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From: Navigator Research

To: Interested Parties

Re: Do's and Don'ts of Communicating about Medicaid Cuts

Date: June 30, 2025

As they plan their budget bill, Congressional Republicans are backing new tax breaks and handouts to the wealthy and corporations, funded by cutting things people depend on, especially Medicaid. The three key things to communicate are:

1. This is the [largest cut to Medicaid in history](#).
2. This plan means [13.7 million](#) people lose their health care.
3. Cutting Medicaid [means taking away health care](#) from seniors in nursing homes, kids, and low-income families.

 DO...	 DON'T...
Tell stories of people on Medicaid: Highlight the impacts of Medicaid cuts for real people, including millions of Americans losing access to affordable health care and an estimated tens of thousands of avoidable deaths each year .	Make this about nameless numbers or get stuck talking about processes in Congress, while failing to address the specific impacts for real people.
Name "Medicaid" when talking about the dangers of the cuts to affordable health care — as Medicaid is widely known as a program that benefits low-income and disabled Americans and is overwhelmingly viewed favorably.	Fail to name "Medicaid" when talking about cuts, and instead refer to it generally as social safety net programs as it elicits a much less positive response.
Make clear that Republicans in Congress cannot make cuts to Medicaid without harming people and closing hospitals.	Allow this to be a conversation about waste, fraud, and work requirements — Americans do not believe Republicans can make their proposed cuts to Medicaid without stripping Americans of their health care .
Acknowledge that waste in government may exist, and we should spend money efficiently, but taking away health care is not the solution .	Blindly defend status quo spending without acknowledging that people want the government to work more efficiently.
Call attention to the reason why Republicans in Congress want to cut Medicaid – so they can afford more tax breaks for billionaires and big corporations.	Let Republicans in Congress create a false narrative that they're cutting Medicaid in order to cut waste in the government.

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