



New Mexico Together for Healthcare 2019 Legislative Session Message Toolkit

Please join the New Mexico Together for Healthcare campaign as we urge the New Mexico legislature to vote for a Medicaid Buy-in bill that would benefit thousands of New Mexicans who currently do not have access to quality healthcare.

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Background on Medicaid Buy-in and the New Mexico for Healthcare Toolkit

New Mexico Together for Healthcare is a campaign led by the New Mexico Center on Law and Poverty, Partnership for Community Action, Health Action New Mexico, Strong Families New Mexico, a program of Forward Together and healthcare leaders across the state to bring quality, affordable, comprehensive healthcare to every New Mexican. We are advocating for a Medicaid Buy-in bill to pass the Legislature in 2019.

All New Mexico families deserve access to the quality, affordable healthcare they need to thrive. New Mexico is leading the way nationally with this Medicaid Buy-in plan and our state has the opportunity to increase healthcare access for New Mexico families with a phased-in plan that is affordable for individuals and the state. No one should have to choose between their health and making ends meet.

Who to Follow on Social Media?

New Mexico Together for Healthcare

Facebook

[@NMTogether4Healthcare](#)

<https://www.facebook.com/NMTogether4Healthcare/>

Twitter

[@NMT4HC](#)

<https://twitter.com/NMT4HC>

Instagram

[@NMT4HC](#)

<https://www.instagram.com/nmt4hc/>



Legislators to Follow on Social Media

- **Gov. Michelle Lujan Grisham**
Twitter: [@GovMLG](#)
Facebook: [@mlujangrisham](#)
- **Representative Debbie Armstrong (House Bill Sponsor & Chair of House Health Committee)**
Twitter: [@nmreparmstrong](#)
Facebook: [@nmreparmstrong](#)
- **Speaker of the House, Rep. Brian Egolf**
Twitter: [@BrianEgolf](#)
Facebook: [@BrianforNewMexcio](#)
- **Rep. Joanne Ferrary (Vice-chair House Health Committee)**
Twitter: [@rjferrary53](#)
Facebook: [@Ferrary4NM](#)
- **Sen. Jerry Ortiz y Pino (Senate Bill Sponsor & Chair of Senate Public Affairs Committee)**
Twitter: [@jerryform](#)
Facebook: <https://www.facebook.com/jerry.o.pino>
- **Sen. Peter Wirth (Senate Majority Floor Leader)**
Twitter: [@senatorwirth](#)
Facebook: N/A
- **Sen. Liz Stefanics (Vice-chair, Senate Public Affairs Committee)**
Twitter: N/A
Facebook: [@LizStefanics4NMSenate39](#)



Sample Social Media Posts

Twitter

ALL New Mexicans deserve access to the quality affordable healthcare coverage they need to thrive. **#Health4AllNM #NMTogether4Health**

No one should have to choose between their health and making ends meet. **#Health4AllNM #NMTogether4Health**

.<Insert Legislator Handle>, show up for your constituents and support the Medicaid Buy-in Bill. **#NMTogether4Health #NMpol**

There are over 180,000 New Mexicans who are uninsured. Let's fix this! **#NMTogether4Health #NMleg**

.<Insert Legislator Handle> let's use the surplus budget to pay for a Medicaid Buy-in Bill so that all New Mexicans can get the healthcare they need. **#NMTogether4Health #NMleg #NMpol**

.<Insert Legislator Handle> let New Mexicans buy into a low-cost coverage plan through a Medicaid Buy-In program. **#NMTogether4Health #NMleg #NMpol**

Good healthcare should be affordable and easy to access, but our healthcare system today is costly and fragmented and leaves out too many of us. **#NMTogether4Health #NMleg #NMpol**

Access to healthcare is a basic human right. <Insert Legislator Handle> make history in New Mexico by voting YES for Medicaid Buy-in. **#NMTogether4Health**



Children can't go to school ready to learn if they or their family members don't have the essential healthcare they need. **#NMTogether4Health**

New Mexico has an opportunity to improve quality of education, healthcare, and strengthen our economy. **#NMTogether4Health**

When people cannot get needed care, including behavioral health, prescription drugs, or surgeries, medical conditions worsen into expensive or untreatable emergencies. **#NMTogether4Health**

Hashtags

#NMTogether4Health

#Health4AllNM

#Nmpol

#Nmleg

Facebook

Over 180,000 New Mexicans remain uninsured, while healthcare costs are rising and unsustainable. Most of the uninsured are low-income families who can't afford high costs of coverage, immigrants locked out of Medicaid or Exchange options, and Native Americans who shouldn't have to pay for care.

When people cannot get needed care, including behavioral health, prescription drugs, or surgeries, medical conditions worsen into expensive or untreatable emergencies.

New Mexico is leading the country right now by being the furthest ahead of any state in expanding healthcare coverage for our families. People are struggling to survive and New Mexico can no longer wait. Now is the time to pass this bill and start a Medicaid Buy-in plan in 2020 for some of the uninsured to receive the care they need.



Get Graphic.

Share this beautiful artwork and memes with you social media posts.

Access the art [here](#).

Access the memes [here](#).

Want to do More?

Email Script

"Dear Representative _____" or "Dear Senator _____,"

"Hello! My name is _____ and I live in (city/county/region). I am writing to you about Medicaid Buy-in.

Currently, there are over 180,000 uninsured New Mexicans, while healthcare costs are rising and unsustainable. Our state can't afford to continue to let minor health problems become emergencies because people can't access care. **[Insert sentence sharing personal story here]**. We need to change that this year by passing HB 416/ SB 405 that will let New Mexicans buy into a low-cost coverage plan that is offered through Medicaid.

New Mexico is leading the way nationally with this Medicaid Buy-in plan. Now is the time to pass this bill and start a Medicaid Buy-in plan for people who are uninsured and locked out of affordable coverage so that they can receive the care they need. Can we count on your vote for <insert bill number>?

I am eager to hear your thoughts. Please contact me through email or phone at _____ with any questions or concerns.



Phone Script

“Hello! My name is _____ and I live in (city/county/region). As a constituent of _____, I want to express my concern for the over 180,000 New Mexicans without access to affordable and quality healthcare. We need to change that this year by passing HB 416/ SB 405 that will let New Mexicans buy into a low-cost coverage plan that is offered through Medicaid.

Can I count on your vote for HB 416/ SB 405?



Testimony Script

Tips for Giving Testimony:

- Add in a brief personal story about why healthcare matters to you
- Address the chair of the committee as indicated below
- Keep is short and powerful!

Sample Testimony:

Mr./Madam Chair and members of the committee,

My Name is _____, and I'm here today to support the Medicaid Buy-in Plan for New Mexico.

[Share your personal story: This is where you can share ways that healthcare has been hard to access, or how it has helped you and/or your family. Some examples: Costs of coverage, fragmented systems of care, language access issue, or transportation issue.]

Because _____ (use one of the points below or create your own)

- All our families are equal in deserving healthcare
- No one should have to go without medical care because they can't afford it
- All New Mexicans need access to affordable health coverage

Representatives/Senators, I ask you to **VOTE FOR HB 416/ SB 405** to support a Medicaid Buy-in option for New Mexico's uninsured families.