A yellow silhouette of the state of Mississippi is centered on a light blue background. The text is overlaid on this map.

Mississippi HEALTH ADVOCACY Program

Education &
Communication
Toolkit

Your need to know information and materials for advocating for Medicaid Expansion.



Legislative and Policy Overview:

Key Bills and Legislative Updates from the 2025 Session

HB 662: Presumptive eligibility for pregnant women, enacted into law without the Governor's signature, allow hospitals to temporarily enroll individuals in Medicaid based on preliminary information

SB 2867 (Medicaid Tech Bill): Vetoed by governor on March 27, dies in Senate Medicaid Committee on April 2

SB 2386 Dummy Bill: Moved to conference but lacked substantive language

Key Messaging for Different Audiences

Policymakers: Medicaid Expansion would create an estimated 11,000 jobs in Mississippi and bring in millions of federal dollars annually.

- For every dollar MS spends on Medicaid, the federal government matches 77 cents. MS receives the highest match rate in the nation.
- 200,000 Mississippians fall in the coverage gap and go without access to healthcare when they need it most.

The Public: Medicaid Expansion means access to affordable healthcare for working families who fall into the coverage gap.

- 315,000 children are enrolled in Medicare
- 10,000 children are enrolled in foster care and Child Protective Services (CPS)
- 13,000 adults receiving long-term care
- 23,000 pregnant mothers rely on Medicare

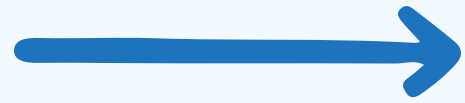


Business Leaders: Medicaid Expansion supports rural hospitals and increases the Mississippi workforce.

- Mississippi hospitals have approximately \$600 million in uncompensated care annually
- Medicaid expansion would reduce hospitals' uncompensated care costs by millions each year

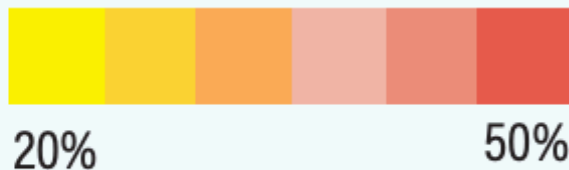


What Medicaid Expansion Means for Mississippi

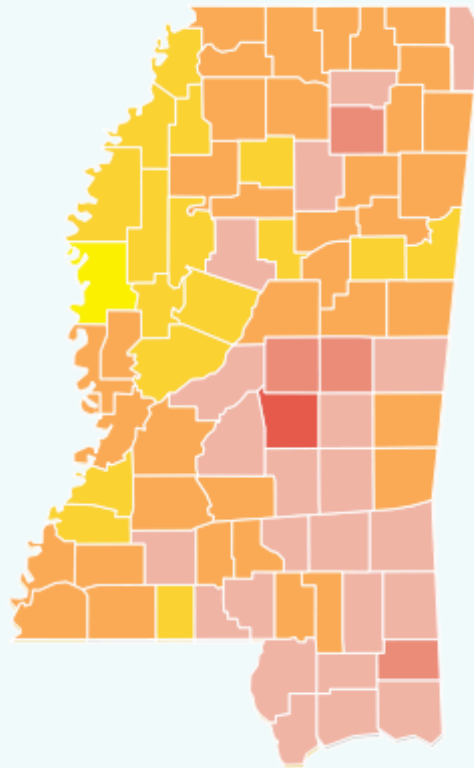


Closing the coverage gap creates workforce opportunity for **200,000 working-age adults by helping them stay healthy & productive.**

**% of adults 18-64
earning below 138%
Federal Poverty Level
who are uninsured**



SOURCE: 2019 Small Area Health Insurance Estimates (SAHIE) calculated by the United States Census Bureau.



Expanding Medicaid would introduce \$38 - \$42 million in additional state tax revenue growth through 2028.

Medicaid Expansion would increase economic growth in Mississippi.

Medicaid Work Reporting Requirements

Work reporting requirements mandate enrollees to report their work hours or “community engagement” activities each month to keep Medicaid coverage. However, evidence from other states shows that these policies have led to widespread coverage losses and high administrative costs without increasing employment.

Arkansas: Within seven months, 18,000 people lost coverage, not because they were unemployed, but due to reporting and administrative barriers.

Michigan: More than 80,000 people were expected to lose coverage in the first month due to excessive administrative burdens. Lawmakers ended the program shortly after launch.

Georgia: Actual costs in the first year were \$58 million, or \$13,360 per enrollee—with 92% of funds spent on administration instead of medical care.

Ohio: Projected five-year costs for technology, software, and case management totaled \$380 million, with counties expected to spend \$12.8 million annually just to track eligibility.

Work reporting requirements have failed to improve employment outcomes, instead leading to higher costs and loss of coverage for eligible enrollees.

Rather than investing millions in an ineffective program, Mississippi lawmakers should prioritize policies that expand access to healthcare and support workforce participation without unnecessary barriers.

Everything YOU Need to Know about Presumptive Eligibility for Pregnant Women

What is Presumptive Eligibility?

Presumptive Eligibility (PE) is a policy that allows healthcare entities to temporarily enroll pregnant women and their children into Medicaid. PE ensures they receive immediate health service while their full application is processed.

When is it being discussed?

In 2024, legislators authorized Presumptive Eligibility; however, due to discrepancies between state and federal regulations, the actual implementation has been delayed. Now in 2025, Mississippi's legislators voted to pass an updated version of the policy to comply with federal regulations.

Who does this affect?

Presumptive Eligibility primarily affects lower-income pregnant women and their families.

Where is this an issue?

Mississippi is one of the few states that had not implemented Presumptive Eligibility. This changed during the 2025 legislative session.

Why does this matter?

Women were not getting the essential prenatal care they need. Mississippi has the highest infant mortality rate, the highest maternal mortality rate, and the highest preterm birth rate in the nation.

Presumptive Eligibility ensures immediate access to critical prenatal care for our mothers and their children.

Presumptive Eligibility saves lives.

Medicaid Myth or Fact?

Myth 1: Medicaid only benefits low-income individuals who don't work.

FACT: Medicaid helps working individuals and families who cannot afford private health insurance. Many who qualify for Medicaid work full time but earn too little to afford coverage.

Myth 2: Medicaid Expansion is too expensive for the state.

FACT: Medicaid is funded in part by the federal government, and Mississippi receives the highest federal match rate of 77%. Expanding Medicaid would bring hundreds of millions in federal funding to Mississippi, encourage economic growth, and create jobs for our state.

Myth 3: Medicaid only helps adults and not children.

FACT: Medicaid may focus primarily on adults, it also benefits children. Medicaid coverage for parents ensure that children have better access to preventative care and health services. After all, approximately 60% of children in MS rely on Medicaid in some way.

#IAmMedicaidMS Messaging

Social Media Caption Ideas:

Medicaid is more than a program; it is a lifeline for Mississippi families. Together we stand for better access to care and a healthier future.

#IAmMedicaidMS #MedicaidMatters #Care4Mississippi

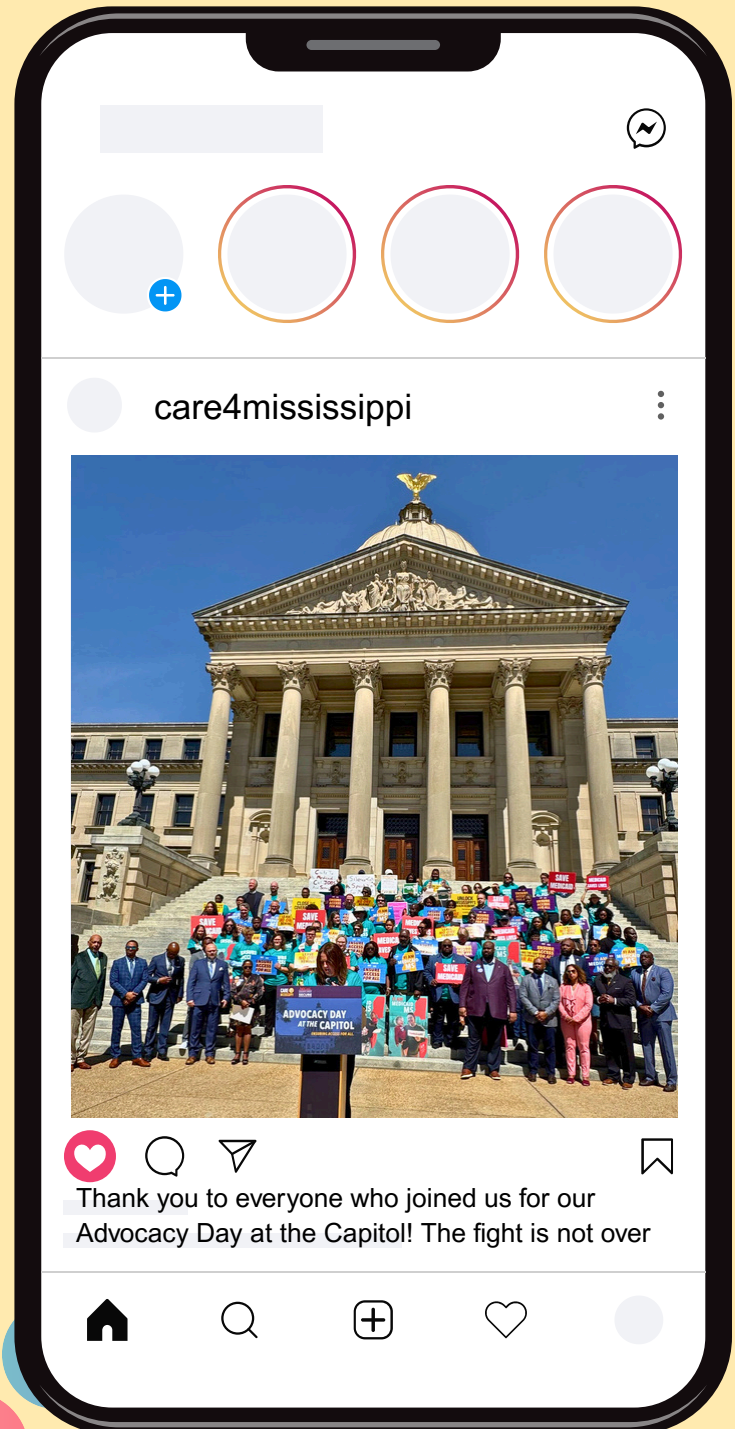
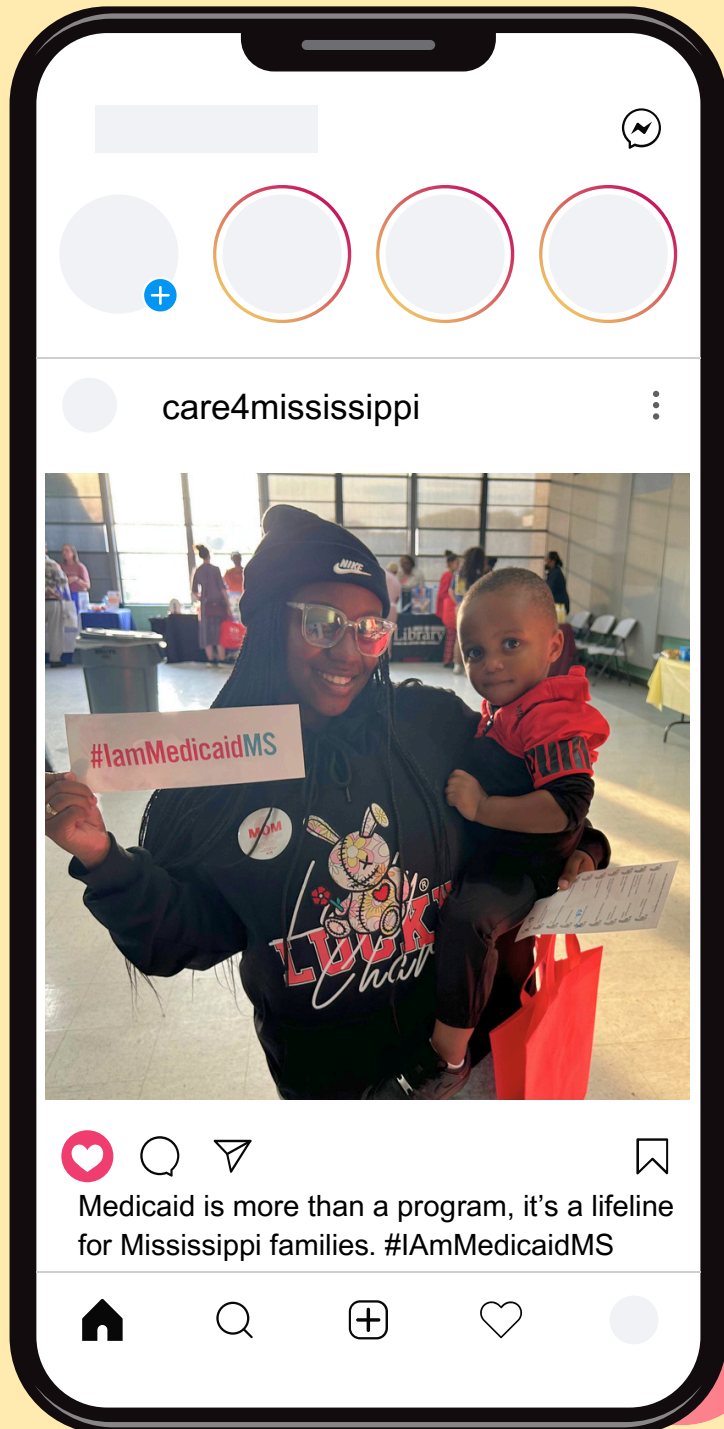
Did you know?

- ✓ Medicaid covers over half (57%) of all births in Mississippi (Pettus, 2024)
- ✓ Nearly 60% of children in Mississippi rely on Medicaid or CHIP for health insurance (Center for Mississippi Health Policy, 2024)
- ✓ More than 50% of Mississippi's Medicaid enrollees are children (Burns et al., 2025)

Coverage Group	December 2019		October 2021	
	Count	Percentage	Count	Percentage
Children	343,910	51%	414,739	53%
Blind and Disabled	169,922	25%	172,487	22%
Aged	71,711	11%	74,786	10%
Adults	60,704	9%	100,665	13%
Other (Family Planning Waiver)	23,766	4%	26,547	3%
Total	670,013		789,224	

(Henderson et al., 2022)

Social Media and Public Relations Guide



Social Media Campaign Ideas

My patients deserve
to get the care they
need.
Thanks to Medicaid,
they can.

Medicaid covers US



Thanks to Medicaid,
my baby will receive
the prenatal care she
needs.

MHAP

Medicaid covers US

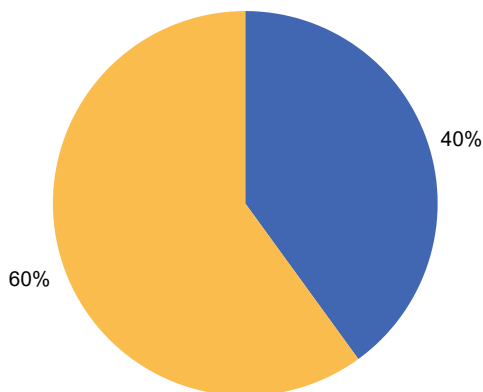
Social Media Image Sizes 2025



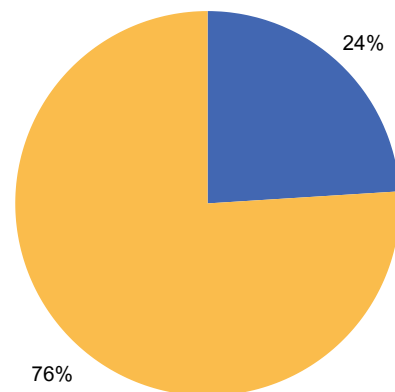
	Instagram	Facebook	Twitter	LinkedIn	TikTok
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
Landscape	1080 x 566	1200 x 630	1600 x 900	1200 x 627	1920 x 1080
Portrait	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200	1080 x 1920
Square	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920			1080 x 1920
Cover photo		851 x 315	1500 x 500	1128 x 191	

Social Media Campaign Ideas

Social media campaigns for MHAP and/or C4MS, like the #IAmMedicaidMS and Medicaid covers US, allow viewers to engage with Medicaid coverage on a more personal level. Through campaigns like this, individuals are able to envision their grandparents, nephew, sister, or even themselves on Medicaid receiving care.



40% of the MS population is low-income (<200% FPL)



24% of MS population is covered by Medicaid/CHIP.

200,000 MS adults fall into the coverage gap making too much to qualify for Medicaid, but not enough to afford private insurance.

More than 10% of Mississippians remain uninsured.

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- Henderson, M., Betley, C., Stockwell, I., Middleton, A., Clark, M., & Woodcock, C. (2022, January 11). The Economic impact of Medicaid expansion in Mississippi, 2023-2028: Technical report. Baltimore, MD: The Hilltop Institute, UMBC.
- Kaiser Family Foundation. (2024, August). *Medicaid in Mississippi*. <https://files.kff.org/attachment/fact-sheet-medicaid-state-MS>
- Pettus, E. W. (2024, March 14). *Mississippi has the nation's worst infant mortality. It will allow earlier Medicaid to help babies*. AP News. <https://apnews.com/article/mississippi-medicaid-pregnant-women-a31b6c391f4a778d5ae2a9365e5b34f5>