



Medicaid Expansion Ballot Initiative

Idaho voters are no longer willing to sit on the sidelines as tens of thousands of hardworking families are left behind by our state's healthcare system. Business leaders, community organizations, and thousands of grassroots volunteers are taking the lead in solving this problem by closing coverage gap for Idaho families.

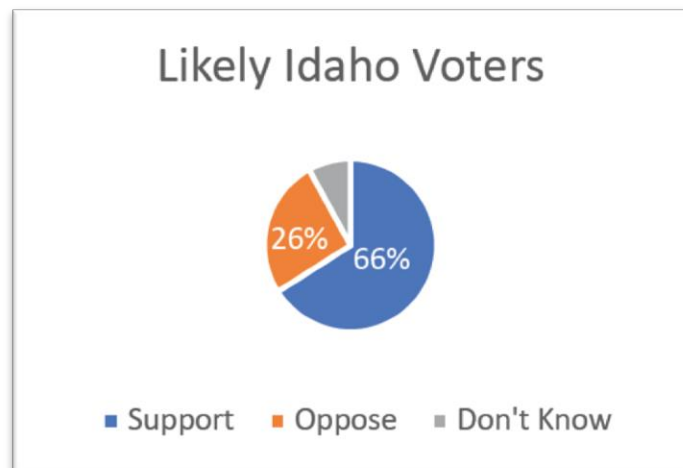
The solution is clear: on the strength of overwhelming public support in Idaho, expand Medicaid coverage to people with incomes below 138% of the poverty line through the ballot initiative process. The 62,000 Idahoans who would gain coverage through Medicaid expansion would no longer have to live with untreated illness or rely on costly emergency rooms for care. Our current system drives up taxpayer costs and health insurance premiums across the state, while still causing too many medical bankruptcies for working families. We can invest in the health and productivity of working Idahoans by spending these dollars more efficiently, increasing economic activity, and making Idaho a healthier place.

Viability

Over a thousand dedicated volunteers collected signatures in every corner of our state and county clerks have already indicated that we have surpassed the threshold of valid signatures needed to qualify for the November ballot.

Polling suggests an initiative would do very well in Idaho: recent polling showed support for an initiative starting at 66 percent, and ending at 63 percent after voters heard messages for and against the initiative. A recent, similar initiative in Maine won with 59% of the vote.

Poll Question: Shall sections of the Idaho Code be amended, and new sections added, so that the state shall expand Medicaid eligibility to adults under age 65 with incomes below 138 percent?



(This poll of 601 likely Idaho voters was conducted by Benenson Strategy Group from November 28 to December 3, 2017, and has a margin of error of $\pm 4\%$.)

Running a winning campaign

Building on the strong support with voters, an array of Idaho healthcare and community organizations have committed to raise significant resources to help run a winning campaign. Bringing together the capacity of Reclaim Idaho's large volunteer network with the fundraising and political knowhow of the Idaho Medical Association, Idaho Primary Care Association, and other healthcare and community advocacy groups will enable the campaign to run strong field and media programs. We have retained professional campaign staff and The Fairness Project has committed to providing ongoing support to the campaign in the form of in-kind services (such as data models, building a campaign website, polling, digital and communications assistance) and strategic advice.

The campaign is planning an aggressive launch and early media to inoculate voters against potential opposition messaging. We will also build a local presence in every region of the state to bring attention to the benefits this initiative would bring to each community.

How can you support Medicaid expansion in Idaho?

- **Endorse the campaign.** Public support from respected organizations and individuals is absolutely necessary for the campaign to succeed.
- **Contribute.** Running a professional campaign that can educate voters and overcome opposition will require significant resources.