



Florida Decides Healthcare: C3/C4 General Info, Signature Collection Relaunch & General Social Toolkit

Toolkit Purpose: Equip partners with ready-to-use content to educate the public on the importance of Medicaid expansion in Florida and build momentum that drives audiences to take action.

WHAT TO KNOW

Millions of Floridians are currently stuck in the Medicaid coverage gap, meaning they earn too much to qualify for Medicaid but too little to afford private health insurance, and so, are uninsured. Yet, Florida sends billions of taxpayer dollars to the federal government to cover healthcare for people in other states instead of expanding Medicaid here at home. Closing the Medicaid coverage gap will bring our tax dollars back to Florida and make healthcare more affordable for Floridians.

What is Florida Decides Healthcare?

Florida Decides Healthcare is a ballot initiative campaign seeking to expand Medicaid eligibility in Florida to close the coverage gap and provide healthcare access to hundreds of thousands of working Floridians who currently fall into a gap where they earn too much to qualify for traditional Medicaid but cannot afford private health insurance.

The Coverage Gap

Florida is one of 10 states that has not expanded Medicaid under the Affordable Care Act. This creates a coverage gap that affects:

- **Working Floridians** who earn between \$0–\$20,120/year for individuals (or \$0–\$41,400/year for a family of four)
- People who earn **too much for traditional Medicaid** but **too little to qualify for marketplace subsidies**
- Individuals in service jobs, retail, hospitality, agriculture, and other industries without employer-sponsored insurance

Updating Florida's Medicaid requirements will benefit all Floridians by:

- Leading to the creation of more than 130,000 new jobs
- Reducing healthcare costs for all Floridians by as much as \$2,200 per hospital visit
- Keeping tax dollars in-state rather than going to places like New York and California

Without Medicaid expansion:

- 3.7 million Floridians — or 1 in 5 people — will be left without coverage.
- Premiums are expected to increase dramatically
- Hospitals will close and great doctors will leave the state
- Florida would continue to lose over \$10 billion in tax revenue every year

Key Messages to Include in Posts:

- **This is about freedom and fairness.** Medicaid expansion gives voters—not politicians—the power to decide whether we expand healthcare.
- **The coverage gap affects 3.7 million Floridians.** These are working people, caregivers, seniors, and veterans who make too much to qualify for Medicaid but too little to afford private insurance.
- **This saves us money.** Medicaid expansion lowers healthcare costs, reduces hospital debt from unpaid care, and brings billions of our own tax dollars back home.
- **It benefits all of us.** Expansion stabilizes our healthcare system, keeps doctors in Florida, and lowers premiums across the board.
- **Floridians support this.** Polls show 71% of voters across parties and regions support expanding Medicaid.
- **We already pay for it.** Our federal tax dollars are funding Medicaid expansion in other states like California and New York while Floridians go without.
- **The clock is ticking.** Federal cuts will cause over 2.3 million Floridians to lose Affordable Care Act coverage. Medicaid expansion is our last viable path to protect Floridians from a full-blown healthcare crisis.

SOCIAL MEDIA BEST PRACTICES

Core Message: Healthcare is a right, not a privilege. Every Floridian deserves access to quality, affordable healthcare.

Graphics & Logo Usage Guidelines: [SHAREABLE GRAPHICS FOLDER](#)

Campaign Branding

Campaign Name: *Florida Decides Healthcare*

Tagline: Affordable Healthcare for Working Families

Core Message: Healthcare is a right, not a privilege

Petition Request Link

Key Action

Request a petition using this link:

<https://www.floridadecideshealthcare.org/>

How It Works

Florida has a chance to expand access to affordable healthcare for millions of working families. To put Medicaid expansion on the ballot, we must collect signed petitions from voters across the state.

Requesting a petition is easy:

1. Click the link
2. Receive a petition and prepaid return envelope by mail
3. Sign it and send it back

Then share the link with your friends, family, and community so they can do the same.



Key Dates

February 1 – Official Launch Day

- Petition requests went live
- Coordinated statewide social media push
- Email/newsletter blast from partners
- Encourage supporters to repost and share

February–Ongoing

- Include link in newsletters, email signatures, and social bios
- Periodic reminder posts and re-shares

- Emphasize urgency and collective action
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Social Media Content

Hashtags

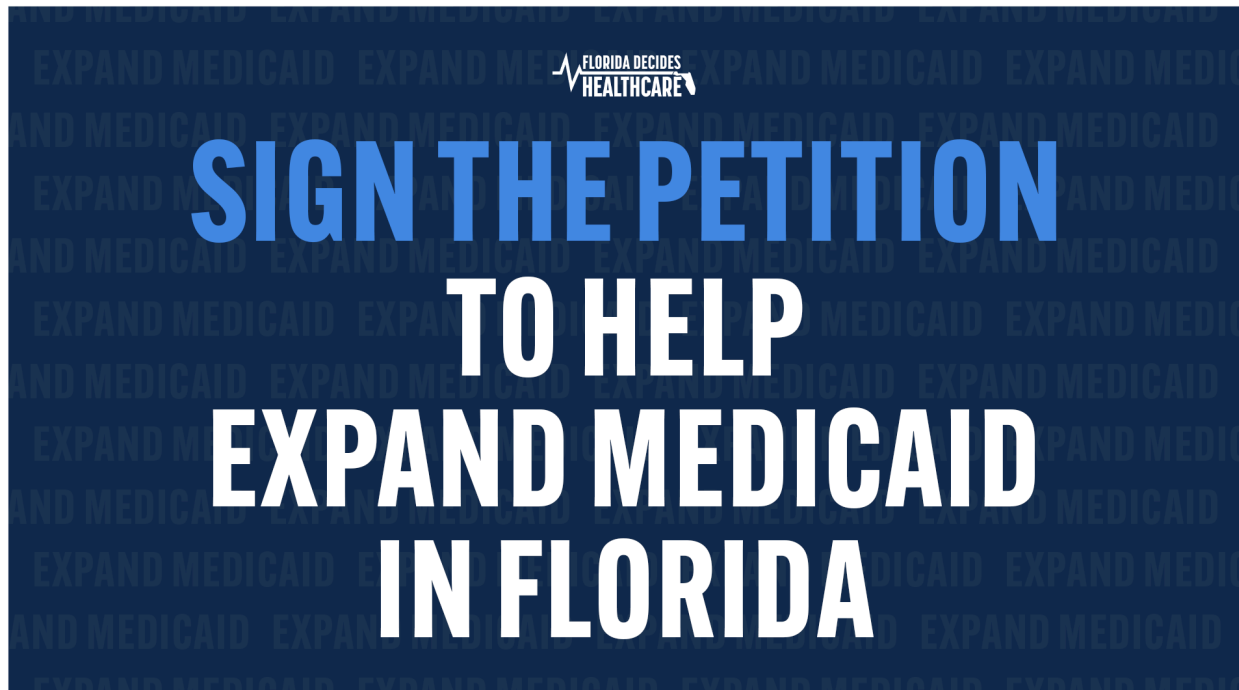
Primary: #FloridaDecidesHealthcare #ExpandMedicaidFL #HealthcareForAllFL

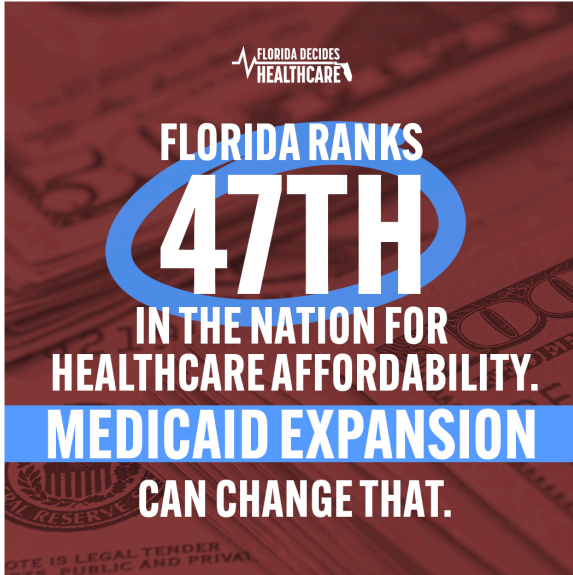
Secondary: #MedicaidExpansion #FLHealthcare #FloridaCares #CoverageForAll
#SignThePetition

SHAREABLE GRAPHICS FOLDER

This folder will house shareable graphics for partner use.

[Request Your Petition](#)





Petition Drive – Launch Day (Feb 1):

Florida voters: it's time to expand healthcare access.

Request your Medicaid Expansion petition today, sign it, mail it back, and share this link with your network.

<https://www.floridadecideshealthcare.org/>

#FloridaDecidesHealthcare #ExpandMedicaidFL

Petition Drive – Ongoing:

Want to help put healthcare on the ballot in Florida?

Request a Medicaid Expansion petition, return it by mail, and pass this link along.

<https://www.floridadecideshealthcare.org/>

Facebook / Instagram (Longer Format)

Post 1:

Every Floridian deserves access to quality, affordable healthcare—no matter their income or zip code. Medicaid expansion would extend coverage to hundreds of thousands of working Floridians who currently fall into the coverage gap.

These are our neighbors: restaurant workers, retail employees, home health aides, construction workers, and small business owners who work hard but can't afford insurance.

Join us in supporting healthcare for all. [LINK]

Post 2:

Did you know Florida is leaving billions of federal dollars on the table?

Medicaid expansion would bring our tax dollars back home to:

✔ Support Florida hospitals ✔ Create healthcare jobs ✔ Strengthen our economy ✔ Keep rural hospitals open ✔ Provide care to working families

It's time to close the coverage gap. #ExpandMedicaid #FLHealthcare

Post 3:

Healthcare access shouldn't depend on your income or where you live.

Medicaid expansion means:



Preventive care before you're in crisis



Prescription medications you can afford



Emergency services when you need them



Regular doctor visits to stay healthy

Healthcare is a right. Support Medicaid expansion in Florida.

Petition Drive Post:

Access to affordable healthcare shouldn't depend on where you work or how much you make.

Florida voters can help put Medicaid expansion on the ballot by requesting a petition today.

✔ Request a petition

✔ Sign it

✔ Mail it back (return envelope included)

Then share this link with your friends, family, and followers so they can do the same.

<https://www.floridadecideshealthcare.org/>

#FloridaDecidesHealthcare #HealthcareForAllFL

Instagram Story (3-Frame Sequence)

Frame 1:

Florida can expand healthcare access 🩺

Frame 2:

Request a Medicaid Expansion petition It comes with a prepaid return envelope

Frame 3:

Sign. Mail it back. Then share this link 📌

[🔗 https://www.floridadecideshealthcare.org/](https://www.floridadecideshealthcare.org/)

LinkedIn (Professional / Organizational)

Today, Florida voters can take a concrete step toward expanding access to affordable healthcare.

By requesting a Medicaid Expansion petition, signing it, and returning it by mail, supporters can help place this critical issue on the ballot.

Please request a petition and share this link with your networks:

[🔗 https://www.floridadecideshealthcare.org/](https://www.floridadecideshealthcare.org/)

Message Variations by Audience

Healthcare Workers

Core Frame: You see the gaps. This is how we fix them.

Social Copy:

Healthcare workers know the reality: too many Floridians delay care because they can't afford it.

You can help change that.

Request a Medicaid Expansion petition, sign it, mail it back – and share this link with your colleagues:

[🔗 https://www.floridadecideshealthcare.org/](https://www.floridadecideshealthcare.org/)

#FloridaDecidesHealthcare

Faith Communities

Core Frame: Care for neighbors, dignity, moral responsibility.

Social Copy:

Caring for our neighbors means ensuring access to healthcare.

Florida voters can help expand coverage by requesting a Medicaid Expansion petition, signing it, and mailing it back.

Please share this link with your congregation and community.

 <https://www.floridadecideshealthcare.org/>

Seniors

Core Frame: Stability, access, protecting community healthcare.

Social Copy:

Many seniors know how important access to affordable healthcare is — not just for ourselves, but for our families and communities.

Request a Medicaid Expansion petition today. It's mailed to you with a prepaid return envelope.

Sign it, send it back, and share this link with others.

 <https://www.floridadecideshealthcare.org/>

Rural Voters

Core Frame: Hospital closures, access, local communities.

Social Copy:

Rural communities are losing hospitals and healthcare access.

Medicaid expansion can help keep care close to home.

Request your petition, return it by mail, and share this link with your community.

 <https://www.floridadecideshealthcare.org/>

Labor and Working Families

Core Frame: Working people falling through the cracks.

Social Copy:

Too many working Floridians earn too much to qualify for Medicaid — and too little to afford coverage.

We can change that.

Request a Medicaid Expansion petition, mail it back, and share this link with your coworkers and family.

 <https://www.floridadecideshealthcare.org/>



Email Copy

Subject Line Options

General Campaign:

- Healthcare is a right—support Medicaid expansion in Florida
- Hundreds of thousands of Floridians need your support
- Florida: It's time to expand healthcare access
- Closing the coverage gap in Florida
- Your neighbor shouldn't have to choose between rent and healthcare
- Bring our healthcare dollars home to Florida

Petition Drive:

- Help Put Healthcare on the Ballot in Florida
- Request Your Medicaid Expansion Petition Today
- Take Action for Affordable Healthcare in Florida

[Email Template \(Short Version\)](#)

Subject: Help Put Healthcare on the Ballot in Florida

Dear [Name],

Right now, hundreds of thousands of Floridians fall into a coverage gap. They earn too much to qualify for Medicaid, but not enough to afford private health insurance.

These are working people—our neighbors, friends, and family members. They deserve access to quality healthcare.

That's why we're supporting the Florida Medicaid Expansion Ballot Initiative. It's time to close the coverage gap and ensure every Floridian has access to the care they need.

[CALL TO ACTION: Request your petition / Sign and share / Learn more]

Together, we can make healthcare a reality for all Floridians.

In solidarity, [Signature]

[Email Template \(Long Version\)](#)

Subject: Healthcare is a right—support Medicaid expansion in Florida

Dear [Name],

Imagine working full-time but still not being able to afford to see a doctor. For hundreds of thousands of Floridians, this isn't hypothetical, it's their daily reality.

They're restaurant servers, retail workers, home health aides, and construction workers. They work hard, pay taxes, and contribute to our communities. But they earn too much to qualify for traditional Medicaid and too little to afford private insurance. They fall into what's called the "coverage gap."

When they get sick, they have two choices: go without care or go to the emergency room, which drives up costs for everyone.

There's a better way.

Medicaid expansion would:

✔ Extend coverage to working Floridians in the coverage gap ✔ Bring billions in federal dollars back to Florida ✔ Support local hospitals and create healthcare jobs ✔ Keep rural hospitals from closing ✔ Provide preventive care that saves lives and money

This isn't a new idea—40 states have already expanded Medicaid. It's time for Florida to join them.

Healthcare is a right, not a privilege. Every Floridian deserves access to quality, affordable care.

[CALL TO ACTION]

Thank you for standing with us.

[Signature]

Petition Drive Email Template

Subject: Request Your Medicaid Expansion Petition Today

Body:

[Name or Friend],

Florida voters can help expand access to affordable healthcare by requesting a Medicaid Expansion petition.

When you request a petition, it will be mailed to you with a prepaid return envelope. Simply sign it and send it back.

👉 Request your petition here: <https://www.floridadecideshealthcare.org/>

After you request yours, please share this link with your friends, family, and community and encourage them to do the same. Every petition brings us one step closer to putting healthcare on the ballot.

In solidarity, [Signer]

Text Messages

Best Practices:

- Keep to 1–2 messages per month unless launch day
- Include link once
- Use "reply/share" language to encourage viral spread

Example Texts

General:

- In America, we decide, not dictators. In Florida, we decide on healthcare. Support Medicaid expansion: [LINK]
- Healthcare is a right. Help expand Medicaid in Florida: [LINK]
- Working Floridians deserve healthcare. Support Medicaid expansion: [LINK]

Petition Drive – Launch Day (February 1):

Florida voters can now help expand access to affordable healthcare.

Request a Medicaid Expansion petition, sign it, mail it back, and share this link with your network.

 <https://www.floridadecideshealthcare.org/>

Petition Drive – Short & Urgent:

Medicaid expansion starts with you.

Request your petition today, return it by mail, and pass this link along:

 <https://www.floridadecideshealthcare.org/>

Petition Drive – Follow-Up / Reminder:

Have you requested your Medicaid Expansion petition yet?

It's mailed to you with a prepaid return envelope.

Request yours + share the link:

 <https://www.floridadecideshealthcare.org/>

Petition Drive – Share Emphasis:

After you request your petition, please send this link to friends & family.

That's how we win healthcare access in Florida.

 <https://www.floridadecideshealthcare.org/>

GENERAL SAMPLE SOCIAL MEDIA PARTNER POSTS

GENERIC

- As many as 3.7 million Floridians will be stuck in the coverage gap after federal policy changes kick into effect January 1, with no access to affordable healthcare. That changes if we expand Medicaid.
- Medicaid expansion is a smart policy that will help make healthcare more affordable to all Floridians.

- Florida ranks 47th in healthcare affordability. Expanding Medicaid would vastly lower the cost of care and improve health outcomes.
 - Medicaid expansion closes the gap for people who make too much to qualify for Medicaid but not enough to afford private insurance. That's 3.7 million Floridians left behind. It's time to fix that. Sign the petition to bring Medicaid expansion to the ballot: FloridaDecidesHealthcare.org
 - You don't have to be uninsured to feel the impact. When millions of Floridians can't access care, everyone pays more. Expanding Medicaid will stabilize our hospitals, lower premiums, and make care more affordable for all of us. Learn more and sign the petition: FloridaDecidesHealthcare.org
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POLLING

- Polls show 67% of likely Florida voters support Medicaid expansion—with support rising to 74% after learning more. Help spread the message by going to: <https://www.mobilize.us/fldh/>
 - The Medicaid expansion amendment already has majority support—well above the 60% needed to pass across party lines. Let's keep organizing. Let's keep building. Join our coalition today: <https://www.mobilize.us/fldh/>
 - We know what the people want. 7 in 10 Floridians support Medicaid expansion. Across parties, across regions. Help us get this on the ballot. Sign the petition: <https://floridadecideshealthcare.org/petition-hubs/>
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ECONOMIC

- In 2026, Florida will be leaving **\$10.5 BILLION** on the table. That's your federal tax dollars going to other states instead of caring for Floridians. It's time to bring that money back.
- Floridians already pay billions for Medicaid through federal taxes, but without expansion, we're funding care in other states like New York and California. Expanding Medicaid brings our tax dollars home.
- Medicaid expansion isn't just about health care—it's about opportunity, financial stability, and better health outcomes for Floridians. Let's build a stronger Florida together. Learn



more: <https://floridadecideshealthcare.org/>

- Florida is headed toward a healthcare catastrophe unless we expand Medicaid. This is a crisis we can prevent. Act now by going to <https://www.mobilize.us/fldh/>
- Floridians are already paying billions in federal taxes to fund Medicaid expansion in other states. But our leaders refuse to accept that money for our own people. It's time to bring our tax dollars home. It's time to close the gap.

COALITION

- We're proud to stand with @FLdecidesHC, healthcare providers, and community advocates across the state to support Medicaid expansion. Join the movement: <https://www.mobilize.us/fldh/>
- We're working with coalition partners across every corner of Florida to pass Medicaid expansion and save lives. Learn how to get involved: <https://floridadecideshealthcare.org/>

CALL TO ACTION

-  **Commit to Sign the Petition**
We need 1 million petitions signed from Florida voters to get Medicaid expansion on the ballot.
 <https://forms.gle/vp2n75R1qBBVxcD29>
- Learn more about the Medicaid expansion ballot initiative and how you can get involved: <https://floridadecideshealthcare.org/>
- Your voice matters. Support Medicaid expansion and help bring billions in healthcare funding back to Florida. Commit to sign the petition today: <https://forms.gle/vp2n75R1qBBVxcD29>
- Help Florida Medicaid expansion get on the ballot in 2028. Find a petition hub near you: <https://floridadecideshealthcare.org/petition-hubs/>
- Florida is heading toward a healthcare crisis. Over 2.3 million people will lose health insurance this January due to federal cuts. Add that to the 1.4 million already in the Medicaid gap, and we're facing a disaster. The only fix left is Medicaid expansion. Let voters decide: <https://linktr.ee/floridadecideshealthcare>

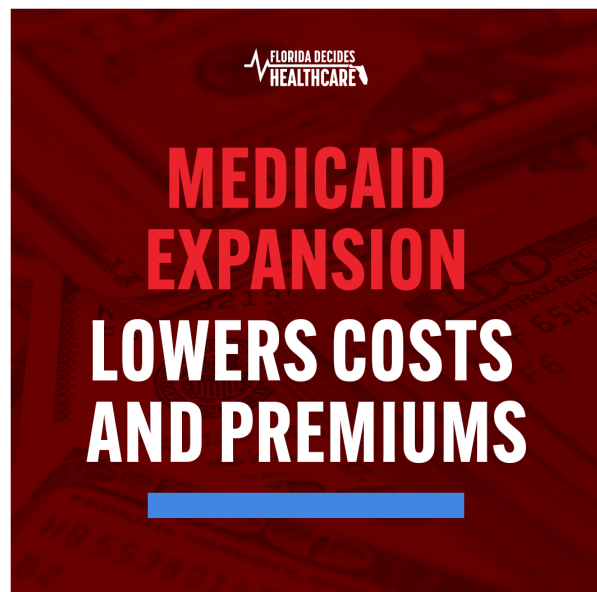
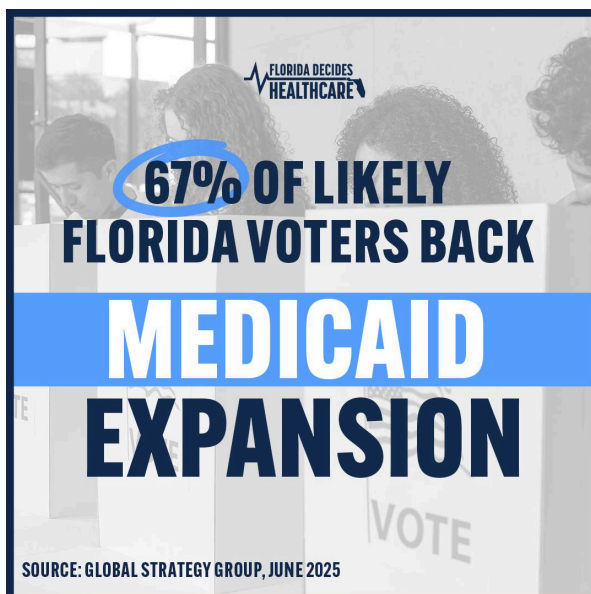
- We've heard from working parents, small business owners, veterans, and seniors. People doing everything right, but still uninsured. Medicaid expansion will change that. Be part of the solution. Commit to sign the petition: <https://forms.gle/vp2n75R1qBBVxcD29>

Targeted Messaging Themes

Audience	Message Hook	Sample Line
General Public	Health security	"No one should lose healthcare because of political games."
Latino Communities	Family and fairness	"Our community works hard—we deserve to be healthy and cared for."
Conservatives/Moderates	Economic return, independence	"Bring our tax dollars home. Expand Medicaid the Florida way."
Young voters	Future and financial survival	"One medical bill shouldn't derail your life. Let's fix this."
Faith-based partners	Moral responsibility	"We're called to care for the sick—not abandon them."

SHAREABLE GRAPHICS FOLDER

This folder will house shareable graphics for partner use.



ADDITIONAL RESOURCES

[Constitutional Amendment Text](#)

[Request Your Petition](#)

[Volunteer](#)

[Donation Page](#)

[Join Email List](#)

[GSG June 2025 Poll](#)

Add-Ons (Optional for Orgs with Video Capacity)

- 30-second Reels/TikToks debunking myths (e.g., “They say ‘common sense’—we say common cruelty.”)
- Volunteer recruitment messages: “Want to collect petitions in your community? DM us or sign up!”

Suggested Hashtags (Optional Use)

Use sparingly and strategically—if at all:

- #FloridaDeservesCare
 - #ExpandMedicaid
 - #ProtectHealthcare
 - #StopMedicaidCuts
 - #BringItHomeFL
 - #MedicaidMatters
 - #HealthCareIsAHumanRight
 - #FloridaDecides
-

FOLLOW US

Twitter/X: [@FLdecidesHC](#)

Facebook: [@FLdecidesHC](#)

Instagram: [@FLdecidesHC](#)

BlueSky: [@floridadecideshealthcare.org](#)

Frequently Asked Questions

Q: Who would be covered under Medicaid expansion?

A: Adults ages 19-64 with incomes up to 138% of the federal poverty level (approximately \$20,000/year for an individual, \$41,000/year for a family of four).

Q: How much would this cost Florida taxpayers?

A: The federal government covers 90% of the cost. Florida would receive billions in federal funding that's currently going to other states. The 10% state share is often offset by savings from uncompensated care and economic growth.

Q: Don't people already have access to emergency rooms?

A: Emergency rooms are required to stabilize patients, but they don't provide ongoing care, preventive services, or prescription medications. Plus, uncompensated emergency care drives up costs for everyone and puts financial strain on hospitals.

Q: What about fraud and abuse?

A: Medicaid expansion includes strong oversight and accountability measures to prevent fraud while ensuring those who need care can access it. States that have expanded Medicaid have effective fraud prevention systems in place.

Q: Won't this create dependency on government programs?

A: These are working people. Medicaid expansion covers individuals who are employed but whose employers don't offer insurance or whose wages don't allow them to afford private insurance. It's a bridge to help working families access healthcare.

Q: How many Floridians would benefit?

A: Close to 1.4 million of working Floridians currently fall into the coverage gap. Exact numbers depend on economic conditions and eligibility criteria.

Q: What about the state budget?

A: The federal government covers 90% of expansion costs. Many states have found that expansion is budget-neutral or even saves money due to reduced uncompensated care costs, fewer emergency room visits, and economic growth from healthcare jobs.

Q: What services would be covered?

A: Medicaid covers comprehensive healthcare including doctor visits, hospital care, preventive care, prescription drugs, mental health services, substance abuse treatment, and emergency services.

Contact Information

Campaign Email: Campaign@FloridaDecidesHealthcare.org

Website: FloridaDecidesHealthcare.org

For press inquiries: Karol@FloridaDecidesHealthcare.org

For partnership opportunities: Mitch@FloridaDecidesHealthcare.org

For volunteer coordination: Dee@FloridaDecidesHealthcare.org

Thank you for joining us in the fight for healthcare access for all Floridians. Together, we can close the coverage gap and ensure everyone has access to quality, affordable care.