding Medicaid than we have now, and it is of the utmost importance that we stay on message and strike the right tone with the General Assembly. Here is some information, talking points, and tips for focusing your message:

Keep a positive tone, thank the lawmakers, and write them encouraging messages! No one likes hate mail! We don't want a negative message to undermine our advocacy efforts!


If you have a personal story of how lack of affordable health care has affected you, share it on the postcard. It should be short, personable, and clear.

If you are writing a postcard to **your own** House Representative and State Senator, please be sure to sign your name and include your city or county. Please **DO NOT write your city/county name** on the postcard **if you receive legislators from other districts**—sign your name only.

Talking Points

Below are sample facts and messages you can write for the postcards. Please note that you shouldn't write ALL of these talking points! Pick two that really resonate with you!

Postcard Message	Talking Points
<p><i>Be the Legislator Who Loves Thy Neighbor—Expand Medicaid for Our Health and Wealth</i></p> 	<ul style="list-style-type: none"> • Rural hospitals are more likely to close in states that haven't expanded Medicaid. • Our rural neighbors experience higher rates of drug and alcohol use, suicide, injury, and chronic conditions but have the least access to care. • Medicaid expansion means less medical debt for our neighbors. • Expanding Medicaid will bring over \$1.5 billion to North Carolina under the American Rescue Plan. • Expanding Medicaid creates jobs and jumpstarts economic growth across North Carolina. • More than 13,000 jobs could be added to our state's 80 rural counties if we expanded Medicaid.
<p><i>Say Yes/Expand Medicaid candy hearts</i></p> 	<ul style="list-style-type: none"> • By expanding Medicaid, we can bring billions in funding home to North Carolina. • Closing the coverage gap is one of the most effective ways to reduce disparities in coverage and health outcomes. • North Carolina has the fourth highest number of people in the coverage gap. • Expanding Medicaid means more economically stable families, lower infant mortality rates, and fewer cases of child neglect.

	<ul style="list-style-type: none"> • Medicaid expansion saves money for our criminal justice system and helps connect our neighbors to mental health and substance use disorder treatment.
<p><i>Roses are red. Violets are blue. Our neighbors need affordable healthcare. They're counting on you!</i></p> 	<ul style="list-style-type: none"> • People with coverage are less likely to face catastrophic medical costs, leave bills unpaid, or borrow money to pay for medical care. • Expanding coverage increases the use of preventive care and reduces the reliance of emergency rooms. • Expanding Medicaid helps more people access treatment for substance use disorder and mental health. • Medicaid expansion protects our neighbors from medical debt or bankruptcy. • Medicaid expansion helps our neighbors access screenings for cancer and treatment for chronic conditions such as diabetes or asthma.

Please send these postcards back to lawmakers as soon as you can, ideally before February 4.

One last request 😊

If you feel comfortable doing so, take a picture of yourself filling out your postcards or with your completed stack of postcards. Post the photo on social media (Twitter, Instagram, or Facebook) with the hashtag #ExpandMedicaidNC. This is a great way to share the importance of this issue with your friends and highlight the impact Medicaid expansion could have on our state.