Public Health Week of Action
November 15 - 18, 2021
Social Media Toolkit

NOVEMBER 2021

COALITION FOR HEALTH FUNDING
TACTICS

1. Retweet and tag CHF (@healthfunding)
2. Amplify with your personal twitter accounts
3. More is more, so tweet actively!

HANDLES | TAGS

@HealthFunding = Coalition for Health Funding
#FundHealth = Please use in all tweets
#CRsHarmHealth

#SDOH = Social Determinants of Health Caucus
@CheriBustos = Rep. Cheri Bustos IL-17
@TomColeOK04 = Rep. Tom Cole OK-04
@GKButterfield = Rep. GK Butterfield NC-01
@RepMullin = Rep. Markwayne Mullin OK-02

@BMHCaucus = Black Maternal Health Caucus
@RepAdams = Rep. Alma Adams
@LaurenUnderwood = Rep. Lauren Underwood

TWEETS YOU CAN USE

- Building a more equitable public health system is critical to [YOUR ORGANIZATION]. Thank you to [MEMBER] for discussing the social determinants of health and how Congress can address health disparities #SDOH #FundHealth
- CRs undermine our nation's public health infrastructure. We are excited to meet with [MEMBER] to highlight how important regular funding of the federal government is #nomoreCRs #FundHealth
- A big thanks to [MEMBER] for meeting with public health advocates from [ORGANIZATION]! We look forward to working with you to ensure every American has access to the high-quality healthcare they deserve #FundHealth
- CRs hurt public health, research, and domestic programs funded through the regular appropriations process, which directly harms patients #FundHealth #CRsHarmHealth
- COVID-19 continues to expose the consequences of chronic under-funding of our public health infrastructure. Invest, sustain, and support our public health system so we can protect the most vulnerable Americans. #FundHealth #CRsHarmHealth
SCHEDULE

11/15  SDOH and Health Equity: A Conversation with the Coalition for Health Funding
        3:00 - 4:00 p.m.

11/16  Roundtable with the SDOH and Black Maternal Health Caucuses
        3:00 - 4:00 p.m.

11/17  CHF Virtual Capitol Hill Day

11/18  CHF Member Happy Hour!
        3:00 - 6:00 p.m.
        CHF members can register in the Member Update.

THEMES

01  Robust annual funding for health programs
    This includes sustained annual funding for public health and research as well as programs that address social determinants of health, health disparities, and health equity; and programs that detect, prevent, and treat disease.

02  Improve our nation's public health infrastructure
    This includes data modernization to facilitate improved and routine collection and reporting of data, including sociodemographic data.

03  Strengthen the public health workforce
    This includes prioritizing the development of a diverse workforce; expanding loan repayment programs; and improving access to care in underserved areas.

04  Access to affordable health care coverage
    This includes expanding eligibility for patients who need necessary services; and expanding access to telehealth services.

05  Increase investment in social services
    This includes funding for programs that mitigate the effects of social determinants of health, such as nutrition and disability services.