

# TEXAS WELL AND HEALTHY

## 3 Key Health Care Messages for 2013

### 1. Millions of Texans can now get affordable coverage in the new insurance marketplace.

- Many of our uninsured will have affordable health care options for the first time. They'll see new tax credits and new protections. This includes people like [SHARE SOMEONE'S STORY IF YOU CAN].
- Among states, Texas may have most to gain when the health insurance marketplace opens in October and more people get covered.
- Health reform is already helping Texans—and the marketplace is one of the most important ways our people benefit from this law.

### 2. Children have a clear path to coverage. Let's get them enrolled!

- For nearly all kids, in 2014 there's a health insurance option their families can afford.
- Health reform gives Texas kids the chance to grow up stronger and healthier, kids like [SHARE A STORY].

### 3. Let's fix the coverage gap for the Texans left behind and make sure Texans at all income levels have access to healthcare coverage.

- Lawmakers and the governor left the poorest Texans behind by rejecting the health law's Medicaid expansion, which would have meant coverage for a million hard-working Texans.
- As other states extend a health care option to almost all their people, Texas instead left many here in a coverage gap. Some of the most vulnerable Texans have no insurance option at all, including people like [SHARE SOMEONE'S STORY IF YOU CAN]

#### Resources

Get shareable images, stats, family stories and more at:

<http://facebook.com/KidsWellTexas>  
and <http://twitter.com/TXWellHealthy>

*Note: You and your organization can find out when resources like this are available and even have these items recreated with your branding. Interested? Email Christine Sinatra at [csinatra@txchildren.org](mailto:csinatra@txchildren.org) about being added to our "social media ambassadors" group.*

See a compilation of online resources related to enrollment at:

<http://texaswellandhealthy.org/enrolling-in-health-insurance/>

Include experiences of families you work with in a statewide "story bank" to connect journalists with people who have health care stories to share.

Email Laura Guerra-Cardus at [lguerracar@childrensdefense.org](mailto:lguerracar@childrensdefense.org)

Websites you can use:

<http://healthcare.gov>

<http://texaswellandhealthy.org>

<http://cphp.org>

<http://covertexasnow.org>