

Zooming Out: Using Your Persuasive Writing Skills to Build an Advocacy Campaign



Presented by Alisa Mairone





Learning Objectives



By the end of the session,
participants will be able to...

1. Distill a complex policy issue into a simple, powerful message.
2. Segment that message for different audiences.
3. Apply emotionally resonant vs. data-driven appeals strategically.
4. Use persuasive pieces in a coordinated campaign.
5. Understand how to move from “good writing” to “advocacy writing that drives action.”



Complex Issue → Core Message

Complex Policy: *Political battles over the Medicaid rebase funding formula and allocation. Political disagreements have prevented a clean funding bill from being passed in both chambers. Currently, Medicaid funding is \$190m short, and NCDHHS has determined that to equitably distribute these cuts, a 3-10% across all Medicaid programs and services will be implemented retroactively to October 1. A full \$690m is necessary to adjust for the rebase and keep Medicaid programs funded at current levels.*





Dstill

Core Message: *Fully fund Medicaid to protect medically-fragile North Carolinians who want to be safe in their own homes.*





Segment



✓ Advocates

- Empower Voices
- Clear Actions
- Mobilize

✓ Media

- Human Interest Stories
- Data
- Close with the Solution

✓ Legislators

- Proof points that resonate
- Human impact
- Close with CTA

Apply emotional vs. data-driven appeals strategically

3

+ + + + + +
+ + + + + + Data

- (1) Turnover rate for in - home nurses is 52%. Nurses often leave home care for better paying roles in nursing homes and hospitals. (Caregivers are leaving the industry)
- (2) Current State funding levels are already so low that home care providers cannot attract the workforce and are declining >30% of referrals. Individuals who are authorized to receive home care are unable to access it. Often, they must seek care in costlier settings like nursing homes and hospitals. (Therefore, individuals with disabilities can't get care)
- (3) The State of NC can save \$80,000+ per year per individual that is diverted from nursing home care with home care nursing. (Thus, the State spends more)



Emotional Appeal: Humanizing the Issue





Use Persuasive Pieces in a Coordinated Campaign



4



Distill

1

Fully fund Medicaid to protect medically - fragile North Carolinians who want to be safe in their own homes.





2

Segment



✓ Advocates

- Empower Voices → We need your help
- Clear Actions → Why you should help
- Mobilize → How to help

✓ Media

- Identify the targets & associated media markets
- Pitch: Human Interest → Data → Solution

✓ Legislators

- Proof points: Fiscally responsible, cost - saving
- Human Interest (Constituents)
- Close with CTA

Advocates: Empower, Clear Actions, Mobilize

Subject: Urgent: Help Us Stop Medicaid Cuts in NC

We need your help

Calling all NC home care advocates —we need you!

Lawmakers are proposing 3 –10% cuts to Medicaid, threatening our clients' ability to access care. The BAYADA Way tells us that we must be creative, flexible, and determined to get the job done .

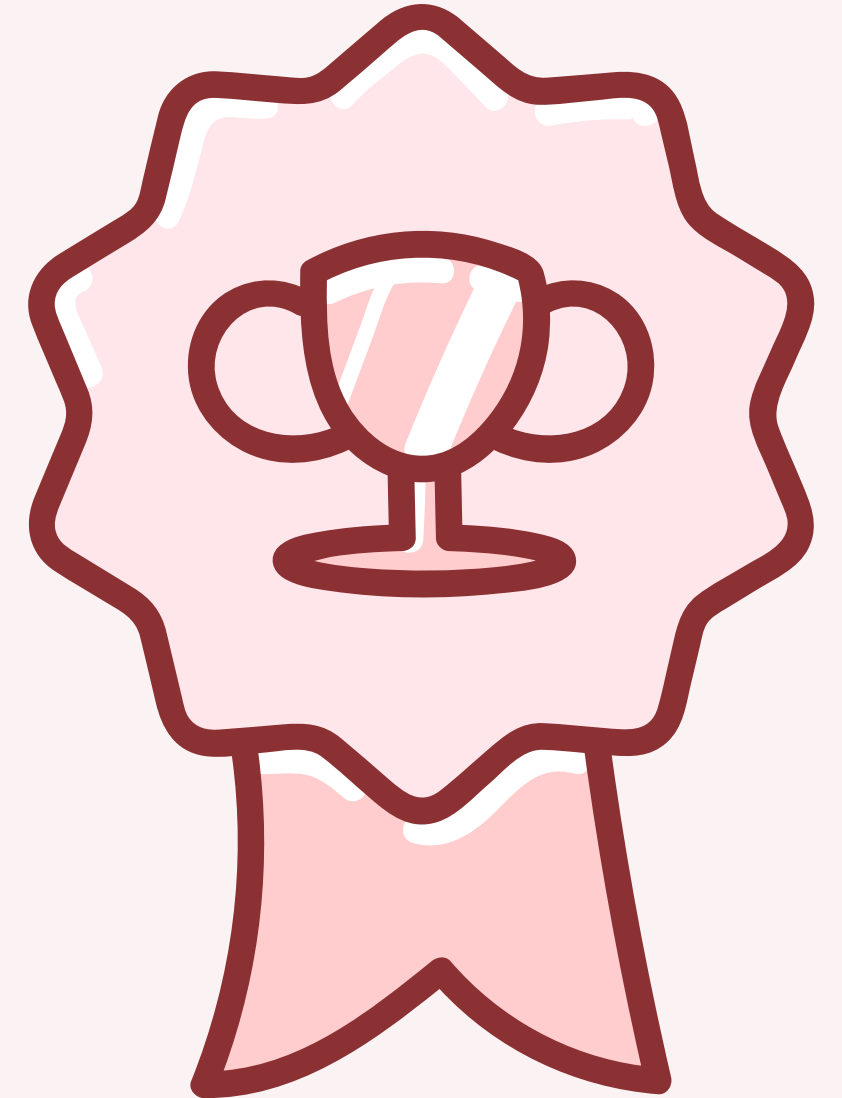
Why you should help
(The BAYADA Way)

We need your help right now to identify local pediatric clients, families, and nurses who are willing to share their stories and join our campaign. Their voices are critical to show legislators the real impact of these cuts.

Please reach out to your clients and encourage them to get involved today — together, we can protect home care and the people who depend on it.

How to help

Thank you for doing the right thing, taking action to serve our clients, and standing up for NC's most vulnerable families.



Media Messaging: Human Interest, Data, Solution

Sample Media Pitch

Subject: Meet 10- Month Old Kinsley – Her family fears Medicaid cuts will leave kids like her without care

Human Interest

NC's proposed 3–10% Medicaid cuts could strip medically fragile children—like 10- month- old Kinsley Daniels, born with complex heart defects —of the in- home nursing care that keeps them alive and out of hospitals.

“Kinsley can’t just be babysat,” says her mother, Jessica Reynolds. “This care is a lifeline for our family.” **But a 50% nursing turnover rate** has left Kinsley’s family with few options, and a revolving door of nurses that leave home care for better - paying jobs.

Data

We can connect you with the family to show how these cuts would devastate NC’s most vulnerable children **unless lawmakers take action to fully fund Medicaid at the \$690 million level.**

Solution



- **Target Legislator: President Pro Tem Phil Berger**
- **Media Market: Greensboro, NC**

Contact: [Your Name] | [Title / Org] | [Email / Phone]

Legislators: Proof Points, Constituents, CTA

Op- ed: Penny Wise and Pound Foolish: North Carolina Must Protect Home Care

As a BAYADA Home Health Care area director, I oversee care for more than **200 medically fragile Winston - Salem area children and adults.** I know firsthand that home care is the most compassionate and cost - effective option. Our 300+ nurses provide one - on- one care that keeps people safe at home and out of hospitals and nursing homes.

Yet North Carolina's home care funding hasn't increased in years, and we can't compete with hospital wages that pay nurses \$10 or more per hour higher. Cutting Medicaid funding by 3–10% would worsen this already - dire crisis that's hurting families.

Home care saves the state money —\$83,000 to \$200,000 per person each year —by preventing costly institutional care. On behalf of Winston - Salem's most vulnerable populations, I urge State lawmakers to fully fund Medicaid at \$690 million when they return to session this October .

It's not just fiscally smart —it's the right thing to do for families across our state.

- Target Outlet: Hyperlocal paper in key district
- Share published version on social & send paper copy to legislator's office

Localized / Constituency

Proof points: Fiscally responsible

Legislative Call To Action



Hearts for Home Care Advocacy

★ Favorites · September 30 at 4:00 PM ·

🚨 Starting Oct. 1, Medicaid cuts of 3–10% will hit NC—putting people like Job Gilliam of Hickory at risk.

Job, 49, lives with MS and depends on home care to stay safe and independent. But CNA shortages already leave him without consistent help for basic needs like bathing, meals, and prescriptions.

Cuts will make it worse:

- ✖ More aides leaving for higher-paying jobs
- ✖ More missed shifts, more hospitalizations
- ✖ Higher taxpayer costs as people are forced into nursing homes

🏠 Job deserves dignity at home—not a future in an institution. Lawmakers must act NOW to protect Medicaid funding and the lives of thousands of North Carolinians.

[Phil Berger Speaker Destin Hall](#)



🔊 Boost this post to get more reach for Hearts for Home Care Advocacy.

Boost post

👍❤️👍 You, Katy Sweeney, Mike Stacey and 13 others

19 shares



Hearts for Home Care Advocacy is in Greensboro, NC.

★ Favorites · September 29 at 2:29 PM ·

💜 Meet Sophia, an 8-year-old from Greensboro, NC.

She relies on home nursing to stay safe with her trach, vent, and G-tube. But her family often can't find nurses—especially at night and on weekends.

🚨 Now, NC lawmakers are considering Medicaid cuts of 3–10%. This will make the shortage even worse and put kids like Sophia at risk.

🏠 Home care keeps families together. Lawmakers must protect it—not cut it.

👉 NC lawmakers: Fund the Medicaid rebase. Families like Sophia's are counting on you.

[Senator Ralph Hise Speaker Destin Hall Phil Berger Tracy Clark, NC House 57 Representative](#)

[#FundHomeCareNC](#) [#MedicaidMatters](#) [#homecare](#) [#northcarolina](#) [#advocacy](#) [#takeaction](#)



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Boost post

👍👍👍 You, Jessica Brooke Reynolds, Katy Sweeney and 28 others

2 comments 20 shares

Love

Comment

Share

View more comments



Tracy Clark, NC House 57 Representative

Thank you for sharing. Yes this is extremely upsetting - I voted for the clean House bill that appropriates this funding gap and hope this gets resolved asap!!



Hearts for Home Care Advocacy · Following

Reels · Sep 30 ·



🚨 NC MOM PLEADS WITH LAWMAKERS TO STOP THE MEDICAID CUTS!

🚨 North Carolina lawmakers: please listen to the pleas of a worried mother

💙 Miles—and thousands of medically fragile children, adults, & seniors across the state—

See more

🎧 Advocacy · Original audio

👍 33

💬 1

🔄 36

14

Hearts for Home Care Advocacy

is in Raleigh, NC.

★ Favorites

· September 26 at 3:31 PM ·

🚨 North Carolina's most vulnerable children, adults, and seniors are at risk. Proposed cuts to Medicaid funding would devastate access to home care — leaving medically fragile families without the support they need.

📞 Take action now: Call your legislator and tell them to pass the a clean bill to FUND the Medicaid rebase to protect home care and stop these dangerous cuts.

👉 Link here to access sample script & step-by-step instructions:
<https://heartsforhomecare.quorum.us/campaign/142510/>

#FundMedicaidNC #ProtectHomeCare #northcarolina #homecare #advocacy #takeaction

STOP THE CUTS
TO MEDICAID IN
NORTH CAROLINA

HELP PROTECT HOME CARE

CALL YOUR
STATE
LEGISLATORS
NOW!

📢 Boost this post to get more reach for Hearts for Home Care Advocacy.

Boost post

Katy Sweeney, Rachel Estep Cauble and 3 others

6 shares

Hearts for Home Care Advocacy · Following

Reels · Sep 25 ·

“My life depends
on Medicaid”

MY NAME IS
DIMPAL PATEL AND

Fiercely independent and full of life, Dimpal Patel from Belmont, NC is able to live at home with her parents, go about her daily routine, and enjoy t... See more

home Care Advocacy (Orig

38

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9

Hearts for Home Care Advocacy

★ Favorites · October 2 at 8:01 AM ·

🚨 North Carolina's home care system is ALREADY in crisis.

An 80% in-home caregiver turnover rate means families who are approved for services often can't get them — because there simply aren't enough workers.

✗ Any cuts to Medicaid will drive more caregivers away and leave children, seniors, and people with disabilities stranded without care.

👤 Senator [Phil Berger](#), [Speaker Destin Hall](#) — families can't wait. Fund the Medicaid rebase.

#FundHomeCareNC #StopTheCuts #NCHealthcareCrisis

80% CAREGIVER TURNOVER = NO CARE

North Carolina faces an 80% turnover rate
among in-home caregivers.

That means families who are approved for services often can't get them because there simply aren't enough workers. Every cut to Medicaid funding will drive even more caregivers away, leaving vulnerable populations stranded without care.

Boost this post to get more reach for Hearts for Home Care Advocacy.

Boost post

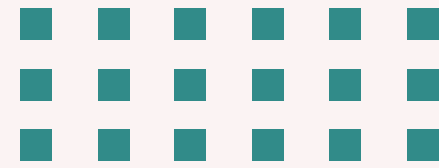
Rachel Estep Cauble, Melissa Allman and 7 others

8 shares

15



Campaign Impact – How It Fits Together



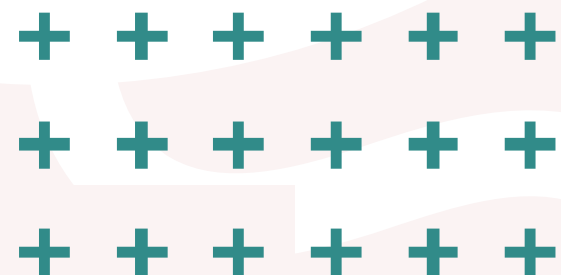
- One clear message: Protect Medicaid for vulnerable residents
- Tailored by audience: Media, Advocates, Lawmakers
- Multiple mediums reinforce one another
- Builds momentum and pressure



Key Takeaways:



- Distill → Segment → Mobilize
- Emotional + economic appeals
- Writing is not the end—it's the campaign driver



Thank You!

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