

# That’s Medicaid: Story Project

## Background

Medicaid covers more than one in five Americans—40 percent of kids in America—but research shows that many people do not understand the program. *That’s Medicaid* is an RWJF-led storytelling effort to articulate the value of Medicaid for eligible people when they need it. Using compelling photography and short narratives, RWJF will tell the stories of people who benefit from Medicaid and reinforce its importance to people in every state. The stories will launch in early 2019.

## Our ask

We need help identifying examples of how Medicaid has been a necessary safety net for a specific individual or family when they needed it most. Please share information on individuals, FQHCs, mobile clinics, hospitals, advocates—anyone who can help us identify people to feature in this effort.

If you know of someone who may be interested in participating, please contact Nicole Meyerson ([nmeyerson@MessagePartnersPR.com](mailto:nmeyerson@MessagePartnersPR.com); 202-868-4813).

## What does participation entail?

We will hold a phone call with current/former beneficiaries to discuss participation and explain how their stories will be used. If they agree to proceed, they will participate in a telephone interview with our writing team and will have the opportunity to review the written piece for accuracy before it is finalized.

We will also send a professional photographer to shadow them to capture imagery relevant to their story (e.g., normal daily life, caring for a child/disabled family member, at work or volunteering).

All participants will be reimbursed for their time and any expenses incurred.

## Types of stories we’re looking for

Please let us know if you can connect us with current/former Medicaid beneficiaries who meet any of the following scenarios.

1. Healthy child	2. Disabled adult (working)
3. Child born with chronic health issues	4. Individual with behavioral health issues
5. Pregnant woman	6. Seasonal worker
7. Stay-at-home mother	8. Substitute teacher
9. Working mother	10. Healthy person working multiple jobs, but without health benefits
11. Adult caregiver	12. Someone who volunteers
13. Older adult in nursing home	14. Someone facing long-term poverty
15. Older adult who lives at home	16. Previously “successful” person who hit a rough patch
17. Permanently disabled adult (nonworking)	18. Former beneficiary
19. Temporarily disabled adult (e.g., injured in a workplace accident, unexpected illness)	20. Celebrity previously on Medicaid