American Cancer Society Cancer Action Network℠

Protect Affordable Care Day of Action Toolkit

For Coalition Partners

Overview

Date:
Tuesday, June 17th

Background:
The budget bill currently being considered in the U.S. Senate would kick nearly 11 million people off their health insurance, including cancer patients, survivors, and their families.

Not only does the bill drastically slash Medicaid funding, but it would also raise health care costs for everyone—even those with private insurance. The cost of health care is already far too high, and passing this bill is the last thing Senators should do for the people they represent.

Because of you, the impact of the May Medicaid Day of Action was seen far and wide and your messages reached U.S. Representatives. Now, we need your help to do the same to reach U.S. Senators.

Goal:
Flood social media and get the attention of U.S. Senators by tagging them and using the #ProtectAffordableCare and #ProtectMedicaid hashtags, urging them to vote NO on this budget bill.

How You Can Help:
Using the **sample posts** and **graphics below**, post on **any social media platform that your Senators are on** and **tag them**.

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- The proposed cuts in the budget bill would kick nearly 11 million people off their health insurance, including cancer patients. You can't put a price on people's lives. [insert lawmaker handle], can we count on you to vote NO? #ProtectAffordableCare #ProtectMedicaid
- The proposed cuts in the budget bill go well beyond Medicaid. This bill would raise health care costs for everyone, even those with private insurance. [insert lawmaker handle], we're urging you to vote NO. #ProtectAffordableCare #ProtectMedicaid
- The budget bill would raise health care costs for everyone. [insert lawmaker handle], passing this bill is the last thing you should do for [State-ians]. Vote NO. #ProtectAffordableCare #ProtectMedicaid
- The proposed cuts in the budget bill will be paid for on the backs of those who have few options for affordable health care, including countless cancer patients. [insert lawmaker handle], vote NO to #ProtectMedicaid & #ProtectAffordableCare.
- Affordable health care is a lifeline for cancer patients, survivors, and their families. [Insert lawmaker handle], will you vote NO to oppose cuts? #ProtectAffordableCare #ProtectMedicaid
- It's clear: cuts to affordable health care will harm cancer patients. [Insert lawmaker handle], don't let this happen. Vote NO to #ProtectAffordableCare & #ProtectMedicaid.
- Cuts to affordable health care will hurt millions of hardworking people in America. This includes cancer patients, survivors, and their families. [Insert lawmaker handle], will you #ProtectAffordableCare & #ProtectMedicaid?
- Countless cancer patients and their families rely on affordable health care. Without it, their lives could be at risk. [Insert lawmaker handle], your constituents are counting on you to #ProtectAffordableCare & #ProtectMedicaid.
- Cancer patients and their families need access to quality, affordable cancer care to survive. Any cuts to affordable health care could jeopardize their chances of survival. [Insert lawmaker handle], please vote NO. #ProtectAffordableCare #ProtectMedicaid
- Attacks on affordable health care will harm cancer patients. We can't let this happen. [Insert lawmaker handle], will you stand with us and vote NO? #ProtectAffordableCare #ProtectMedicaid
- Taking away people's health coverage does nothing to help them. [lawmaker handle], will you help protect cancer patients like [insert family member/self] & vote NO on cuts? #ProtectAffordableCare #ProtectMedicaid
- .[Insert lawmaker handle], if you agree that everyone deserves access to affordable, lifesaving health care, then vote NO on the budget bill to #ProtectAffordableCare & #ProtectMedicaid.

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In response to these unprecedented cuts, our digital assets have turned to black and white as a visual reflection of this moment. We're using this visual tone to underscore the urgency and gravity of what's at stake, cut through the noise, and draw attention to protecting Medicaid and affordable health care.

Affordable health care is a lifeline for millions—including cancer patients.

#PROTECTAFFORDABLECARE

Affordable health care is a lifeline for millions—including cancer patients.

#PROTECTMEDICAID
#PROTECTAFFORDABLECARE

Cuts to affordable health care will hurt cancer patients.

#PROTECTMEDICAID   #PROTECTAFFORDABLECARE

Download the graphics **here.**