Partner Social Media Toolkit for the 56th Anniversary of Medicaid and Medicare

For 56 years, Medicaid and Medicare have helped to protect the health and well-being of millions of Americans throughout all of life's key moments. Join us in celebrating the anniversary by sharing the posts below. Or, if you prefer, follow our social media handles (@BrooksLaSureCMS, @CMSGov, @MedicareGov, @MedicaidGov, @IKNGov) and re-post our celebration posts.

Twitter Storm
At 12 p.m. local time on Friday, July 30th, please post on Twitter (and other social media platforms) using hashtag **#56Covered** with a graphic from this toolkit. Share your stories of how Medicare and Medicaid impacted your family's health, or use any of the sample posts below. Make sure to tag your family and friends!

Hashtag for use in posts:
#56Covered, #Medicaid, #Medicare

Facebook/Twitter
Happy 56th birthday to #Medicaid & #Medicare! Medicaid and Medicare have you covered from birth to old age. They are available when you need access to health care & bring us closer to achieving #HealthEquity. #56Covered

Today, we're celebrating 56 years of #Medicaid and #Medicare! Before 1965, more than half the nation's seniors were uninsured. Today, nearly 140M people are covered by these programs. #56Covered

For 56 years, #Medicaid and #Medicare have provided millions of Americans at every stage in life with access to comprehensive & affordable health care. Here's to many more years as we advance wellness & #HealthEquity. #56Covered

Did you know #Medicaid covers about 42% of births in the US? Maternity care and newborn care — services provided before and after your child is born — are essential health benefits. Medicaid has you covered, even if your pregnancy begins before your coverage starts. #56Covered

Thanks to #Medicaid and the Children's Health Insurance Program (CHIP), just under 32M children in the US had access to quality health and dental coverage in 2019. #56Covered

Anniversary images:

#Medicare covers the #COVID19 vaccine. And, if you face challenges getting to a vaccination site, Medicare will also pay a doctor to give you the vaccine at home at no cost. #56Covered

If you have a special health care need or a disability, you can get quality health care through #Medicare and #Medicaid. As of 2019, CMS is helping over 8M people with disabilities get the coverage they need. #56Covered

#DYK about 10,000 people turn 65 every day? Before #Medicare, more than half the nation's seniors were uninsured. Today, more than 63M and counting are covered by Medicare! #56Covered

Anniversary images: