



Black communities are facing a healthcare crisis. As of right now, 10 states have refused to expand Medicaid eligibility, affecting over two million Americans. States are largely concentrated in the South and include Alabama, Florida, Georgia, Kansas, Mississippi, South Carolina, Tennessee, Texas, Wisconsin and Wyoming.

Black Voters Matter is re-launching the Sick and Tired Campaign to raise awareness around the current cost of healthcare and lack of access in our communities.

Access to healthcare is a fundamental right. Data shows that Medicaid expansion improves access to preventive care and even has positive economic effects, such as creating jobs and reducing uncompensated care costs. The toolkit material below will help amplify this important message and give your networks an opportunity to join in to make a difference for Black communities in need of affordable health care.

Hashtags:

- #BVMSickAndTired
- #StateofEmergency
- #ExpandMedicaid
- #FreedomIsHealthCare
- #BlackHealthcareMatters
- #ExpandHealthcareAccess

Digital assets: [Click Here.](#)

- 4-6 graphics sized for each platform
- Instagram suggested size: 1080px by 1080 px
 - For Instagram stories, we recommend 1080 x 1920.
- Facebook suggested size: For images with a link, we recommend 1,080 x 1,350 pixels.
- Twitter recommended size: 1600 px X 900 px

Email for partner orgs:

Hello,

We are excited to announce that we have officially re-launched our **Sick and Tired campaign**. Our campaign aims to raise awareness of the urgent need to expand Medicaid coverage in Black communities. As of right now, 10 states have refused to expand Medicaid eligibility, affecting over two million Americans. States are largely concentrated in the South and include Alabama, Florida, Georgia, Kansas, Mississippi, South Carolina, Tennessee, Texas, Wisconsin and Wyoming.

We have created a social media toolkit to educate about the important impact that Medicaid expansion has on our communities. This toolkit contains ready-to-post social media captions and graphics to equip community members with the resources they need to become digital advocates for this important issue.

We hope you'll join us in amplifying social media content and resources to get more people involved in the Sick and Tired campaign. We encourage you to share the sample messages below with your networks.

Thank you for all of your support and dedication to supporting our work to achieve equity in our communities. Let us know if you have any questions!

Best,

[Name]

Customizable state-specific copy for partner orgs:

Facebook:

🗣️ Black voters in [STATE NAME] are tired of being sick and tired. We are in a #StateofEmergency because Medicaid has been cut off for nearly [X amount] people in our state, and even more people are at risk of losing healthcare coverage. Inaction on Medicaid expansion hurts our communities the most, leading to outcomes like hospital closures 🏥, limited access to treatment 🩺, and higher rates of mental health issues.

Without access to safe and affordable healthcare options, we'll see more preventable health emergencies in our neighborhoods. Our kids, loved ones, and neighbors deserve to live healthy lives – it's a human right. We're calling on you to join @blackvotersmtr #SickAndTired campaign to use your voice as an advocate for Medicaid expansion in our state.

🗣️ Take action at <https://blackvotersmatterfund.org/sickandtired/> today.

Instagram:

🗣️ Black voters in [STATE NAME] are tired of being sick and tired. We are in a #StateofEmergency because Medicaid has been cut off for nearly [Stats in state] people in our state, and even more people are at risk of losing Medicaid coverage. Our kids, loved ones, and neighbors deserve to live healthy lives – it's a human right. Join @blackvotersmtr #SickAndTired campaign to be a part of the fight to ensure safe and affordable healthcare today. Get involved at <https://blackvotersmatterfund.org/sickandtired/>

Twitter:

🗣️ We are in a #StateofEmergency because Medicaid has been cut off for [X] people in our state, and more people are at risk of losing coverage. Our loved ones deserve to live healthy lives – it's a human right.

Become an advocate today: bit.ly/3Z5bt2E #HealthCareIsFreedom

***State specific cut-off numbers to share:**

- Alabama: 186,681
- Florida: 1,218,182
- Georgia: 503,500
- Mississippi: 98,766

- South Carolina: 216,688
- Texas: 1,788,373

Social media copy


Twitter:

Tweet 1:


Black communities have historically been at a disadvantage when it comes to healthcare. I'm joining the [#BVMsickAndTired](#) campaign because we deserve widespread access to safe and affordable healthcare options. Get involved today at bit.ly/3Z5bt2E [#BlackHealthcareMatters](#)

Tweet 2

The impact of [#MedicaidExpansion](#) in Black communities 

 Proven to drastically increase the number of individuals with health insurance

 Creates jobs and economic opportunities



 Provides greater access to primary and preventive health care

It's time to [#ExpandMedicaid](#) NOW.

Tweet 3:

Black voters deserve to live healthy and fulfilling lives with widespread access to quality healthcare. [#MedicaidExpansion](#) in our communities will increase the number of insured individuals and cut unexpected healthcare costs. [#BlackHealthcareMatters](#) - become an advocate today. [include banner image that has link to landing page]

Tweet 4:

Black communities deserve access to equitable and affordable health care. Inaction on Medicaid expansion hurts our communities the most, leading to outcomes like hospital closures , limited access to treatment , and higher rates of mental health issues. We must [#ExpandMedicaid](#).

Tweet 5

We are in a [#StateOfEmergency](#) because too many Black voters are living without access to safe and affordable health care options.

It doesn't have to be this way - [#MedicaidExpansion](#) will help provide the care we need to live healthy and fulfilling lives.

 Get involved today. [share image with text code or landing page link]

Facebook

Post 1

Lingering disparities in our healthcare system disproportionately impact Black voters. Data shows that Black women are three times more likely to die from a pregnancy-related cause than White women, and Black people visit emergency rooms for mental health issues at nearly twice the national average.

Black communities deserve access to widespread affordable healthcare, and the data shows that Medicaid expansion is a key pathway to ensuring a more equitable health care system.

Join @Black Voters Matter Sick and Tired Campaign to become an advocate for Medicaid expansion: <https://blackvotersmatterfund.org/sickandtired/>

Post 2

🗣️ Access to affordable and equitable health care is a human right, not a luxury. I'm taking action with @Black Voters Matter Sick and Tired campaign because I'm standing up for Medicaid expansion in Black communities.

Investing in Medicaid is a vital step towards addressing the existing health disparities that put our loved ones at increased risk of medical emergencies, maternal mortality, local hospital closures 🏥, and a lack of access to essential health services.

I'm pledging to be an advocate for Black health care, because we deserve to thrive and live healthy and fulfilling lives. If you're with me, click the link below for action steps you can take today.

<https://blackvotersmatterfund.org/sickandtired/>

Post 3

🗳️ In Alabama, Florida, Georgia, Idaho, Kansas, Mississippi, Missouri, North Carolina, South Carolina, South Dakota, Tennessee, and Wyoming, lawmakers still haven't taken much-needed action to expand Medicaid.

@Black Voters Matter is launching the Sick and Tired campaign to bring awareness to the critical need for equitable and affordable healthcare in economically disadvantaged Black neighborhoods.

I'm taking action with them because access to healthcare is a human right, and we need more advocates who are willing to protect and stand up for our communities 🙋. Join us today by pledging to stand up for affordable healthcare. <https://blackvotersmatterfund.org/sickandtired/>

Post 4

🗳️ We are in a #StateofEmergency because too many Black voters are living without access to safe and affordable health care options. I'm pledging to be an advocate with @Black Voters Matter Sick And Tired campaign to raise awareness for the urgent need to expand affordable healthcare access in our communities.

Get involved today at <https://blackvotersmatterfund.org/sickandtired/>

Instagram

Post 1

🗳️ We are in a state of emergency because too many Black voters are living without access to safe and affordable health care options. @Blackvotersmtr is launching the #BVMSickAndTired campaign to spread awareness about the need for Medicaid expansion.

Access to equitable and affordable healthcare is key to ensuring that our loved ones can thrive and live healthy, fulfilling lives. Join me in becoming an advocate today. #BlackHealthcareMatters

Post 2

🗣️ Racism is a public health crisis, and inaction on #Medicaid expansion hurts Black communities the most, leading to outcomes like hospital closures 🏥, limited access to treatment 🗣️, and higher rates of mental health issues.

I'm getting involved with @BlackVotersMtr to use my voice to be an advocate to protect and stand up for Black communities. Join me today at <https://blackvotersmatterfund.org/sickandtired/> #BlackHealthcareMatters

Post 3

Expanding #Medicaid in Black communities has been proven to drastically increase the number of individuals with health insurance and provide greater access to primary and preventive care 🏠. I'm stepping up as an advocate to champion healthcare access and affordability in our communities.

👊 Join me in taking action with @Black Voters Matter #SickAndTired campaign, get involved at <https://blackvotersmatterfund.org/sickandtired/>. #BlackHealthcareMatters

Post 4

🗣️ We need more advocates who are willing to protect and stand up for Black communities. Racism is a public health crisis, and we see it everywhere from disproportionate maternal mortality rates to high percentages of mental health visits and intergenerationally transmitted stressors that have been exacerbated by the COVID-19 pandemic. Too many of our loved ones are living without access to affordable health care - join the movement with @blackvotersmtr to champion healthcare access. Visit <https://blackvotersmatterfund.org/sickandtired/> to get involved. #BVMSickAndTired #FreedomIsHealthcare