



Idaho Supports Medicaid Day at the Capitol 2025



**American
Cancer
Society**
Cancer
Action
NetworkSM



Idaho Supports Medicaid Day at the Capitol 2025



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Cancer Action Day

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fightcancer.org

Welcome to Idaho Supports Medicaid Day at the Capitol



Dear Idaho Advocates,

Thank you for your willingness to participate in our 2025 Idaho Supports Medicaid Day at the Capitol.

As a leading health advocacy organization, we work every day to encourage elected officials to make cancer a top priority. We support evidence-based solutions designed to eliminate major health problems. And together, we bring together ordinary people with extraordinary power to fight cancer with the training and tools they need to make their voices heard.

We want our day at the capitol to be an opportunity for all of our volunteers and partners to come together, unite our voices, and ask our elected officials to actively fight cancer by ensuring Medicaid Expansion remains fully funded and accessible without barriers. We hope you will find our event energizing, exciting, and personally rewarding.

Included in this packet and your folder are all the resources you will need to advocate successfully with your lawmakers. We truly appreciate your commitment to advocacy and look forward to the great accomplishments we'll achieve together.

Thank you for all you do to help us fight cancer.

Keep fighting!

Let's get started!

Introductions: Idaho Staff & Volunteer Leadership



Randy Johnson
Government Relations Director
randy.johnson@cancer.org
208-869-3902



Maggie Osborne
Director, Grassroots Organizing
maggie.osborne@cancer.org
312-585-8682



Anita Sloan
Idaho State Lead Ambassador (SLA)
anita.sloan15@gmail.com
208-344-3259



Gary Offerdahl
Vice-State Lead Ambassador
208-816-0391
gofferdahl@gmail.com

#IdahoSupportsMedicaid

Agenda: Timeline of Events



Location:

Idaho State Capitol

700 W Jefferson St, Boise, ID 83702,

First Floor Rotunda & Lincoln Auditorium (RM WW02)

8:00 AM – 9:00 AM Lawmaker & Volunteer Networking Breakfast

Location: First Floor Rotunda

9:15 AM – 9:30 AM Event Check-In

Location: Lincoln Auditorium – Garden Level (RM WW02)

9:30 AM – 11:00 AM

Welcome

- Anita Sloan, ACS CAN State Lead Ambassador

Logistics / Overview of Day

- Maggie Osborne, Director Grassroots Organizing

2025 Legislative Priority Issue Briefing – Protect Medicaid

- Randy Johnson, Government Relations Director
- Hillarie Hagen, Idaho Supports Medicaid
- Luke Mayville, Reclaim Idaho

Lawmaker Meeting Overview

- Maggie Osborne, Director Grassroots Organizing

Hook, Line, Sinker / Making the Ask

- Anita Sloan, State Lead Ambassador
- Gary Offerdahl, Vice-State Lead Ambassador

Next Steps / Materials Packet Review

- Maggie Osborne, Director Grassroots Organizing

Social Media Advocacy & Call to Action

- Anita Sloan, State Lead Ambassador

10:30 AM

Group Photo

#IdahoSupportsMedicaid

Agenda: Timeline of Events

Continued



Location:

Idaho State Capitol
700 W Jefferson St, Boise, ID 83702,
First Floor Rotunda & Lincoln Auditorium (RM WW02)

11:00 AM – 11:30 AM **Group Prep Time & Lawmaker Calls**

11:30 AM – 1:00 PM **Idaho Supports Medicaid**
Lawmaker Film Screening & Meetings

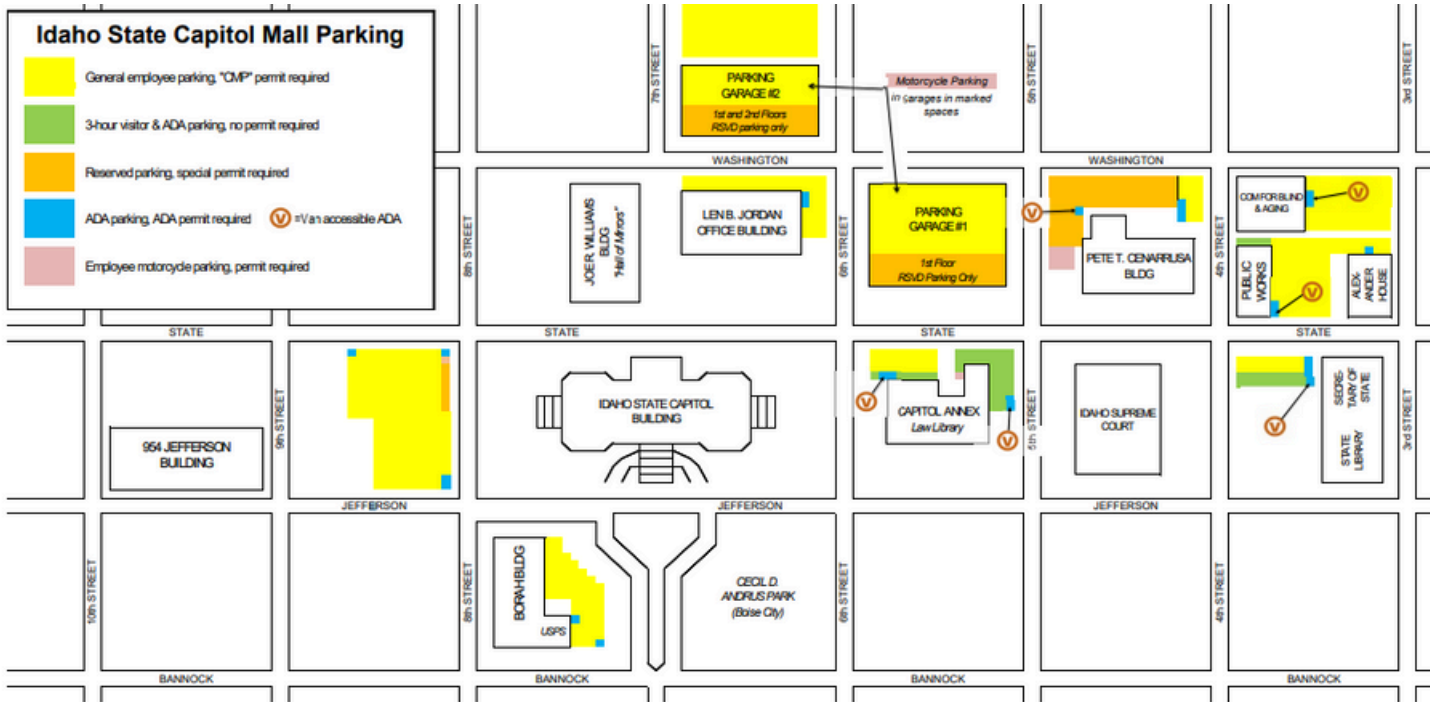
1:00 PM – 1:15 PM **Closing Remarks**
Anita Sloan, State Lead Ambassador

1:30 PM – 2:30 PM **Optional - Debrief Lunch**
Anita Sloan & Gary Offerdahl & Randy Johnson
Location: Chicago Connection
310 N 4th, Boise Phone: 208-342-3434

3:00 PM – 3:30 PM **Optional - Committee Hearing**
Opportunity to attend Senate Health and Welfare
Committee with Randy Johnson
Location: Idaho State Capitol

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Idaho Capitol Grounds Map



Map is NOT to scale. This is meant to provide a ROUGH overview of parking areas. All posted signage takes priority over what is shown here.

All information is subject to change without notice. For additional help, consult cms.idaho.gov/parking, or call Capitol Mall Security at 208-334-3468.

Map is **NOT** to scale. This is meant to provide a **ROUGH** overview of parking areas. All posted signage takes priority over what is shown here. All information is subject to change without notice.

NOTE: ADA Parking is designated with **BLUE** highlight.
For additional help, call Capitol Mall Security at 208-334-3468.

[Click Here for Full Size PDF](#)

Visitor Parking: There are a few parking options for Capitol visitors.

- You may use the Capitol Visitor Parking spaces on the lot at 6th and State Streets. These are three-hour parking spaces and do not require a permit.
- Metered parking is available on Jefferson, 6th, or 8th Streets around the Capitol; there is no parking available on State Street.
- For parking for a longer period of time, we recommend that you utilize the "Capitol and Main" Parking Garage. Visit the [ParkBOI website](#) for [Short-Term Parking - ParkBOI](#) information.

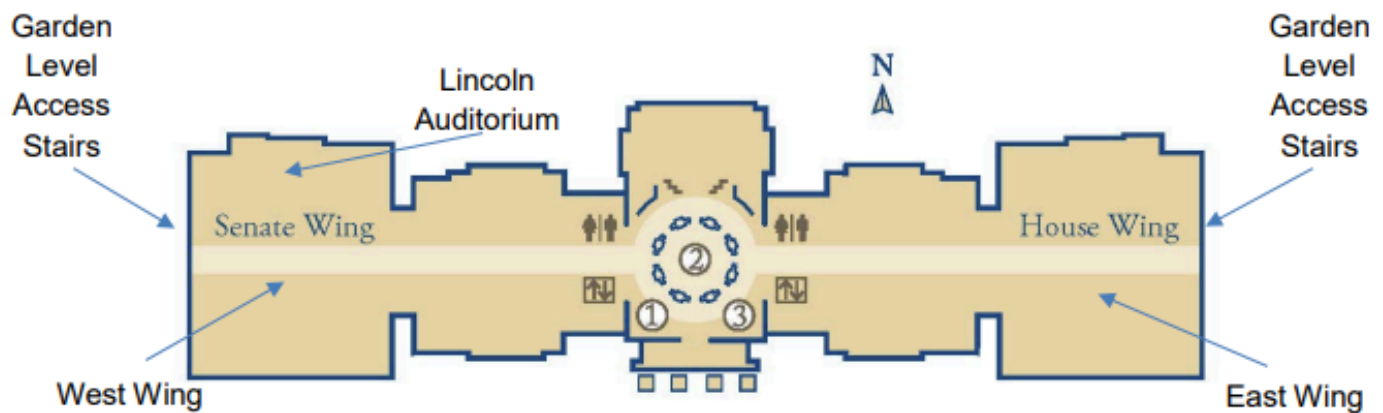
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Idaho Capitol Map



Garden Level

IDAHO STATE CAPITOL – GARDEN LEVEL OVERVIEW



1. Visitor Welcome Desk 2. Historical Exhibit 3. Gift Shop



Climb the grand staircase on the north side of the garden-level rotunda or use the elevators to access the first floor.

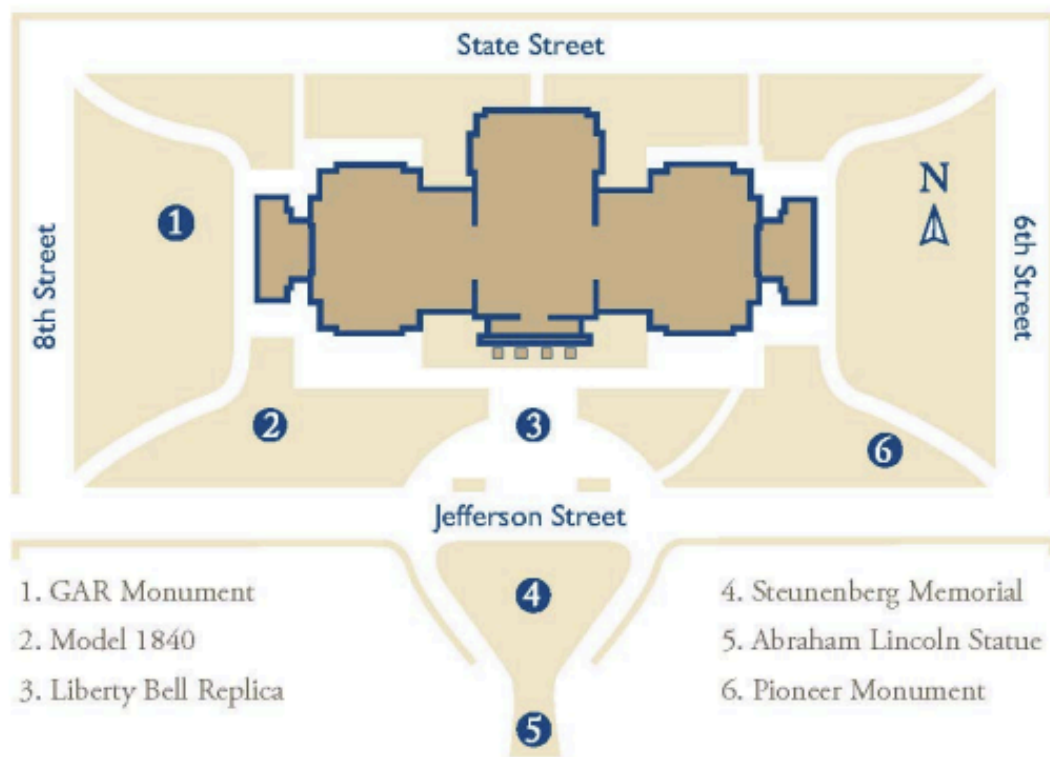
Climb the grand staircase on the north side of the garden-level rotunda or use the elevators to access the first floor.

[#IdahoSupportsMedicaid](https://www.instagram.com/IdahoSupportsMedicaid)

Idaho Capitol Map: 1st Floor



1st Floor



1. GAR Monument
2. Model 1840
3. Liberty Bell Replica

4. Steunenberg Memorial
5. Abraham Lincoln Statue
6. Pioneer Monument

Climb the grand staircase on the north side of the garden-level rotunda or use the elevators to access the first floor.

Climb the grand staircase on the north side of the garden-level rotunda or use the elevators to access the first floor.

Medicaid Expansion Protection

ACS CAN is dedicated to ensuring that low-income individuals and families have access to comprehensive health insurance through state Medicaid programs.

We actively support policies that protect Medicaid funding and access for low-income parents and adults.

This includes opposing any changes that would reduce coverage, benefits, eligibility, or quality of care, while also advocating for improvements to Medicaid systems.

Since its voter-mandated implementation in 2020, Medicaid expansion in Idaho has significantly reduced Idaho's uninsured rate.

Medicaid Expansion has provided more than 100,000 Idahoans—who otherwise could not afford a marketplace plan—with access to quality insurance and life-saving health care.

This coverage is particularly vital for rural Idahoans and the health care systems that serve them.

Idaho 2025 Legislative Ask



Medicaid Expansion Protection

Can we count on your support to fight cancer by ensuring Medicaid Expansion remains fully funded and accessible without barriers?

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Hook, Line, and Sinker



The hook, line and sinker strategy will help ensure you cover key messages and conduct an effective and successful meeting with your lawmaker.

Hook: Who You Are

Tell them who you are. Remember, you are a voter, a survivor/caregiver/advocate and their constituent. Make sure everyone in the group introduces themselves.

Be careful. A little small talk is acceptable but stay on message and don't be drawn into storytelling off topic – you'll never know where the time went!

State why you are here by introducing the ask/s.

Line: Share your stories and statistics.

Be informative, be thorough and be concise. Provide your lawmaker with personal stories. They'll appreciate real-life examples that put a human face on the issue.

Discuss how the legislation will directly affect you, your friends and your family.

Personal stories truly make an impact and achieve results.

Sinker: The Request

Ask your legislator their position on the issue. Be polite, direct and specific. Wait for their response. It is important to get a clear answer to provide on your report back form.

Answer any questions to the best of your ability. If you don't know the answer, it's OK to say "that's a good question, I'm not positive on the answer, and I'll need to get back to you." Don't answer any questions you're not 100% sure you know the answer to – make sure to list them on your report back forms. This is an excellent opportunity for staff to follow-up with the lawmaker after our day!

Leave on a positive note. As you wrap up the conversation, repeat one last time what action you hope the lawmaker will support. Make sure your lawmaker and/or their staff member receives a copy of the leave-behind materials. Thank them for their time and offer to be an ongoing resource.

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Facts & Figures

Medicaid Expansion & Cancer in Idaho



For the 11,820 Idahoans who will be diagnosed with cancer this year, having access to affordable, quality healthcare will be crucial. Currently, 94,500 people are enrolled in Medicaid expansion and are able to access the health care coverage and get the preventative care, screenings, and treatments they need.

Medicaid Expansion Works for Idaho

\$26M

145,000+

79%

Annual savings to the state budget

Idahoans accessing health care coverage

Enrollees who have reportable income

Idaho lawmakers can demonstrate their commitment to the health of their constituents and to our local economies by protecting Medicaid expansion without adding burdensome red tape such as work requirements and other barriers to cancer care.

"We know the health insurance coverage provided by Medicaid helps to improve outcomes and reduce the burden of cancer by offering enrollees access to primary care, prevention services and timely cancer screenings."

- Lisa Lacasse, president of ACS CAN

For more information contact Randy Johnson, ID Government Relations Director, ACS CAN at Randy.Johnson@cancer.org.

Facts & Figures

Medicaid Expansion & Cancer in Idaho



After Idaho voters decisively supported Medicaid expansion, the program was implemented in 2020 just before the start of the COVID-19 pandemic and provided Idahoans the peace of mind that comes with knowing you can see a doctor when you need one. Without expansion, costs to caring for the uninsured would have fallen to the counties, state, and providers. Having Medicaid has been a good financial decision for the taxpayers of Idaho, resulting in:

- Individual health insurance rates decreased by 4% on average in 2023
- Idaho's state Medicaid budget growth from 2019-2022 was well below the national average at 4.33% vs. 7.44%
- Hospital savings of \$42M on charity care, and \$61M less on bad debt from 2019-2021
- \$78M in state budget savings on health care costs in the criminal justice system, behavioral health, and public health departments

“Medicaid gave me the best chance of survival. And that allows me to have a second chance at life.”

Patrick, Pocatello

Two-time cancer survivor

Medicaid expansion has brought numerous benefits to the people of Idaho, including:

- Access to mental health services for the 24% of enrollees with a serious mental illness diagnosis
- Thousands of visits to primary care providers for preventative care, reducing costly hospitalizations
- Earlier cancer diagnoses for Idahoans ages 20-64 covered by Medicaid or uninsured, offering the best chance for a positive outcome

Hook, Line, and Sinker, Continued



Hook

Who you are, where you're from -- Leader introduces the rest of the group.
"We are here to today to ask for..."

Line

What is the problem is we are trying to solve? _____

What is the proposed policy solution?

What is a fact or data point to back up that solution?

Share your cancer connection or personal story and how it relates to the ask.

Include:

Why are you passionate about protecting Medicaid Expansion? Or why you are passionate about fighting cancer.?

What your connection is to the day's ask? _____

Sinker

"In conclusion..."

What are we asking our lawmakers? Can we count on your support to fight cancer by ensuring Medicaid Expansion remains fully funded and accessible without barriers?

**Don't forget the "thank you"!
The appreciation goes a long way
Feel free to ask for a selfie AFTER your meeting**

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Lawmaker Meetings: Suggested Script



"Thank you, Representative/Senator _____, for taking the time to meet with your cancer-fighting constituents today.

My name is _____ and I am an ACS CAN volunteer. With me are constituents and advocates from Idaho who are here to let you know that we support Medicaid. **Introduce constituent(s) in the room with you.**

During this meeting, we would like to discuss **If we can count on your support to fight cancer by ensuring Medicaid Expansion remains fully funded and accessible without barriers.**

Idaho voters decisively supported Medicaid expansion, the program was implemented in 2020 and provided Idahoans the peace of mind that comes with knowing you can see a doctor when you need one. Without expansion, costs to caring for the uninsured would have fallen to the counties, state, and providers.

Having Medicaid has been a good fiscal decision for the taxpayers of Idaho, leading to \$78M in state budget savings on health care costs.

This is important to me because (share your personal story and connect it to the importance of Medicaid Expansion protection. If another volunteer has a personal story that has a strong connection, please introduce them and have them speak. Keep it brief.)

The ASK:

- **Can we count on your support to fight cancer by ensuring Medicaid Expansion remains fully funded and accessible without barriers?**

Remember, we want to hear a yes or no answer.

- If your elected official answers yes to this question that is great! Thank him/her for their support.
- If your member answers no, ask why and if there is further information you can provide after the meeting. Include that information on your report back form.
- If your member doesn't give a direct yes or no answer, ask for clarification.
- You should plan to follow-up with your House Representative 1-2 weeks after your meeting (by phone or email) to ensure their questions are answered and check on their level of support.

Please note: this script is a framework for your conversation. Please feel free to elaborate and share your personal cancer story and use information from the fact sheet and talking points.

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Lawmaker Meeting: Do & Don't



Do:

- Look and act professional
- Introduce yourself and tell the legislator where you are from
- Stay on message
- Be prepared to wait
- Know the asks and something about it
- Be efficient and articulate; the meeting should be brief and concise
- Ask for your legislator's support for the issue
- Stop discussing the issue if you get a "Yes"
- Leave a one-pager about the issue
- Turn off your cell phone
- Thank the lawmaker (be sure to also send a thank-you note)

Don't:

- Attempt to answer questions you don't know the answer to or commit to anything you aren't certain of
- Get angry or hostile
- Get distracted by small talk
- Mention your political affiliation
- Leave behind materials that aren't provided in this packet
- Lobby on other issues
- Get defensive if an elected official doesn't support our legislation

[#IdahoSupportsMedicaid](https://twitter.com/IdahoSupportsMedicaid)

Lawmaker Meeting Tracker



Name: _____ **Dist #:** _____ **Group:** _____

Chamber	Name	Meeting Notes	Do they support or oppose?
House			
House			
House			
Senate			
Senate			

Meeting Outline:

Hook: Leader makes introduction.

Line: Explain the need.

Sinker: Make the ask.

Remember:

Be polite and professional to lawmakers and interns.

It is okay to look at your notes!

Your personal story matters more than anything else.

Your legislators work for you and your voice matters

#IdahoSupportsMedicaid

After you take your meeting notes, tear this page out and hand it to Randy Johnson.

Report Back Form



**HOW WAS YOUR
LAWMAKER MEETING?**

Report back and let us know how your meeting went

Your feedback helps our staff provide additional information to lawmakers and make strategic decisions in successful campaigns. Share with us what you heard from your lawmaker during your recent visit.

Remember: One report back form should be completed for each lawmaker meeting. And please turn in your Lawmaker Meeting Tracker to Randy Johnson or our Check-In Table before you leave.

Scan the QR code or visit:

<https://act.fightcancer.org/a/acs-can-report-back-form>



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During Event

- Don't forget to post about what's happening in real time!
 - Use hashtag in every post. **#IdahoSupportsMedicaid**
 - Post updates, pictures, and tag lawmakers you meet.
 - Tell lawmakers and their staff about our hashtag and handle and encourage them to use it.
 - Thank lawmakers for meeting with us in a post and tag them in it. If possible, include a photo with the lawmaker for better engagement.
 - Post an accompanying action alert on your social media channels.
-

After Event

- Post pictures of lawmaker meetings and tag their handles. Remember to mention protecting Medicaid and include the event hashtag **#IdahoSupportMedicaid**.
- Share engage with other volunteer posts. Like, share, and comment.
- Share ACS CAN Idaho posts on social media

Social Media, Continued



Sample Posts

- Great meeting with [[@LAWMAKERHANDLE](#)] during **#IdahoSupportsMedicaid** day at the capitol and discussing why it's so important to protect Medicaid Expansion in Idaho. *Let them know why you think it's important, too!*
- Spending the day at the Idaho Capitol with [[@ACSCANSTATEHANDLE](#)] asking lawmakers to make protecting Medicaid Expansion a priority! **#IdahoSupportsMedicaid**
- Thank you [[@LAWMAKERHANDLE](#)] for making Medicaid Expansion protection a top priority! **#IdahoSupportsMedicaid**
- [[@ACSCANSTATEHANDLE](#)] volunteers will be talking to lawmakers in 1 week at **#IdahoSupportsMedicaid** about protecting medicaid expansion. Check back for photos & updates!

#IdahoSupportsMedicaid

Bingo



Participate in this engaging activity to maximize your efforts at the Capitol. You won't want to miss out!

Idaho Supports Medicaid Day at the Capitol



BINGO

Sign a petition on www.fightcancer.org	Thank a lawmaker	Participate in a lawmaker meeting	Practice your "ask" with another volunteer	Take pic in front of capitol and post on social media
Review your packet	Tag your lawmaker on Social Media	Share a post from the state ACS CAN Facebook page	Follow ACS CAN on Social Media	Meet with a legislative staffer
Pose for a photo with a lawmaker	Follow your lawmaker on social media		Complete your Report Back form	Use the hashtag #IdahoSupportsMedicaid
Ask 3 people to "like" the ACS CAN Facebook Page	Sign up as a Legislative Ambassador	Take a pic with an ACS CAN volunteer and post on social media	Share an ACS CAN action alert with 2 people	Ask an ACS CAN staff member a question about the "ASKs"
Donate to ACS CAN	Post a selfie asking others to take action	Tweet/X at your lawmaker	Use the Hook, Line, Sinker approach	You participated in the pre-event training

Complete your bingo card for a special prize!

Post-Event



Congratulations!

Our Idaho Supports Medicaid Day at the Capitol is completed! You should feel proud of the effort and the impact of your meetings.

Follow the steps below to properly wrap up your experience and tie any loose ends.

Social Media Posts:

Thank you @[legislator handle] for meeting with [State Handle] volunteers today to hear our stories and policy priorities. Together we can #FightCancer #IdahoSupportsMedicaid

Sorry we missed you, @[Legislator handle], during [State Handle] Idaho Supports Medicaid Day at the Capitol. We hope you will prioritize the protection of Medicaid Expansion this session. #IdahoSupportsMedicaid

Emails to Lawmakers:

Write brief thank you emails for all legislators who took the time to meet with you and send emails to the lawmakers you weren't able to meet with a "sorry to miss you" message.

Stay Involved:

Follow us on social media and like/share every post!

Facebook: @ACSCANIdaho

Twitter/X: @acscan_idaho

Instagram: @acscanidaho

Visit <https://www.fightcancer.org/states/idaho>

Sign up to volunteer! [fightcancer.org/volunteer-for-acscan](https://www.fightcancer.org/volunteer-for-acscan)

Remember:

Today was only **one** way to advance our priorities.

Think about how you can leverage this event to continue our life-saving work back home.

What do I wear?

Professional attire is encouraged. We will have scarves for each of you, as well.

What time do I need to be at the Capitol? When are we done?

The lawmaker breakfast starts at 8:00AM on the First Floor Rotunda.

Event check-in begins at 9:15 in the Lincoln Auditorium. An optional lunch will start at 1:30 PM. If you need to leave early let us know at the beginning of the day.

*If you plan to join us for the lawmaker breakfast,
email maggie.osborne@cancer.org by Thursday, January 23rd.*

Who should I contact with questions?

Maggie Osborne, Director of Grassroots Organizing

- Phone 312-585-8682
- Email maggie.osborne@cancer.org

Randy Johnson, Government Relations Director

- Phone 208-869-3902
- Email randy.johnson@cancer.org

Anita Sloan, State Lead Ambassador

- Phone 208-344-3259
- Email anita.sloan15@gmail.com

What should I bring with me?

- Water
- A watch/cell phone to keep track of time
- A notebook to take additional notes during lawmaker meetings

Can we watch a committee hearing or general session?

Yes. We will be providing the times of committee hearings and general session during check-in.

Contact:

For questions about this event, please email
Maggie Osborne
maggie.osborne@cancer.org

