



## Help Us Get the Word Out

We're excited to share the latest California Health Care Foundation [2026 California Health Policy Survey](#) and invite our partners to help amplify these findings. This toolkit includes ready-to-use graphics and sample language to help spread the word about Californians' growing concerns around health care affordability. Please share with your communications team and partners.

For toolkit questions, contact Sandra Hernandez Serrano at [shserrano@chcf.org](mailto:shserrano@chcf.org). For questions about the survey, contact Anne Sunderland at [asunderland@chcf.org](mailto:asunderland@chcf.org).

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## Key Messaging (For Newsletters, Blogs, or Email Communications)

### Short Blurb

The California Health Care Foundation's (CHCF) new statewide survey shows that rising health care costs are creating widespread hardship across the state:

- 70% of Californians say health care expenses are a financial strain.
- Nearly two in three worries about unexpected medical bills.
- Four in 10 residents report having medical debt.
- 59% say they or a family member skipped or delayed care due to cost in the past year.

Affordability challenges are widespread but even more severe in the Rural North, among lower-income residents, and within Latino/x communities. Californians overwhelmingly want action: 83% say making health care more affordable should be a top priority for state policymakers in 2026.

For more, read CHCF's full 2026 California Health Policy Survey: <https://www.chcf.org/resource/2026-california-health-policy-survey>

### Longer Summary

The California Health Care Foundation's (CHCF) [2026 California Health Policy Survey](#) shows a deepening health care affordability crisis in California. Seven in 10 residents say health care expenses are a financial strain, and half report that their costs are rising faster than their



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income. Concerns about unexpected medical bills are especially high—64% of Californians worry about them, more than they worry about rent or groceries.

Affordability pressures are reshaping how people use the health care system. Four in 10 Californians carry medical debt, and 59% say they or a family member skipped or delayed care in the past year due to cost. Many of those who postponed care say their health worsened as a result.

The burden is even heavier for certain communities compared with California overall. While 59% of Californians statewide say they or a family member delayed care because of cost, that share rises to 71% in the Rural North. Among Latino/x Californians, affordability challenges are also more acute. For example, 40% of Latino/x Californians delayed, reduced, or skipped buying groceries or other household essentials to afford health care, compared to 20% of Californians overall.

Across political lines, Californians are aligned in what they want next: 83% say making health care more affordable should be a top priority for state policymakers in 2026. We invite you to read and share the full CHCF poll to better understand the challenges facing Californians and the policy opportunities ahead: <https://www.chcf.org/resource/2026-california-health-policy-survey>

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## LinkedIn/Facebook Social Media Copy

**TAG US ON LINKEDIN: @California Health Care Foundation or TAG US ON FACEBOOK: @California Health Care Foundation**

### Post 1 –Big Picture: The Affordability Crisis

The California Health Care Foundation’s new statewide survey reveals an urgent and growing crisis: health care is becoming unaffordable for most Californians.

-  7 in 10 Californians say health care costs are creating a financial strain on their household.
-  Half say their health expenses are rising faster than their income.
-  And concerns about unexpected medical bills now exceed worries about rent, housing, or groceries.

These findings cut across geography, race, income, and political affiliation. Californians are united in saying that the cost of care is one of the most pressing issues facing the state.



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👉 Read and share the full 2026 CHCF California Health Policy Survey here:

<https://www.chcf.org/resource/2026-california-health-policy-survey>

#CAHealth #AffordabilityCrisis #CHCFSurvey #HealthPolicy

### Post 2 – Delayed Care and Medical Debt

New data from the California Health Care Foundation (CHCF) shows how deeply affordability challenges are shaping Californians' health.

🔗 59% of Californians said they or a family member skipped or delayed care in the last year because of cost.

⚠️ Many reported that delaying care made their health worse.

💰 And 4 in 10 Californians are currently carrying medical debt.

Skipping care, postponing preventive visits, and rationing medications are becoming normalized behaviors in a state with some of the highest living costs in the country.

CHCF's new survey offers an in-depth look at how affordability barriers are affecting families and communities across California – and what residents want policymakers to prioritize in 2026.

👉 Read the full CHCF statewide survey findings: <https://www.chcf.org/resource/2026-california-health-policy-survey>

#HealthCareCosts #MedicalDebt #HealthEquity #CHCFSurvey

### Post 3 – Communities Facing the Greatest Affordability Challenges

A new California Health Care Foundation (CHCF) statewide survey shows health care costs strain Californians statewide – but hit Latino/x communities and the Rural North hardest.

Latino/x Californians face steeper barriers than the state average:

- 40% report cutting back on groceries or other essential household items to pay for health care costs, compared to 20% of Californians overall.
- Half of Latino/x Californians say it's hard to afford dental care (vs. 39% statewide) and nearly half (48%) say the same about specialty care (vs. 40% statewide).

In the Rural North, affordability pressures are even more acute than statewide:

- 69% say health care costs are rising faster than their income, compared to 51% statewide.



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- 71% report skipping or delaying care because of cost, compared with 59% statewide

These findings show that affordability pressures are widespread but fall hardest on communities already facing structural barriers to care, highlighting the urgent need for targeted policy and system-level action.

👉 Read and share the full 2026 CHCF California Health Policy Survey:

<https://www.chcf.org/resource/2026-california-health-policy-survey>

#HealthEquity #CAHealth #CHCFSurvey

### Post 4 – What Californians Want from Policymakers

One of the clearest messages from the 2026 CHCF California Health Policy Survey: Californians want state policymakers to make health care more affordable.

🎯 83% say affordability is an “extremely” or “very” important policy priority for 2026 – cutting across political parties, regions, income levels, and demographic groups.

Californians are telling us what they need: lower costs, less financial uncertainty, and better access to essential care.

This survey provides leaders, advocates, and health system partners with a roadmap for where public demand is strongest – and where action is most urgently needed.

👉 Read and share the full CHCF survey: <https://www.chcf.org/resource/2026-california-health-policy-survey>

#CAleg #HealthPolicy #Affordability #CHCFSurvey

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## Twitter/Bluesky Social Media Copy

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### Post 1 – Big Picture

🇺🇸 New CHCF poll: 7 in 10 Californians say health care costs are a financial strain.

Half say expenses are rising faster than their income. 👉 Read the full survey here:

<https://www.chcf.org/resource/2026-california-health-policy-survey>

#CAHealth #AffordabilityCrisis #CHCFSurvey



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### Post 2 – Delayed Care

🔗 59% of Californians skipped or delayed care this past year because of cost. Many say their health worsened as a result. This is what the affordability crisis looks like. 🙌 Explore the full results: <https://www.chcf.org/resource/2026-california-health-policy-survey> #HealthCareCosts #CAHealth #CHCFSurvey

### Post 3 – Communities Facing the Greatest Impact

New CHCF poll shows health care costs are a challenge statewide – but they hit Latino/x Californians and residents of the Rural North especially hard. Many cut back on essentials or delay care as rising health care costs continue to outpace incomes for millions of Californians statewide.

🙌 Read more: <https://www.chcf.org/resource/2026-california-health-policy-survey> #HealthEquity #CAHealth #CHCFSurvey

### Post 4 – Policy Priority

💬 83% of Californians say making health care more affordable is an “extremely” or “very” important priority for state policymakers in 2026. Californians are united on this: they want action. 🙌 See all findings: <https://www.chcf.org/resource/2026-california-health-policy-survey> #CAleg #HealthPolicy #CHCFSurvey

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[\*\*Download Poll Graphics Here\*\*](#)