



UNIDOSUS

# Social Media Toolkit: Protect Medicaid, Protect Our Communities

March 2025

# Overview

As part of a coalition of civil rights and health equity organizations advocating for communities of color, **we are releasing a report detailing how proposed Medicaid cuts would devastate millions of Americans, disproportionately impacting people of color.** This toolkit provides key messages, suggested social media posts, graphics, and a call to action to help amplify this urgent issue.



# Key Messages:

1. Medicaid is a lifeline for **42 million people of color**—these cuts put their health and financial security at risk.
2. **20.3 million Latinos**, 13.3 million Black Americans, 3.5 million Asian Americans, 700,000 Native Americans, and 200,000 Pacific Islanders **depend on Medicaid for healthcare**.
3. **Cutting Medicaid means higher medical bills**, lost access to essential care, and increased health disparities.
4. **Lawmakers must reject these cuts** and protect the health of millions of families.



# Social Media posts

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# X:

## Suggested Caption Copy

1. Medicaid is a lifeline for millions. Your friends, family, and coworkers rely on it. Cutting it means lost healthcare, financial difficulties, and more disparities.

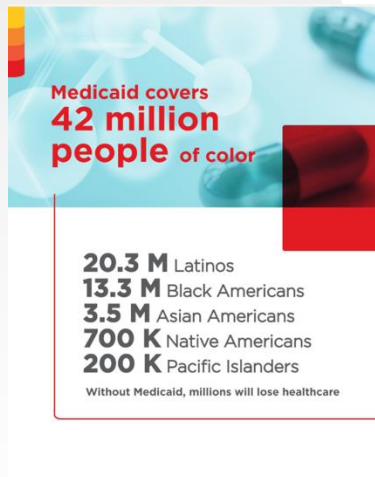
Learn more: [LINK TO REPORT](#)

2. Half of all children of color rely on Medicaid. Cutting it jeopardizes their health and future — impacting 49% of Latino and 60% of Black children.

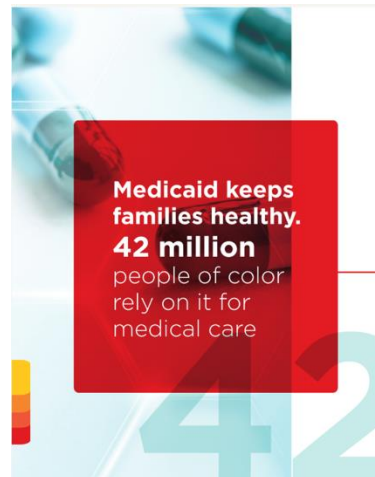
Read more: [LINK TO REPORT](#)

3. Millions depend on Medicaid for essential care. Without it, families will be forced to choose between rent, food, and medical bills. What would you do if vital healthcare was suddenly out of reach?

Get the facts: [LINK TO REPORT](#)



1.



2.



3.

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# Facebook:

## Suggested Caption Copy

1. 🛑 Cuts to Medicaid put entire communities at risk, forcing many into medical debt. 📺 Learn how these cuts affect those around you and what it means for you.

[LINK TO REPORT](#)

2. Half of all children of color rely on Medicaid. Without it, kids are **9X** more likely to skip doctor visits or get the medicines they need. 📺

We can't afford to let kids go without care!

📺 Get the details: [LINK TO REPORT](#)

3. Medicaid is essential for healthcare access, supporting over 10 million working people of color. 🛑 Cutting it could mean fewer doctor visits, skipped medications, and worsening health. 📺

📺 Learn more: [LINK TO REPORT](#)

4. Think Medicaid doesn't affect you? Your child's classmate, your elderly neighbor, and your co-worker might rely on it. 📺 Without Medicaid, they may lose access to essential care. 📺

📺 Read more: [LINK TO REPORT](#)

[Click here to download images](#)

1.



2.



3.



4.



# Instagram

## Suggested Caption Copy

1. Medicaid cuts will leave millions without healthcare. 🗣️ That means your neighbor, your coworker, and even your own family may struggle to get the care they need.

2. Medicaid cuts will leave millions without healthcare. 🗣️ That means your neighbor, your coworker, and even your own family may struggle to get the care they need.

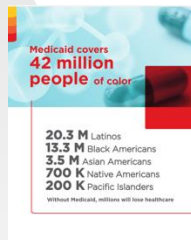
3. No one should lose healthcare because of government cuts. 42 million people of color rely on Medicaid — don't let their coverage disappear. 🗣️

4. 🗣️ Medicaid plays a critical role in ensuring health equity. Cutting it will widen disparities and create long-term harm. Eviction rates rise 25% among families who lose Medicaid. 🏠

🗣️ Get informed: [LINK TO REPORT](#)

Click [here](#) to download images

1.



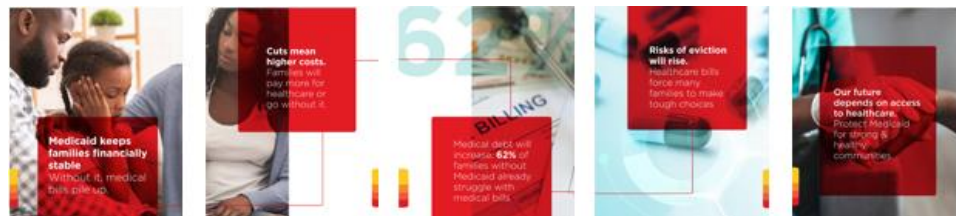
2.



3.



4.



# LinkedIn

## Suggested Caption Copy

1. Medicaid is under attack. Millions of families – including caregivers, teachers, and essential workers – depend on it. ✂️ Cutting Medicaid would mean higher medical bills, poorer health, and more debt. 🗣️

🗣️ Read the report: [LINK TO REPORT](#)

2. Your coworkers, employees, and community members rely on Medicaid for healthcare. 🗣️ Without it, they may struggle to access necessary treatments and medicine.

🗣️ Learn more: [LINK TO REPORT](#)

4. 🗣️ Healthcare is a right, not a privilege. Without Medicaid, 30 million people could lose access to their doctors – including people who care for our children and elders. See how proposed cuts will impact our communities: [LINK TO REPORT](#)

4. 🗣️ Medicaid plays a critical role in ensuring health equity. Cutting it will widen disparities and create long-term harm. Eviction rates rise 25% among families who lose Medicaid. 🏠

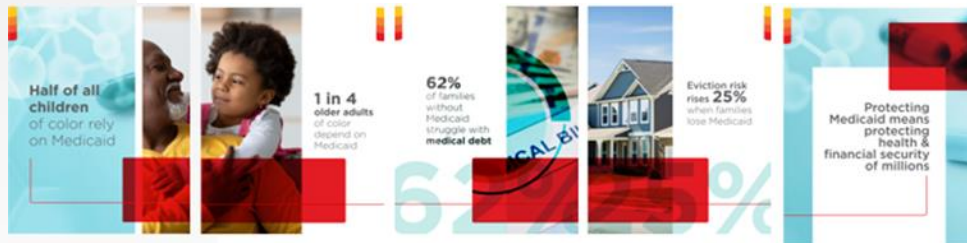
🗣️ Get informed: [LINK TO REPORT](#)

[Click here to download the graphics](#)

1.



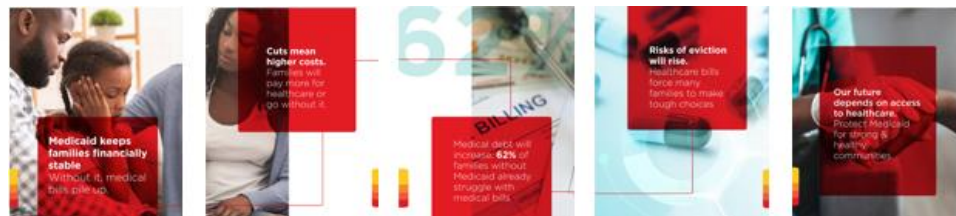
2.



3.



4.





# Gracias

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**If you have questions, we have answers:**

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