

Critical Condition: Stories of Health in the Heartland

Independent Screening Events Toolkit

About this Guide

This screening guide includes information to support you as you host an independent screening of ACS CAN's new documentary *Critical Condition: Stories of Health in the Heartland*. Included, you will find:

- ★ Guidance on who to invite and where and how to host an event
- ★ Template promotional language
- ★ Information about the *Medicaid Covers US* campaign and documentary
- ★ Talking points, discussion questions, and more information about Medicaid to support conversation following your screening of the film

Planning and Promoting Your Event

Who to Invite

This film is appropriate for anyone interested in learning more about health care in Kansas – and the stories of those who have met, overcome, or continue to face challenges getting the health care they need so that they can take care of themselves and their families. Reach out to friends, family, social groups, and community leaders to encourage them to attend.

Where to Host

You can host screenings anywhere where you have access to wi-fi, a screen, and comfortable seating! Consider hosting at home, in a community center such as a school or place of worship, as well as places like local coffee shops or theaters, or even in your workplace.

Technical Information

- ★ To access the documentary, go to: www.MedicaidCoversUs.org/ksfilm
- ★ You will need internet access to download or stream the video
- ★ If you would like to download a copy of the film before your screening, please email hilary.gee@cancer.org.

Getting the Word Out

Spread the word using email and social media, as well as word of mouth! Ask your network to help you by forwarding emails and sharing social posts, as well as bringing 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 private screening of a new documentary from the American Cancer Society Cancer Action Network (ACS CAN) called "Critical Condition: Stories of Health in the Heartland." This new short film features stories from Kansans across the state—individuals and families, alongside doctors and health care professionals—sharing their stories about the challenges and triumphs they experience taking care of themselves and their families. Check out the trailer here: <https://www.youtube.com/watch?v=6huVkJpN9oRM>

I think it's 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!

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

[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]

Sample Social Posts

We're hosting a screening of a new, short documentary about health care in Kansas. Attend the screening at [location] on [date and time]. Watch the trailer and learn more here → <https://www.youtube.com/watch?v=6huVkJpN9oRM>
#MedicaidcoversUS

THIS WEEK! We can't wait to share this film. Join us for our screening of a new @ACSCAN documentary, "Critical Condition: Stories of Health in the Heartland" Attend the screening at [location] on [date and time]. Watch the trailer here → <https://www.youtube.com/watch?v=6huVkJpN9oRM>
#MedicaidcoversUS

You're invited! Join us for a screening of new @ACSCAN documentary about #healthcare in Kansas on [date and time] at [location]. Watch the trailer and learn more here → <https://www.youtube.com/watch?v=6huVkJpN9oRM>
#MedicaidCoversUS

TODAY! Come to our screening of "Critical Condition: Stories of Health in the Heartland," a documentary about health care in Kansas at [location] from [time]. Only a few seats left! Watch the trailer and learn more here → <https://www.youtube.com/watch?v=6huVkJpN9oRM>
#MedicaidCoversUS

About the Campaign and Documentary

Medicaid is a health insurance program for low-income children and adults, seniors, and people with disabilities. Having health insurance through Medicaid helps Americans stay healthy, go to work, care for their families and pay the bills. And that helps our communities – our hospitals, schools, and economy – thrive.

Medicaid Covers US is a public education campaign launched by the American Cancer Society Cancer Action Network (ACS CAN) intended to foster an important and open dialogue about the value of Medicaid in the lives of millions of Americans and their families as well as what it means for communities across the country.

As part of the campaign, ACS CAN has partnered with award winning documentary film maker Ky Dickens to produce a series of short documentary films that provide an in-depth look into role of Medicaid in the lives of individuals, families, and communities across America.

The first of the series is entitled “Critical Condition: Stories of Health in the Heartland” and follows the stories of individuals, families, and health professionals as they seek to take care of themselves and their families, their neighbors, and their communities.

Kicking Off Your Event

Let people know why you decided to host a screening/discussion event

Some Examples:

- ★ I’m a volunteer for ACS CAN because I care about saving lives and reducing suffering from cancer. Millions of Americans with a history of cancer rely on Medicaid coverage for their care, and I wanted to share this documentary and some of their stories with friends and family.
- ★ I attended one of the premiere events for this documentary and was struck by the powerful stories I saw. I think it’s important for others to see these stories too.
- ★ Medicaid has played an important role in my life (alt. life of a family member, or friend), and it’s important to me that my community knows about the valuable role it plays in the lives of our friends and communities.
- ★ 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. That starts with learning about the challenge and opportunities we face here in Kansas.

Introduce the campaign

- ★ *Medicaid Covers US* is a public education campaign launched by the American Cancer Society Cancer Action Network to foster an open dialogue about the role Medicaid plays in the health and well-being of individuals, families, and communities in our state and across the country.

Introduce the mini-documentary

- ★ The film was produced by award winning documentary film maker Ky Dickens. It features Kansans from across the state sharing their stories trying to get the health care they need in order to take care of themselves and their families.
- ★ It’s the first in a series of three short films ACS CAN will create as part of this campaign.

Sample Discussion Questions

Following the screening of the film, have 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.

- ★ Has Medicaid impacted you, a family member, or a friend? How?
- ★ Was there a story that resonated with you most? Why?
- ★ Have you experienced difficulty accessing health care? Do you relate to any of the challenges the people in the film have experienced?
- ★ What did you learn from watching the film? Anything new?
- ★ What is your opinion about Medicaid? Do you think it changed from watching the film?
- ★ Are we doing enough to support our neighbors and fellow Kansans? If not, what more can/should we do?
- ★ How can we make sure that the system in Kansas works for everyone?

How to Get Involved

Make sure to provide guests with information on how to stay involved and keep up with the *Medicaid Covers US* campaign.

Where to find more information about the campaign:

- ★ More information, including other stories from Kansas and around the country and materials to stay involved can be found on the campaign website:
www.medicaidcoversus.org
- ★ *Medicaid Covers US* is a public education campaign--spreading the word to friends, family, and co-workers is what Medicaid is all about. Make sure to follow ACS CAN on Facebook and Twitter so that you stay up to date on local events and even more content. And sign up to receive email updates from ACS CAN at the campaign website:
www.medicaidcoversus.org

Interested in hosting a screening event of your own?

To find a screening event toolkit and all the materials you need, head to www.medicaidcoversus.org/ksfilm.

More information about Medicaid

What is Medicaid?

Medicaid is a health insurance program that provides comprehensive and affordable health care coverage to many low-income Americans. Medicaid is funded by both state and federal governments.

Who is covered by Medicaid?

Medicaid (or KanCare) in Kansas currently covers:

- ★ Pregnant women and children in families with low incomes (a household income \$2,000-\$3,000/month)
- ★ Parents to children with very low incomes (less than \$675/month for a family of 3)
- ★ Adults and children with disabilities
- ★ Elderly people with low incomes (covered by both Medicaid and Medicare)
- ★ People with specific health conditions
 - Some women whose incomes fall below \$2,602/month for an individual are eligible for breast and cervical cancer screenings through Early Detection Works program. Women diagnosed with breast or cervical cancer through this program may be eligible for Medicaid for the duration of treatment.

In Kansas, many low-income children qualify for Medicaid or the Children's Health Insurance Program (CHIP), but their parents do not qualify for Medicaid. A parent makes too much to qualify for KanCare if she earns more than \$658 per month for a family of three. In most other states, a parent in a family of three can earn up to \$2,454/month to qualify for Medicaid.

In states that have expanded Medicaid, childless adults can qualify as long as they earn less than \$1,438/month. In Kansas, adults who don't qualify for a special eligibility category (disability, pregnant women, parent/caregiver), cannot qualify for Medicaid.

What is Medicaid Expansion?

In 36 states and the District of Columbia, low-income adults qualify for health insurance coverage through Medicaid as part of the Affordable Care Act. In these states, the eligibility for Medicaid has been expanded to adults earning up to 138 percent of the FPL (\$1,396/month for a single adult). In the other 14 states (like Kansas), many low-income adults and parents do not qualify for Medicaid. These adults are often referred to as people in the "coverage gap." They earn too much to qualify for Medicaid, but not enough to receive tax credits to purchase health insurance on the federal marketplace.

What does Medicaid cover?

Medicaid covers many of the same services as private health insurance. Every state's Medicaid program covers benefits like: inpatient and outpatient hospital services, physician services, tobacco cessation counseling for pregnant women, home health services, and laboratory and x-ray services. States have the option to cover additional benefits like: prescription drugs, preventive services, dental services, hospice care and physical therapy.

Why is Medicaid important?

For many families and individuals, Medicaid is much more than just health insurance. Medicaid gives people the peace of mind that they or their families can access health care when needed. Children and parents can get healthy and stay healthy because they can access doctors for check-ups, preventive screenings, and manage chronic conditions. It helps adults be productive at work, and helps kids do their best at school. For many people, access to health insurance allows them access to the medications they need to keep their job, get a degree, and care for their family and loved ones.