

OAFP Draft Op-Ed

Re: Measure 101

For questions, please contact: **Sam Barber**, sam@lobbyoregon.com

A few guidelines:

- Limit the op-ed to 750 words. Shorter is better.
- A word of caution: newspaper editors may become angry if the same language appears in multiple different newspapers. Please do your best to personalize this outline as much as possible.
- The best way to personalize this language is to talk about the population you serve and how Measure 101 will affect your community. For example, if you work with low-income populations, or practice in a rural area, or treat a disproportionately high percentage of Medicaid recipients, you could explain why Measure 101 funding will help your patients.
- Conversely, you could explain how the loss of coverage for your patients would affect them and your practice.
- Use local data and anecdotes if appropriate. Be specific about how Measure 101 could impact you and your community.
- Please reach out if you have questions or would like feedback on your Op-Ed.

Outline:

The language in bold is to help you structure your message.

Why your perspective is important:

Part of my job as a physician is to inform my patients and community about issues that are critical to their health and healthcare. Everyone in Oregon should have access to healthcare they can afford, which is why I'm urging people in my community to vote YES on Measure 101.

What Measure 101 does:

Measure 101 preserves healthcare coverage for the 1 in 4 Oregonians—especially kids, seniors, and people with disabilities—who otherwise couldn't afford a doctor's visit. It reduces health insurance premiums for an additional 210,000 Oregonians who buy their own insurance, taking their healthcare from unaffordable to affordable. The money from the ballot measure also unlocks federal matching dollars, up to \$16 for every \$1 generated in Oregon.

What happens if Measure 101 doesn't pass:

If Measure 101 does not pass, we could lose up to \$3 to \$5 billion in federal healthcare funding. This puts Oregonians in a tough situation—either we allow up to 400,000 Oregon families who rely on Medicaid to lose their healthcare benefits or coverage altogether, or we find money elsewhere by cutting education, public safety, senior services, child welfare, or other essential services.

Counter-arguments to No campaign:

Some argue that the amount of government waste indicates that we don't need Measure 101, and that we should just cut the waste and inefficiency instead. Measure 101 is specifically written to ensure funds go directly into the Health Services Fund to be used for funding healthcare programs. Government waste is a problem that needs to be addressed, but that's not a reason to deny working families basic healthcare coverage.

Emphasize again why voting yes is important:

Every day, I see the difference that access to healthcare coverage makes for people and the state as a whole. It saves lives; preventive care and early detection and treatment is only possible if people have access to see a doctor. It increases security; lack of healthcare coverage causes incredible stress, and the cost of uncovered care can bankrupt families and small businesses. Lastly, it saves money; if people wait until they are seriously ill before seeking treatment, usually through an emergency room, their medical care becomes far more expensive, which is a cost all consumers end up paying. Please join me in voting YES on Measure 101.