



Idaho Medicaid Expansion Short Film Screening Toolkit

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About the Short Film

Idaho Supports Medicaid: In Our Words is a new short film from ACS CAN that explores how Medicaid Expansion is working and saving lives for over 90,000 Idahoans.

After Idahoans decisively supported Medicaid expansion, the program was implemented in 2020 just before the start of the COVID-19 pandemic and provided Idahoans the peace of mind that comes with knowing you can see a doctor when you need one. Without expansion, costs to caring for the uninsured would have fallen to the counties, state, and providers.

Watch the film and call on lawmakers to let them know that you support Medicaid expansion and want to protect the program.

Meet the Storytellers!

- **Dr. David Johnson:** Dr. Johnson is the medical director of the Kootenai Health Gastroenterology and Endoscopy Group in Coeur d'Alene, ID. Dr. Johnson works with patients from rural communities in Northern Idaho.
- **Nancy Wahtomy:** Nancy is the Patient Navigator for the Shoshone Bannock Tribal Health Clinic at Fort Hall, ID. She works primarily with cancer patients by supporting them through their cancer diagnosis and treatment.
- **Patrick Murillo:** Patrick is a member of the Shoshone Bannock tribe and a two-time prostate cancer survivor and currently lives in Pocatello.
- **John Barnes:** John is a Boise resident who works part-time and attends the College of Western Idaho.

About the Screening Guide

This screening guide includes information to support you as you host a screening of American Cancer Society's (ACS CAN) new short film about Medicaid expansion in Idaho: *Idaho Supports Medicaid: In Our Words*. In this guide you will find:

- How to host an event and who to invite
- Template promotional language
- Information about the short film
- Talking points, discussion questions, and more information about the campaign to protect Medicaid expansion to support conversation following your film screening event
- Other ways to get involved in the campaign to defend Medicaid and Medicaid expansion in Idaho

Planning & Promoting the Event

Who to Invite

This film is made for anyone interested in learning more about the successes of Medicaid health coverage in Idaho. It illustrates a sampling of stories representing everyday Idahoans who have met and overcome health challenges with help from Idaho Medicaid, and how access to health insurance coverage through Medicaid supports these individuals to take care of themselves, their families, and their communities. Reach out to friends, family, social groups, and community leaders to encourage them to attend.

Where to Host

We encourage you to host film screening events in spaces with access to a screen and comfortable seating! Consider hosting a screening at your home, in a community center such as a school or place of worship, and places like local coffee shops, theaters, or even in your workplace.

Technical Information

ACS CAN offers two ways to access the film. You can either download the film before the event or play it live from Vimeo.

Download the film before the event (recommended)

- If you would like to download the film before your screening, please email erin.riley@cancer.org. If you download the film before the screening, you will not need Internet access to play the video at your event.

View on YouTube at the event

- To play the video from YouTube, you will need to have high-speed Internet access. To access the film, visit [here](#) or type or copy/paste this website URL into your Internet browser:
<https://www.youtube.com/watch?v=R9i88iAT3o4>

Getting the Word Out

Spread the word using email and social media, as well as word of mouth! Ask your community and networks to help you by forwarding emails and sharing social media posts. Tell everyone you know to bring a friend to the screening. See below for some template language you can use to help build a crowd.

Sample Email

Hello,

I'm excited to invite you to a screening of a short film from the American Cancer Society Cancer Action Network (ACS CAN) and Idaho Supports Medicaid, called *Idaho Supports Medicaid: In Our Words*. This film features individuals discussing the struggles and triumphs of accessing affordable healthcare in Idaho, and the importance of protecting Medicaid Expansion.

We're hosting an event on [DATE] at [TIME] at [LOCATION]. Please feel free to share this invitation with your friends and family. You're welcome to bring people with you to the event! We do need a head count for planning purposes, so please RSVP to [email: NAME].

This film is a powerful and important piece that asks us to think about how critical health care is to the well-being of our friends, families, and neighbors. I hope you'll join me for the screening and discussion that follows!

[If appropriate: We'll have refreshments on hand. Alt: You're welcome to bring your own food and drink to enjoy during the film.]

I hope to see you there!

Best,
NAME

Social Posts

Share information about the event on social media – whether through your personal accounts or through any community organizations you may be involved with. Please tag ACS CAN Idaho on [Facebook](#) and [Twitter](#) in your posts!

Hosting the Event

Welcome

When you welcome your community to the event, it's important to share why you decided to host a screening – and why this issue matters to you.

Sample talking points:

- I am a volunteer for ACS CAN because I care about saving lives and reducing suffering from cancer. Idaho has an opportunity to protect Medicaid expansion and the access to health care for over 90,000 people across the state, and I wanted to share this short film and some impactful stories with friends and family.
- I attended one of the premiere events for this short film and was struck by the powerful stories I saw. I think it's important for others to see these stories too.
- Being able to access health insurance coverage and get medical care has played an important role in my life, the life of a family member, or friend, and it's important to me that my community knows about the valuable role that Medicaid plays in the lives of so many of our friends and neighbors.
- Health care is an issue that affects all of us – I want to do my part in improving the health and well-being of our community and protecting gains we have made in health coverage and health outcomes. That starts with learning about the challenges and opportunities we face here in our state.

Introduce the Short Film

ACS CAN has joined a broad coalition of faith leaders, volunteers, patient advocacy groups and others to foster an open dialogue about the success of Medicaid expansion in communities across Idaho. *Idaho Supports Medicaid: In Our Words*. is a new short film that explores how Medicaid is a lifeline for hard-working Idahoans who otherwise would not have access to affordable health coverage options. It features several story tellers from different communities and their perspective on the issue as well as thanks Idaho policymakers who supported the expansion of Medicaid in Idaho.

Film Screening

After the introductions, it's time to screen the film. Take care to make sure the audio is clear and that the film is playing smoothly.

Post-Film Panel Discussion

If your event includes a panel of experts, we recommend having some questions prepared to begin a discussion. Here are some sample questions for the panelist, you should tailor these to reflect their roles and areas of interest or expertise:

- What did closing the Medicaid coverage gap mean to/for you?
- Can you tell us more about how many Idahoans are covered under the Medicaid expansion and what kind of industries they work in?
- How has Idaho benefitted from having Medicaid expansion?
- Can you explain more about how Medicaid expansion helps Idaho and Idahoans?
- From a financial or economic perspective, why is Medicaid expansion a success?
- What impacts has Medicaid expansion had on rural hospitals and communities?

Post-Film Community Discussion

Following the screening of the film, make space to hear reactions from the community. Here are some sample discussion questions to facilitate a conversation about what people learned, how they felt, and what they could do to support the health and well-being of their communities moving forward:

- What did you learn from watching the film?
 - Was there a story that resonated with you most? Why?
 - Has Medicaid health insurance coverage helped you or a friend or loved one access health care when they needed it?
 - Do you relate to any of the challenges or experiences the people in the film talked about?
 - How does it feel to know that Idahoans voted to expand Medicaid and now lawmakers want to fundamentally change or even repeal it?
 - Who else needs to see this film to understand how critical it is for Idaho to protect Medicaid expansion and the overall Medicaid program?
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How to Stay Involved & Keep in Touch

Provide guests with information on how to stay involved and keep up with the effort to protect Idaho Medicaid. Here are some ways to stay involved:

- Visit the [Protect Medicaid Expansion Homepage](https://www.fightcancer.org/states/idaho) at www.fightcancer.org/states/idaho to take action, and for more information on how to stay involved.
- Be sure to give attendees resources such as a QR code to the sign-up link to join the campaign mailing lists. Need help setting up a QR code? Email erin.riley@cancer.org.
- Let attendees know about any upcoming volunteer opportunities, Day at the Capitol on January 28th, and ACS CAN volunteer trainings and call days.
- Follow ACS CAN Idaho on [Facebook](#) and [Twitter](#) to stay up to date on local events and additional content.
- Sign up to receive email updates from ACS CAN. Click here, Join Our Movement to [Protect Medicaid Expansion in Idaho](https://act.fightcancer.org/a/protectidmedicaid) or visit <https://act.fightcancer.org/a/protectidmedicaid>
- Contact your legislators and ask them to protect Medicaid expansion and the Medicaid program. Need to find your representatives? Click here: [Who's My Legislature](https://legislature.idaho.gov/legislators/whosmylegislator/) or visit <https://legislature.idaho.gov/legislators/whosmylegislator/>.

About the Medicaid Covers US Campaign

Medicaid Covers US is ACS CAN's campaign to promote Medicaid as one part of the solution to achieve health equity in the US. Right now, 2 million people in 10 states across the country are living without health insurance simply because they live in a state that has refused to expand Medicaid. These folks are living sicker and dying younger than those with health insurance. 60% of people living in the Medicaid coverage gap are people of color, left behind because leaders in those states are putting politics ahead of people.

Health coverage is something we all need, and we all deserve. To learn more, watch [Access Denied: The Injustice of the Medicaid Coverage Gap](#) or visit www.fightcancer.org/accessdenied

About Medicaid & Expansion

What is Medicaid?

Medicaid is a health insurance program that provides comprehensive and affordable health care coverage to low-income children and adults, seniors, and people with disabilities. Medicaid is funded by both state and federal governments.

What Does Medicaid Cover?

Medicaid covers many of the same services as private health insurance. In Idaho, Medicaid benefits like annual check-ups, inpatient and outpatient hospital services, cancer screenings, dental and vision services, prescription drugs, and treatments for substance use disorders.

What is Medicaid Expansion?

Since 2014, states have had the option to expand Medicaid to cover individuals earning up to roughly \$20,000 per year (or up to \$41,000 for a family of four). Forty states and the District of Columbia, including Idaho, have expanded Medicaid. Without Medicaid expansion, most low income adults do not qualify for Medicaid unless they meet certain eligibility criteria such as being disabled, pregnant, or a parent/caregiver.

Who & How Has Medicaid Expansion Help?

Medicaid expansion supports parents, farmers, near retirees, small business employees, and Idahoans whose jobs don't offer health care or cannot afford private coverage. It acts as a lifeline for many who earn too much to qualify for traditional Medicaid, but not enough to afford private insurance.

Medicaid expansion has helped Idaho families who might otherwise slip through the cracks in our health care system. It has also bolstered rural health infrastructure by supporting facilities critical to rural residents. Preserving Medicaid expansion and the Medicaid program is essential to keeping rural hospitals open and ensuring that all Idahoans have access to emergency care, regardless of where they live.

Why Does Medicaid Expansion in Idaho Matter to ACS CAN?

Expanding Medicaid benefits over 90,000 Idahoans who were previously fell into the Medicaid coverage gap, giving them access to lifesaving preventative and ongoing care statewide. Access to affordable health coverage like Medicaid improves chances of preventing, diagnosing, treating, and surviving cancer.

For ACS CAN, Medicaid expansion is critical because it provides an affordable insurance option for many hardworking, low-income Idahoans who lack access to private health insurance. This is a key part of the fight against cancer and the effort to achieve health equity. ACS CAN advocates for policies that ensure access to quality, affordable and comprehensive health insurance and works to prevent the erosion of access to care in both Medicaid and private insurance.