

Greater Indianapolis NAACP Branch #3053

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FOR IMMEDIATE RELEASE

Greater Indianapolis NAACP Branch 3053 Statement on Medicaid Advertising Directive

INDIANAPOLIS, IN — January 21, 2025—Chrystal Ratcliffe, President of the Greater Indianapolis NAACP Branch 3053, issued the following statement in response to reports that the Braun administration has directed providers to cease advertising Medicaid programs:

"The Indianapolis NAACP is deeply concerned by reports that the Braun administration has directed providers to cease advertising Medicaid programs. Medicaid is a critical lifeline for many Hoosiers, particularly in marginalized communities that already face significant barriers to accessing healthcare.

Restricting information about Medicaid benefits undermines public health and equity, leaving some of our most vulnerable residents uninformed about their rights and resources. Access to healthcare should never be politicized or obscured—it is a basic human right.

We urge state leaders to prioritize transparency and ensure that all residents are empowered to access the benefits they need. The Indianapolis NAACP remains committed to advocating for policies that promote equity, justice, and the well-being of our community."

The Greater Indianapolis NAACP calls on the public and policymakers alike to join in ensuring that Medicaid services remain accessible and that all Hoosiers are aware of their healthcare options.

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About Greater Indianapolis NAACP

The National Association for the Advancement of Colored People (NAACP) is the nation's oldest, largest and most widely recognized civil rights organization. Its mission is to ensure the political, educational, social and economic equality of rights for all persons and to eliminate racial hatred and racial discrimination. The Greater Indianapolis Branch of the NAACP was founded in 1912. Throughout our 112-year history, we have continued to fight for civil rights, particularly in the areas of job and housing discrimination. We have long sought to empower people through the ballot box and continue to vigorously defend voting rights and help



register voters. We also urge the citizens of Indiana to stand in solidarity against divisive measures and advocate for the preservation and advancement of equality in our state.