

## Sick & Tired Campaign

### Mobilizing Black Voters for Healthcare Justice

Inspired by Fannie Lou Hamer, Black Voters Matter's *Sick & Tired* campaign is a direct call to action for Black communities, young people, grassroots organizers, and policymakers to rally behind Medicaid expansion and the fight for equitable, affordable healthcare.

### What We Do

- **Community Forums & Panels:** We organize in-person forums, panels, and pop-up events to educate and mobilize communities about Medicaid expansion and healthcare access.
- **Strategic Partnerships:** By partnering with organizations like the American Cancer Society Cancer Action Network (ACS CAN), we amplify our impact to reach communities across multiple states.
- **Grassroots Outreach:** We send targeted text messages, launch digital campaigns/ads, and provide people with the knowledge and tools to advocate for expanded healthcare access.
- **Resource Fairs & Screenings:** Through MedEx Resource fairs and health screenings, we connect communities directly to healthcare resources, information, and support.
- **Storytelling & Film:** We facilitate film previews and storytelling events to spotlight personal experiences and rally communities around the urgent need for Medicaid expansion.
- **Policy Advocacy:** We engage local officials, support resolutions, and work alongside coalitions to push for policy change at every level.

### Our Impact

- Hosted over 50+ MedEx Resource fairs and health screenings across the South.
- Sent more than 800,000 text messages to mobilize impacted communities and encourage advocacy and also check their Medicaid and healthcare status.
- Advanced Medicaid expansion at the National Caucus of Black Elected Officials, paving the way for local adoption in non-expansion states.
- Helped pass local resolutions in Bibb, Glynn, South Fulton, Chatham, Dougherty, and Memphis, expanding advocacy into Peach, Richmond, Muscogee, Houston, Baldwin, and even conservative areas like Habersham County.
- Joined statewide Medicaid coalitions, unlocking new funding and support for communities that need it most.

### Why It Matters

Black and rural communities have waited long enough for healthcare access. Medicaid expansion is a life-or-death issue, and every delay means more families left behind. We're organizing, mobilizing, and raising our voices because our health and our lives cannot wait. We are going from sick and tired to healthy and whole. Learn more and get involved at <https://blackvotersmatterfund.org/sick-tired/>