

# COALITION *for* HEALTH FUNDING



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## Introduction

Most reporters believe sequestration - and its attendant budget cut pain - stopped being a story in December of 2013 when Patty Murray and Paul Ryan signed a bipartisan budget agreement. We know, of course, that not only did the cuts continue past the Murray-Ryan agreement, but that we received only limited relief from sequestration; as of 2016, the cuts will be back in full force. "Faces of Austerity: How Budget Cuts Hurt America's Health" tells the story of seniors who will go hungry, women who will be denied access to contraceptive care, newborns who won't be screened for genetic disorders, and others harmed by Congress' inaction and decision to not invest in public health.

This handbook provides the tools for your organization to roll out "Faces of Austerity" to the press and your members, and more generally offers tools to maximize your public presence and raise your voice on behalf of public health programs. It offers sample documents for major communications pieces: blog post, press release, letter to the editor and social media campaigns. It also offers tips on spreading your message in a way that engages the press, the public and our leaders.

Need more help? New Heights Communications works with organizations inside the beltway and out to provide tailored communications audits, support and services.

### **About New Heights Communications**

Formed by veteran campaign strategist and public relations expert Christy Setzer in 2010, New Heights brings the lessons of the campaign trail to the political, corporate and advocacy arenas. As a spokeswoman for three presidential campaigns, a direct mail consultant, and media relations director at both Planned Parenthood Federation of America and the Service Employees International Union, Christy brings more than 15 years of experience affecting public policy and managing crises through smart, creative and hard-hitting communications strategies. New Heights provides a full range of services, including earned media programs, speechwriting, content creation, media training, op-ed placement and writing, blogging, and social media strategy. New Heights has provided communications strategies for a range of clients, from high-profile corporate leaders, including the top executives at Bare Escentuals, the New England College of Business and BlissLiving Home; to advocacy organizations, including Common Cause and American Rights at Work; to political groups, including Patriot Majority USA and EMILY's List. ***If you have questions about this handbook or how New Heights can take your communications to the next level, contact Christy at [christy@newheightscommunications.com](mailto:christy@newheightscommunications.com) or 202-506-6421.***

# COALITION *for* HEALTH FUNDING

## Key Dates for Communications Activities

### **July 15: Report Launch and Hill Briefing**

- Communications Activity: Send out press release; post on Facebook and Twitter; post meme via social media; live-tweet Hill briefing; draft and post blogpost on your organization's website about report, focusing on impact in your issue area.
- Outreach Activity: Email individual hyperlinks to organizations and affiliates featured in the report, ask them to share via social media.
- Earned Media Activity: Reach out to healthcare press you have relationships with to let them know about report. Goal: Secure at least one story mentioning report.

### **July 16: Advocacy Day on Capitol Hill**

- Communications Activity: post on Facebook and Twitter (include photos!); tweet at Members of Congress about report; draft and post blog post about meetings.
- Outreach Activity: attend assigned meetings with Members of Congress
- Earned Media Activity: Continue pitches to press about report. Look for opportunities to insert the report into existing healthcare storylines via new LTEs and op-eds; draft LTEs/op-eds.

### **July 17 – 18: Continued #CutsHurt Awareness Campaign**

- Communications Activities: Continue posting #CutsHurt facts and report link via Facebook and Twitter; submit Letter to the Editor based on report coverage, bolstering support for your own issue; Draft and post blog post.

## Telling Your Story: Talking Points

The Coalition for Health Funding has a unique and potentially powerful voice. We know how important it is to restore funding for public health programs; we have a duty to make sure our voice is heard. Don't be intimidated by snooty reporters or big papers – be confident in who you are as an organization or representative of that organization and get out there. Here are some talking points that help make the case for why we need to invest in health—feel free to adapt for your organization:

**Just a tiny fraction of our federal budget goes toward supporting all our nation's public health needs — everything from preventing disease, to keeping our food and drugs safe, to ensuring that Americans have access to primary care doctors.**

- In 2014, the federal government will spend only 1.6 percent of its total \$3.5 trillion budget on discretionary health programs, the equivalent of just 0.3 percent of our nation's overall economy.
- Of this, half the money goes toward NIH research; the rest is for everything else.
- ANALOGY: If you bought a \$300,000 house, that's the equivalent of spending just \$500 over the lifetime of the house for its upkeep.
- ANALOGY: Cutting money toward prevention is short-sighted: It's a lot easier to pay for oil changes than it is to avoid them and pay for a new engine.

**That small pot of money has faced devastating cuts in recent years, with nearly one-quarter of the public health workforce being laid off since 2008, and some critical programs forced to completely shut down.**

- Federal funding for public health has been cut by 5 percent on average since 2010, but there's wide variation in how these cuts are distributed across programs. Core budgets for the Centers for Disease Control and Prevention and the Health Resources Services Administration, the primary federal agency for improving access to health care services for people who are uninsured, isolated, underserved, or medically vulnerable, have been cut by more than 9 percent and 20 percent, respectively.
- More than 50,000 state and local public health professionals, nearly one-quarter of the public health workforce, have been laid off since 2008 - those who monitor and respond to outbreaks, immunize children and the elderly, inspect restaurants, and care for the indigent.
- Public health departments in 33 states and the District of Columbia have reduced their budgets.

**What does this mean? That we're no longer equipped to control and treat widespread drug abuse. That we're cutting mental health programs that could have prevented another school shooting. That we're putting our food and water supply at risk.**

- These cuts represent the elimination of critical services, including immunizations, maternal and child health, food and water safety, public hospitals and clinics, and programs that prevent diseases such as diabetes, cancer, and HIV/AIDS.

**We're all trying to do more with less, but Congress's cuts to public health are hurting us all.**

- Funds for public health have been eroding for nearly a decade, and the sequester cuts led to a situation that makes us all less secure and puts our health at risk.
- And it only gets worse from here: while we have some limited sequester relief in 2015, we face the full impact of sequestration again in 2016 and for years to come.

**When all is said and done this is not about funding “big government;” it’s about investing in ourselves, our families, and our communities – keeping us strong, safe, and healthy.**

- Most federal public health funds are distributed as grants through competitive awards processes to your local mental health clinics, diabetes research labs, and women’s health centers to name a few.
- They fund part of our neighbors’ salaries, protect us from virus outbreaks, and feed low-income seniors.
- Cuts to public health funding harm the fabric of our communities.

**Cuts to public health funding are unacceptable and shortsighted. We urge members of Congress to invest in public health and make America a safe place for our kids and our future.**

## Telling Your Story: The Elevator Pitch

To make your story heard, it's critical to have a coherent introduction about your organization, why you exist and your relevance to the debate. Why, in other words, should the press, public and our lawmakers trust you as the voice on this issue?

Your elevator pitch should include:

- Who you are
- What the problem is
- Why you exist
- How you solve the problem

Normally, elevator pitches are broken into time segments – 10, 30 and 60 seconds (or floors, to follow the analogy.) In this case, use the time to build up background – to explain what the problem is from the get-go. Start with the problem, then talk about why you are part of the Coalition for Health Funding, and then your organization specifically. As you'll see, this suggested elevator pitch is just a condensed version of the talking points:

**Just a tiny fraction of our federal budget goes toward supporting all our nation's public health needs— everything from preventing disease, to keeping our food and drugs safe, to medical breakthroughs, to ensuring that Americans have access to primary care doctors.**

**That small pot of money has faced devastating cuts in recent years, with nearly one-quarter of the public health workforce being laid off since 2008, and some critical programs forced to completely shut down.**

**That means we're less equipped to control and treat widespread drug abuse. That we're cutting mental health programs that could have prevented another school shooting. That our food may be less safe.**

**We're all trying to do more with less, but Congress's cuts to public health are hurting us all.**

**That's why more than 90 organizations in the Coalition for Health Funding including [your org's name] are standing together to demand that Congress invest in public health and make America a safe place for our kids and our future.**

What's important isn't that you memorize any of these word for word. What's important is that you know the answers to the questions of who you are and why you're here.

## Telling Your Story: The North Star

The elevator pitch is important – and you'll have to use it when you introduce yourself to reporters, etc. But you'll more frequently be called upon to cogently talk about your work, the impact of budget cuts and more, in the context of what's happening. That's why you need a North Star – your guiding principle and the message you come back to. In the Coalition for Health Funding's case, that North Star is:

**By making deep and dangerous cuts to public health, we're putting not just our health, but our security and future at risk. We urge members of Congress to re-invest in public health and make America a safe place for our kids and our future.**

Come back to this North Star on any issue – this is the point from which the rest of your talking points derive. For example, to add context to stories you provide:

**This example is just one that proves that budget cuts are in fact hurting real Americans, and the impact will only worsen if Congress does not end this era of austerity, once and for all.**

Remember, your North Star is the reason the Coalition for Health Funding is here – and it's the point from which your other points flow. But it's by no means the only thing you should ever say. Beware of "staying on message" to the point that you squander an opportunity to educate the press and the public about the true and lasting implications of budget cuts.



## Spreading the Word

### **Be a Valuable Source**

To become a go-to source for press and other audiences, you don't just need to be an expert – you need to be the first name that pops into people's minds when they think about your programs and issues – which for now is the impact of budget cuts on those programs and constituents. To this end, offer opinions and information frequently. Proactively seek media attention through pitching stories, writing Letters to the Editor (LTEs) and op-eds, and providing excellent and up-to-date information on your website.

### **Monitor the news for relevant external news hooks.**

The first step to expanding your presence in the press is to determine when and whether you can offer a story that is newsworthy. This breaks down into making the news or reacting to the news: At times, your own work will merit media coverage, even without an additional news hook to entice reporters. But more frequently, you will need a good handle on current events to know when to insert its messaging into trending stories. Monitor local and national news about trends, statistics, and advocacy initiatives related to your issues. Trending stories and news will inform advocacy and help to identify potential stories about which you can make media pitches.

### **Monitor the advocacy and policy scenes for important events.**

Along the same lines as monitoring the news, track news stories about advocacy campaigns and legislative progress (if any). Join email lists for an easy way to track progress. If other groups are working on the same issue or have made progress, you can identify both advocacy partners and possible pitches.

### **Monitor your own work for trends, events, and newsworthy product.**

Make sure that staff are aware of trends to look for and potential constituent stories to flag. Review your calendar for up-coming newsworthy events: protests, citizen action campaigns, Hill advocacy days, impactful trainings, materials or educational drives, and possible legal or advocacy victories or losses.

### **Offer information that warrants media coverage.**

Seek additional publicity by creating noteworthy materials. Because CHF occupies an important space in the budget debate, it has a strong role to play in offering information no one else is gathering or analyzing. Consider crafting or supporting interns or fellows in writing academic articles or submissions to issue-specific newsletters.

### **Package your information well.**

Even simple organization of information can be a boon to busy reporters and open the door to your issue: Calculate how many children are impacted by a particular closure, compare costs with an untouched program, or highlight how current trends map onto historical timelines and you'll likely have reporters or blogs eager to spread the word for you.

In short, whenever you are able to add something new and important about your issue, do so. Even if your addition seems simple, it may well create the framing or offer the visual that the press and public are looking for. Some ideas:

- **Do a little math.** Information may be out there, but disconnected. In a previous campaign, the Coalition for Health Funding's NDD United coalition published a [blog post](#) on the \$208 million Congress "reprogrammed" to start combat missions again. We took that \$208 million and explained exactly what it could have bought in other areas, from keeping 32,000 kids in Head Start to funding research grants for NIH. Never underestimate the power of doing a little math.
- **Shot/Chaser.** These are typically used to show when someone is saying the opposite of what s/he's said previously on an issue, or the opposite of what his/her policies demonstrate.
  - Shot: "We need to have a serious conversation about mental health, psychiatric drugs, and the potential impact violent video games and movies have on our kids," said Rep. Marsha Blackburn (R – TN) in the days following the Sandy Hook Tragedy. (Press Statement, [1/16/13](#))
  - Chaser: Blackburn voted against the "Paul Wellstone Mental Health and Addiction Equity Act," in 2008 and co-sponsored a 2007 bill, H.R. 2387, to prohibit the use of federal funds for universal or mandatory mental health screenings for students. (House Roll Call Vote 101, [3/5/08](#); H.R. 2387, [110<sup>th</sup> Congress](#))

They're fun ways to make a point to the press and to reinforce your narrative.

- Try putting your information in different formats. The Guttmacher Institute's "Publicly Supported Family Planning Services Are Essential" [video](#) explains the importance and impact of public funding for family planning services in simple terms, and did so against the backdrop of a user-friendly animated video. Similarly, infographics and Buzz Feed-type lists may capture a web editor's attention in the way that a bulleted list can't.
- If your information is commentary, you can be creative in packaging that as well. Try captioned photos – the more biting the better – or even sarcastic tweets and blog posts. These often capture attention in a way an earnest op-ed may not.



## Tips & Templates: Blog Posts

Blog posts can and should be brief: Aim for 400-500 words, unless there is true value in making a post longer. Blogs can reflect your organization's "personality," and be relatively informal. A good rule of thumb is to stick to just one topic per blog post.

### Suggested Blog Post Topics

- Events (yours or allied groups')
- Advocacy victories and setbacks
- New partnerships, coalitions, or advocacy groups
- Compelling "real people" stories
- Commentary on relevant news stories
- Campaigns, including petitions and protests
- Infographics
- Buzz Feed-type lists

### Tips for Writing a Blog Post

1. **Title.** Keep your title short but informative. It does help to keep search engine optimization principles in mind when writing titles, which means you should use as many of the words you think people might search for in your title as possible. But don't make the title clunky.
2. **Intro Paragraph.** Your introductory paragraph should, as the name suggests, include an introduction to the post: a short summary of the background and the main idea. You should also include the news hook or hooks – and links thereto – in this paragraph.
3. **Second Section.** In the next section, include the body of your post, analysis, or whatever new or interesting idea you are adding. This is adaptable depending upon the type of post – whether it's a worker's story, commentary on existing law, or something different – but put the meat of your post here.
4. **Third Section.** In this section, add an interesting nugget, such as a quote, statistic, or other fun fact that adds substance and interest.
5. **Conclusion.** Shoot for interesting takeaways from the discussion.

## Sample Blog Post

### **Are We Letting Congress Off the Sandy Hook? Public Health Cuts Could Lead to Another School Shooting**

It's happened again. It happens so often, we can rattle off their names as though we knew them personally: Elliot Rodger. Adam Lanza. Kip Kinkel. So often that we confuse their deadly deeds in our heads—was that the one in the movie theater? Or the one on a college campus? No- the other one on a college campus? Or the one at the school where the receptionist talked him out of it?

The rash of school shootings at the hands of mentally ill gunmen has made two things painfully clear: we're not doing enough to prevent those with mental health conditions from acting out in violent ways that hurt, and even kill, others, and our nation's behavioral health system is in desperate need of improvement.

Congress certainly talks a good game: In early 2013, following the tragedy at Sandy Hook Elementary School, the Obama Administration held a national conference on mental health and Members of Congress promised to do something to improve the nations' mental health system. Yet there has been virtually no new funding from the federal government and no new legislation passed to improve mental health services.

And it gets worse: sequestration *cut* funding to community Mental Health Block Grants (MGBH), one source of federal funding that aims to improve mental health, by nearly \$46 million. The MHBG program provides funding and technical assistance to all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and 6 Pacific jurisdictions. Grantees use these funds to provide comprehensive, community-based mental health services to adults with serious mental illnesses and to children with serious emotional disturbances and to monitor progress in implementing a comprehensive, community-based mental health system.

That means substantially fewer resources to prevent the next Adam Lanza or Elliot Rodger. That's dangerous news for all of us. The question for Congress is, when will we learn that prevention isn't as expensive—or as dangerous—as doing nothing?

## Tips & Templates: Press Releases & Media Advisories

As the media landscape changes, both press releases and media advisories are becoming less frequently used. However, both can still be handy to put in the body of a pitch email as background (reporters are unlikely to open attachments), and both make easily distributable reports of your events.

### Tips (Step-by-Step) for Writing a Press Release or Media Advisory

1. **Logo.** Put your logo or name at the top, along with any coalition member logos.
2. **Contact Info.** Put a name and number where you can be reached. If there is an event, include a cell phone number for the person who will be at the event.
3. **Headline.** It helps to think of this first. Create a catchy headline that gets your main idea across.
4. **Riders.** Write a secondary headline, called a rider, that adds another detail about the story but is separate from the story itself. Then write one more rider, with another, more granular detail.
5. **Lede.** Write the lede – the first sentence or two, intended to entice the reader. Begin the release with the city and state where the event took place (or if there's no event, where your group is based), and date. These should be italicized.
6. **The 411.** Put the who/what/where/when in the first couple sentences. Note that in an advisory, this information should be highlighted in bullet or table form as well.
7. **Conclusion.** The remaining paragraphs (3-4 for a press release, 1-2 for an advisory, plus bullets) should have facts, background information and, ideally, quotes from event participants or spokespeople. Keep the content to no more than one page for an advisory and two for a release.
8. **Signal the end.** Put "###" at the end of the release, centered.

# COALITION *for* HEALTH FUNDING

## NEW REPORT DOCUMENTS DEVASTATING IMPACTS OF DEEP CUTS TO PUBLIC HEALTH FUNDING

***[Organization Name] and Coalition of More than 90 Organizations Call on Congress to Stop Cuts that Keep America Safe and Healthy, Invest in Public Health***

***Congress Has Cut \$XXX from [issue] Funding and \$XXX from Overall Public Health Funding Since XXXX***

Washington, DC— Today, [organization name], as part of the Coalition for Health Funding (CHF), which represents more than 90 public health advocacy organizations, released a new report documenting the dire consequences of Congress's deep cuts to public health programs in recent years. "Faces of Austerity: How Budget Cuts Hurt America's Health" illustrates how recent outbreaks of measles, the steady drumbeat of school shootings at the hands of mentally ill gunmen, and an epidemic of heroin abuse have all been exacerbated by cuts to programs designed to address such issues of public concern.

"Just a tiny fraction of the federal budget goes toward supporting all of our nation's public health needs—everything from preventing disease, to keeping our food and drugs safe, to ensuring that Americans have access to primary care doctors. That small pot of money has faced huge cuts in recent years, many triggered simply because Congress couldn't come to a sensible budget resolution on sequestration," said [Name of Spokesperson, Title]. "We need Congress to stop further cuts to public health programs and continue investing in keeping American families and communities strong, safe, and healthy."

In the last decade, \$XXX in cuts to the [issue] program have caused *[in 2-3 sentences, add strong statistics and specific examples here from the report or your own most recent data on how cuts to your or your affiliates' particular program(s) have affected Americans or a specific community]*. (Example: In Illinois, cuts to the Substance Abuse Prevention and Treatment block grant program are preventing thousands from getting the treatment they need during a new-age heroin abuse crisis nationally and in the state. In just two years, the funding saw a 13% decrease while heroin-related deaths increased - 55% in DuPage county in 2012, 80% in Will County, 77% in McHenry County, and 200% in Kane County in just one year. "How many more obituaries will it take for Congress to get serious about reinstating and increasing funding for substance abuse treatment?" asked **[SPOKESPERSON]**).

Nationally, budget cuts have forced the layoffs of more than 50,000 public health professionals who **[add your issue if relevant]**, monitor and respond to virus outbreaks, immunize children and the elderly, inspect restaurants, and care for the indigent. Public health departments in 33 states and the District of Columbia have reduced their budgets. Funds for public health overall, let alone the workforce, have been eroding for nearly a decade and the sequester cuts have led to a situation that makes us all less secure and puts our health at risk. It only gets worse from here: while we have some limited sequester relief in 2015, we face the full impact of sequestration again in 2016 and for years to come.

"When all is said and done, this is not about funding 'big government,' it's about investing in ourselves, our families, and our communities – keeping them us strong, safe, and healthy. [issue/program]'s funding and most federal public health funds are distributed as block grants through competitive awards processes to our local mental health clinics, diabetes research labs, and women's health centers. They fund part of our neighbors' salaries, keep our schools safe from virus outbreaks, and feed low-income seniors. Cuts to public health funding harm the fabric of our communities, eliminating needed screenings, maternal and child health care, food and water safety initiatives, public hospitals and clinics, and programs that prevent diseases such as diabetes, cancer, and HIV/AIDS."

"It may soon be recess but **[your issue]/a West Nile Virus outbreak/the next school shooter who couldn't get the right treatment/growing breast cancer cells** won't go on hiatus until lawmakers get their act together - it's time for Congress to stop putting our safety on the line and start reinvesting in public health to make America more secure for our kids and our future."

###

[name of organization hyperlinked to website] is [2-3 sentences describing your organization and/or mission]. [name of organization] is a member of the Coalition for Health Funding (CHF), the oldest and largest non-profit alliance working to preserve and strengthen public health investments in the best interest of all Americans. Its member organizations represent more than 90 million patients, health care providers, public health professionals, and scientists.

## Tips & Templates: Letters to the Editor

Letters to the Editor (LTE) are useful because they allow the Coalition for Health Funding or your organization to respond to a news story or offer commentary on an event even if you cannot get a story pitched or Op-ed placed. In larger outlets, it can be quite difficult to place an Op-ed, so an LTE is a good option there. LTEs are usually a bit formal. They include a clear reference to the article they are in response to, and they are short – about 150-200 words. Once published, LTEs can also be circulated via social media and to key audiences to promote the issue and your organization. The template language below is merely suggested. Be sure to identify an article to which you are responding and modify based on your organization’s need and issue platform.

### LTE Template

Dear Editor:

On **\_\_[date]\_\_** the **\_\_[name of paper, italicized]\_\_** published a story titled, **\_\_[title, italicized or in quotes]\_\_**. **\_\_[name of journalist]\_\_** notes that **\_\_[summary of point you are commenting upon]\_\_**.

**[2-3 sentences bolstering/refuting/arguing the point].**

**[2-3 sentences making your own statement about the issue].**

Sincerely,

**[Name, Title, Organization, City, State]**

### LTE Sample

Dear Editor:

I was interested to read “(Title of story on report),” about a new report highlighting the devastating effects that recent cuts to public health funding have had on communities across the nation.

As the director of a health clinic, I see these effects every day. Our own funding has been cut dramatically in the last several years, resulting in fewer patients served, and fewer services offered. That’s a big problem for the growing number of our patients who rely on our clinics for basic health care needs. The worst part? Most don’t connect the dots that Congress is to blame for our reduced services, through their inability to agree on a budget solution. It’s been years since Congress participated in an actual appropriations process for public health programs—and all the while, people across America are suffering. It’s time for Congress to realize that stalling progress on public health funding, for their own selfish reasons, is leading to harmful cuts and preventing us from making America safer for our kids and our future.

Sincerely,

(NAME OF SIGNER)

## Tips & Templates: Social Media

Social media is becoming increasingly crucial to generating engagement and visibility for your issue and organization. In addition to being the glimpse into your work for the public and your coalition partners, it can be a low-cost, low-effort way for you to advocate, drive support, and be part of a viral echo chamber on the need to reinstate and raise federal funding for public health initiatives.

### Tips on Using Social Media to Advocate

1. **Create Your Echo Chamber.** Prior to launching your advocacy campaign or report, make sure you have “liked” on Facebook and “followed” on Twitter all those people and organizations with whom you have key relationships including coalition partners, allies, affiliates, members, federal agency partners, experts, journalists, etc.
2. **Rough Plan.** Sketch a rough plan of when and what you’ll be posting throughout the week. Keep the plan flexible so you can react to and hook the posts to any relevant news of the day or week.
3. **Stay Concise.** Draft your posts ahead of time, again, with room to tweak on the spot. Twitter requires posts to be 140 characters or less but it’s best practice to keep them to 100-120 characters so others can re-tweet you and add their own 2 cents. With Twitter – forget proper grammar or style while Facebook posts can be a little bit longer and formal but the shorter the better.
4. **Hashtag and Tag It!** Using hashtags is simply a way to categorize your posts and allow users to follow and join the discussion. Use the campaign hashtag in all Tweets and Facebook posts (hashtags are new to Facebook but slowly catching on) about the campaign. Put a hashtag in front of other key words you may use – with no spaces to relay the message to those searching the larger issues. Engage someone or an organization in the conversation by typing the @ symbol followed by their handle or name.
5. **Engage Your Followers.** Make sure at least one of your posts during the campaign calls on followers to take action on your issue whether it be to share a story, sign an online petition, send a letter to Congress through your digital mail program, or sign up for your weekly newsletter. This also allows you to collect information from supporters.
6. **Use Visuals.** Statistics show that using infographics and memes tend to increase followers’ engagement with posts (likes, shares, comments, re-tweets, etc.) and effective ones help get an important and complex point across, minus all the jargon. Have them professionally designed or easily create one using a stock photo, graph, or visual from a report with text added.
7. **Collect the Stats.** Document your campaign’s success and learn for the next one by collecting your engagement statistics. Try to sum your new followers on each platform; how many times you were “re-tweeted” or “shared” and calculate a cross-section of the types of activity your campaign generated.
8. **Don’t stop!** Keep your Facebook and Twitter pages updated to show you are a go-to source for information on your issue and keep your captive audience captive. Outside of your issue campaigns and big events, share facts (new and old) about your issue; re-tweet your partner organizations’ new work; link your followers to helpful resources; and provide fact-checks to any opponents’ new work.



## Sample Facebook and Twitter Posts

### Report Release Day

- Facebook:
  - Recent cuts to public health funding have made us less secure, put our families at risk, and left the indigent helpless. Read why in the @Coalition for Health Funding's a new report: **[Link to report, thumbnail image w/ title should appear]**
  - Recent cuts to **\_(issue)\_** funding have caused devastating consequences to **(5-7 words explaining consequences of cuts)**. Read more in our featured story in the @Coalition for Health Funding's new report: **[Link to report, thumbnail image w/ title should appear]**
- Twitter:
  - @healthfunding's new report details devastating effects of cuts 2 #publichealth #CutsHurt **[link to report]**
  - Cuts to **\_(issue)\_** puts families & communities at risk! #CutsHurt **[link to report]**
  - Cuts to **\_(issue)\_** have reduced **\_(item)\_** by **\_(# or %)\_** since **\_(year)\_**. #CutsHurt
  - 1/5 of #publichealth workforce laid off since 2008 despite primary care doc shortage! #CutsHurt
  - #publichealth funding keeps us safe from virus outbreak, funds cancer research, & feeds the elderly! #CutsHurt
  - #publichealth funding helps women prevent breast cancer & plan their families #CutsHurt

### Advocacy Day

- Facebook
  - We're joining hundreds of public health advocates on Capitol Hill today to tell Congress: cuts to public health funding are hurting us all and here's the proof! #CutsHurt **[link to report]**
  - Cuts to **(issue)** are putting our kids' safety at risk! We're joining hundreds of public health advocates on Capitol Hill today to tell Congress #CutsHurt – don't cut health in FY2015!
  - Thank you @Rep./Sen. **[Name]**'s for voting against cuts to public health funding and keeping America safe, secure, and healthy for our kids' future. #CutsHurt **(Optional: post picture of you and/or your group with the member, or his/her staff, or in front of the member's name plate, or by the Capitol itself)**
  - Just met with @Rep.Sen. **[name]** and urged him/her to vote against more cuts to public health! Time for Congress to stop playing roulette with our health and reauthorize, reinstate, and replenish funding to make America a better and safer place for our kids & our future! #CutsHurt
  - @Rep.Sen. **[name]** take the pledge: Don't cut health in FY2015 and make America a safer place for our kids and our future! #CutsHurt
- Twitter:
  - On Capitol Hill urging Congress: Don't cut health funding – its crucial to our safety! #CutsHurt
  - On Capitol Hill urging Congress: Don't cut funding for **\_(issue)\_** #CutsHurt **\_(population)\_!**
  - **\$\_ (#)\_** slashed from #publichealth funding during #sequestration – Congress: cut the politics, not our health! #CutsHurt
  - #PublicHealth funding feeds the elderly & vaccinates our children #CutsHurt
  - **@(Senator or Rep's handle):** #PublicHealth funds keep our drinking water safe & prevent disease #CutsHurt
  - **@(Senator or Rep's handle):** #PublicHealth funds provide mental health help & drug addiction research #CutsHurt
  - #CutsHurt #publichealth funding & leave women, the vulnerable without care. Congress: Do cut the politics and don't cut health!
  - #publichealth funding #CutsHurt the fabric of our communities! Don't cut health!
  - #publichealth funds pay our neighbors, keep schools safe from virus outbreaks, & feed low-income seniors #CutsHurt
  - Congress: Prevent the next #UCSantaBarbara or #SandyHook – don't cut mental health block grants in FY 2015! #CutsHurt
  - Heroin-related deaths climbing in IL as Congress cut funding for drug abuse treatment #CutsHurt
  - 200 US family planning centers close, 400,000 less patients served as Congress cut #TitleX funding #CutsHurt