



## **South Dakota Medicaid Expansion Short Films Independent Screening Events Toolkit**

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## About the Guide

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This screening guide includes information to support you as you host a screening of the ACS CAN South Dakota Medicaid Expansion film: “Hope in the Heartland: Closing the Health Care Gap.”

Included in this guide, you will find:

- Guidance on who to invite and where and how to host an event
- Template promotional language
- Information about the documentary
- Information about the campaign to expand Medicaid in South Dakota
- Talking points, discussion questions, and more information about the vote to expand Medicaid to support conversation following your screening of the film

## About the Campaign and Documentaries

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This November, the voters of South Dakota will have an opportunity to increase access to health care for over 42,500 people across the state by expanding Medicaid. **A YES vote on Amendment D would open up new possibilities for hard-working South Dakotans like those featured in our film to get the health care access they deserve.**

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. Since 2014, states have had the option to expand Medicaid to cover individuals earning less than \$18,000 per year, or families of four earning less than \$37,000 per year. Thirty-eight other states – including North Dakota, Montana, Oklahoma, and Missouri – have already chosen to expand, and are seeing the benefits.

Medicaid expansion would put hundreds of millions of dollars back into our local economy. For hardworking families, it means access to healthcare, less money spent paying off medical bills, and more money available to spend in our local small businesses. Voting for the measure will promote earlier cancer detection, fewer deaths and improved outcomes for patients.

The American Cancer Society CancerAction Network (ACS CAN) has partnered with local documentary film maker Kickturn Studio to produce a series of short documentary films that provide an in-depth look into the role of Medicaid in the lives of individuals, families, and communities across South Dakota.

The first of the series is entitled “Hope in the Heartland: Closing the Health Care Gap” and follows the stories of individuals, families, and health professionals across South Dakota. The second film, which will debut in September, focuses on Native Americans in South Dakota and outlines how Medicaid dollars can supplement Indian Health Service (IHS) funding to expand access to care for tribal communities.

## Planning and Promoting Your Event

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### Who to Invite

This film is appropriate for anyone interested in learning more about health care in South Dakota – 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

- If you would like to download a copy of the film before your screening, please email [kasey.penfield@cancer.org](mailto:kasey.penfield@cancer.org) (Note: this is recommended to avoid buffering and delays.)
- To access the film, go to: [www.fightcancer.org/medicaidexpansionsd](http://www.fightcancer.org/medicaidexpansionsd), and click on the film.
  - You will need internet access to download or stream the video, but not to re-play from an already downloaded copy.

### 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 screening of a short film from the American Cancer Society Cancer Action Network (ACS CAN), called “Hope in the Heartland: Closing the Health Care Gap.” This film features individuals and families, alongside doctors and health care professionals from across South Dakota, sharing their stories about the challenges and triumphs they experience making sure they and their families have access to the health care they need. You can watch the trailer here: [LINK \[please link directly to the YouTube video of the trailer, so the recipient doesn’t watch the full film\]](#)

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].

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

## Sample Social Posts

We're hosting a screening of a new, short documentary about health care in SD. Attend the screening at [location] on [date and time]. Watch the trailer and learn more here → [trailer link] #SDforMedicaid @SDDecides

THIS WEEK! We can't wait to share this film. Join us for our screening of a new @ACSCAN documentary, "[title of film]" Attend the screening at [location] on [date and time]. Watch the trailer here → [trailer link] #SDforMedicaid @SDDecides

You're invited! Join us for a screening of new @ACSCAN documentary about #healthcare in SD on [date and time] at [location]. Watch the trailer and learn more here → [trailer link] #SDforMedicaid @SDDecides

TODAY! Come to our screening of "[title]," a documentary about health care in SD at [location] from [time]. Only a few seats left! Watch the trailer and learn more here → [trailer link] #SDforMedicaid @SDDecides

## Kicking Off Your Event

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

Some Examples:

- I am a volunteer for ACS CAN because I care about saving lives and reducing suffering from cancer. South Dakota has an opportunity to expand access to health care for over 42,000 people across the state, 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.
- Lack of access to health care 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 ensuring access to care 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 challenges and opportunities we face here in our state.
- I’m voting YES on Amendment D in November and I want my friends, family, and community to understand why!

### Introduce the campaign

- The American Cancer Society Cancer Action Network has joined a broad coalition of nurses, educators, farmers and ranchers, faith leaders, patient advocacy groups, and more to foster an open dialogue about the benefits expanding Medicaid would bring to our communities here in South Dakota.

### Introduce the mini-documentary

- “Hope in the Heartland: Closing the Health Care Gap”: The film was produced by Sioux Falls-based documentary film maker Wes Eisenhauer of Kickturn Studio. It features South Dakotans sharing their stories trying to get the health care they need in order to take care of themselves and their families, and medical professionals sharing the positive impact Medicaid expansion would have on communities across the state

### Documentary Description

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“Hope in the Heartland: Closing the Health Care Gap”: Too many South Dakotans go without health care as families struggle to afford medical bills while the cost of food and housing rise. This short documentary explores how Medicaid would be a lifeline for residents caught in the health coverage gap and what voters can do to help.

### Meet the Storytellers

“Hope in the Heartland: Closing the Health Care Gap”

- **Scott Lantz:** A longtime resident of Rapid City, South Dakota, Scott was working full-time at a local store when he hurt his back loading goods into a customer’s car. His doctor limited his work hours while he recovered, but after a few months of part-time work, he lost access to his insurance benefits. Scott’s injury limits his ability to work, help his fiancée around the house, and even take a road trip to visit his family. In addition, without insurance, he is unable to treat a chronic health condition.
  - [Hope in the Heartland: Scott Lantz](#)

- **Sarah Nelson:** A mother of two children in Black Hawk, South Dakota, Sarah was unable to afford the high premium for her employer-sponsored health insurance so she had to go without coverage for herself. A few months after declining coverage, she started having health issues that led to a diabetes diagnosis and ongoing treatment for a painful skin lesion. Without insurance, she racked up medical bills as she tried to balance her own health care while prioritizing her two children. While Sarah's health issues and the impacts of the medical debt she incurred while uninsured are ongoing, she was fortunately able to secure private health insurance coverage since the documentary was filmed.
  - [Hope in the Heartland: Sarah Nelson](#)
- **Colter Quinn:** The only child of a single mother, Colter cherished the strong relationship he had with his mother, Rosey. After his mom was diagnosed with cancer, Colter dropped out of college and moved home to Hartford, South Dakota to care for her. Because Rosey didn't have insurance at the time of her diagnosis, Colter would share his paychecks with her to help pay for the medical bills. At a time when he should have been focusing on his mother's health, Colter also had to learn, much too young, the financial toll of cancer.
  - [Hope in the Heartland: Colter Quinn](#)

## 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.

- Was there a story that resonated with you most? Why?
- Have you ever experienced difficulty accessing health care? Do you relate to any of the challenges the people in the film have experienced?
- What about a friend or loved one?
- What did you learn from watching the film? Anything new?
- What is your opinion about Medicaid expansion? Do you think it changed from watching the film?
- What impact do you think Medicaid expansion would have on South Dakota?
- Who else needs to see this film/understand these stories?

## How to Get Involved

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Make sure to provide guests with information on how to stay involved and keep up with the campaign to expand Medicaid – [South Dakotans Decide Healthcare](#). Include information, such as a QR code to the sign-up link, for people to get on campaign mailing lists. For a QR code image sign-up link and other campaign materials, please email [kasey.penfield@cancer.org](mailto:kasey.penfield@cancer.org).

Make sure that participants know about any upcoming voter registration deadlines, and if possible, provide voter registration forms at your event.

## More information about Medicaid Expansion

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### 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 coverage varies by state. Generally, pregnant women and children in families with low incomes, people with disabilities, and some seniors may be eligible for Medicaid. Additionally, 38 states and the District of Columbia have expanded eligibility to cover single adults making less than \$18,000 per year, or \$37,000 per year for a family of four, as many low wage jobs do not offer health insurance and adults in this income group are not eligible for assistance purchasing private insurance.

### What does Medicaid cover?

Medicaid covers many of the same services as private health insurance. In South Dakota, our Medicaid program covers benefits like: annual check-ups, inpatient and outpatient hospital services, cancer screenings, dental and vision services, prescription drugs, and substance use disorder treatment.

### What is Medicaid Expansion?

In 38 states and the District of Columbia, low-income adults qualify for health insurance coverage through Medicaid. In these states, the eligibility for Medicaid has been expanded to adults earning up to 138 percent of the FPL (\$18,000/year for a single adult). In South Dakota – which is one of only 12 states that has not yet expanded Medicaid – most adults with low incomes are not eligible for Medicaid. Adults who don't qualify for a special eligibility category (disability, pregnant women, parent/caregiver), cannot qualify for Medicaid and many have incomes too low to qualify for subsidies to purchase private insurance that are available to other residents with slightly higher incomes.

### Who will Medicaid expansion help?

Medicaid expansion helps parents, farmers, near retirees, small business employees, and South Dakotans who work at jobs that don't offer healthcare or who simply can't afford it. They earn too much currently to qualify for Medicaid, but not enough to afford care.

Medicaid expansion will help hardworking South Dakota families who are slipping through the cracks in our healthcare system and rural residents who already have to drive long distances for emergency care. Medicaid expansion will help keep rural hospitals open for when an emergency strikes and ensure that all South Dakota families have access to emergency care — regardless of where they live.

## How can Medicaid expansion help Native Americans in South Dakota?

Expanding Medicaid will create new opportunities for Native American residents to access health care outside of Indian Health Service (IHS) facilities. Medicaid funding supplements IHS dollars so the facilities can increase and expand care options for their patients. Medicaid also supports Native American residents who don't live in proximity to IHS facilities to access care at hospitals and health centers across the state.

## Where to find more information about the campaign

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- More information, including other stories from around the country and materials to stay involved can be found on the campaign website: [www.fightcancer.org/medicaidexpansionsd](http://www.fightcancer.org/medicaidexpansionsd)
- 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.fightcancer.org/actions/sign-petition-support-medicaid-expansion-south-dakota](http://www.fightcancer.org/actions/sign-petition-support-medicaid-expansion-south-dakota)
- ACS CAN is a part of South Dakotans Decide Healthcare, a broad coalition of patient advocates, nurses, healthcare providers, farmers, faith leaders, educators, and more. It is one of the broadest coalitions to ever launch a ballot measure campaign in South Dakota history. To learn more, visit [www.southdakotansdecide.org](http://www.southdakotansdecide.org).