



## **Closing the Coverage Gap: Resources from Community Catalyst and Our State Partners**

The Affordable Care Act (ACA) expands Medicaid coverage to millions of uninsured low-income adults, but a 2012 U.S. Supreme Court decision gave states the option of rejecting the expansion. This puts the health of the poorest and most vulnerable Americans in the hands of state government. Advocates are playing a critical role to help lawmakers understand the importance of Medicaid expansion for people who would be newly eligible.

Community Catalyst's **Affordable Care Act Implementation Fund** provides support to state-based health advocates to ensure effective and consumer-focused implementation of the Affordable Care Act. The Fund is a collaborative funding effort between Community Catalyst and a network of foundations and donors. One of the Fund's highest priorities is supporting states that are pushing their state leaders to expand Medicaid. During the 2014-2015 grant cycle, the Fund awarded 2.4 million dollars in grants to advocacy organizations in 16 states that are working to close the coverage gap. Since 2013, the Fund has awarded a total of 5.6 million dollars in grants focused on closing the coverage gap. The Fund expects to continue making strategic investments in state coverage gap campaigns in the coming years.

These two ACA Implementation Fund infographics highlight the breadth and impact of the Fund since its inception.

1. [The ACA Implementation Fund makes timely and strategic](#) investments to make health reform a reality
2. [The ACA Implementation Fund](#) supports high impact advocacy nationwide

### **Resources from Community Catalyst**

#### **Organizing and Coalition-Building**

- ["Proof that a Strong State Advocacy Infrastructure Influences Coverage Gap Decisions"](#)  
A blog post on how advocates and their campaigns crucially influence coverage gap decisions in their state.
- ["Grasstops Engagement and Grassroots Activation: How Advocates Improved Pennsylvania's Medicaid Waiver"](#)  
A case study that showcases the strategies that advocates in Pennsylvania used throughout their Medicaid expansion waiver negotiation process to challenge anti-consumer elements and ultimately protect consumers.
- ["Keeping Focus on the Coverage Gap: Best Practices for Organizing Town Halls"](#)  
This toolkit includes tips, best practices and lessons learned from advocates that have organized town halls on the coverage gap. Town halls provide an opportunity for proactive grassroots, grasstops, stakeholder and media engagement to shape the coverage gap debate.
- ["A Guide to Policy Compromises: Preparing Your Coalition to Close the Gap"](#)  
A compilation of conversations with advocates about challenges, lessons learned, and

**Community Catalyst** works to ensure consumer interests are represented wherever important decisions about health and the health system are made: in communities, courtrooms, statehouses and on Capitol Hill.

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best practices that are meant to assist advocates and their coalitions as they navigate the policy compromises that might occur as a state negotiates how to close the coverage gap.

- [“Full Steam Ahead! Advocates Shaping the Conversation on Closing the Gap in Idaho”](#)  
A blog post telling the story of how our advocates in Idaho took advantage of a surprise opportunity to close the coverage gap and what it means for their ongoing campaign.

### Policy

- [“How Common Medicaid Waiver Provisions Impact People and State Budgets”](#)  
A policy brief that explores how beneficiaries and state budgets are impacted by common Medicaid waiver provisions. A 1-page summary of this brief can be found [here](#).
- [“A Guide to Policy Compromises in Recent Section 1115 Waivers”](#)  
A policy brief summarizing and analyzing the different expansion waivers.
- [“Health Care Provider Assessments: A State-Based Funding Solution for Closing the Coverage Gap”](#)  
A policy brief that examines how provider assessments can be an option to fund the state share of closing the gap.

### Communications

- ***Message Research and Framing for Close the Gap Campaigns***  
As part of our work on coverage gap campaigns we have access to communications tools to help advocates use the strongest messaging. If you have questions about this kind of work, please contact Lucy Dagneau at [ldagneau@communitycatalyst.org](mailto:ldagneau@communitycatalyst.org)
- [Medicaid Coverage Gap 101 Video](#)  
We partnered with Center on Budget and Policy Priorities and Georgetown Center on Children and Families to produce a motion graphics video explaining the coverage gap.
- [“Using Infographics for Coverage Gap Advocacy”](#)  
This alert contains examples from state coverage gap campaigns as well as a round-up of free and easy to use tools for creating infographics.

### Partnering Across Issues

- [“Closing the Coverage Gap Helps Combat Drug and Alcohol Problems”](#)  
A handout that describes how closing the coverage gap would expand access to treatment for drug and alcohol problems and help save lives and save money.
- [“Maternal Depression: Implications for Parents and Children and Opportunities for Policy Change”](#)  
An issue brief that outlines the scope and impact of maternal depression and highlights the opportunity that the ACA and closing the coverage gap present for improving coverage and ensuring multi-generational health.

## Resources from Our State Partners

### Organizing and Coalition-Building

- [Idaho Close the Gap Advocacy Toolkit](#)  
A comprehensive advocacy toolkit created by advocates in Idaho containing resources,

fact sheets, and media materials that supporters can use to garner support for closing the coverage gap.

- The Tennessee Justice Center released a variety of advocacy toolkits that are shareable and relevant across different states, including:
  - [Clergy Toolkit](#)
  - [Town and County Resolution Toolkit](#)
  - [Petition Toolkit](#)
- [Counting the Cost Report](#)  
This report takes a qualitative and quantitative look at the impact of not closing the coverage gap in TN. Advocates toured the state, conducted community meetings, engaged grassstops, held events in partnership with TN's largest newspaper, and built tremendous momentum for their campaign.

### Communications

- [Insure Tennessee Video](#)  
This video explains the coverage gap and provides an overview of Tennessee's plan to close it, called Insure TN.
- [Georgia consumer postcards](#)  
These postcards elevate stories of people in the coverage gap that can be shared with policymakers to humanize the issue.
- [Rural Hospital Infographic – Georgia](#)  
This infographic talks about why closing the coverage gap is good for rural hospitals.
- [NCLeftMeOut.org](#)  
This website from North Carolina tells the story of two women caught in the coverage gap and provides advocacy and engagement opportunities to support their campaign.

### Partnering Across Issues

- [“Joint County Judge Letter on Health Coverage Expansion Texas”](#)  
This letter from county judges expresses their support of closing the gap to the chair of the Texas Senate Health and Human Services committee.
- [“Who Supports the Governor’s Healthy Utah Plan? Crime Prevention Organizations”](#)  
Utah advocates have engaged criminal justice stakeholders to close the coverage gap to benefit behavioral health consumers and save money in the state's criminal justice budget.
- [“Closing the Florida Coverage Gap Increases Access to Mental Health Care”](#)  
Florida advocates put together this 1-pager to highlight the connection between closing the coverage gap and increasing access to mental health care.
- [“Fixing the Health Care Coverage Gap”](#)  
Child health advocates in NC created this toolkit for child advocates to make a case for closing the gap. Includes a set of materials for grassroots and media engagement.
- [“Medicaid secures families, future”](#)  
An article written by the executive director of Voices for Virginia's Children on the benefits of closing the coverage gap on children and families.