

COALITION *for* HEALTH FUNDING

2018 CHF Hill Day Digital Promotion Toolkit

Promoting Health Improvement Strategies from the Bench to Bedside to Curbside

The Coalition for Health Funding (CHF) is pleased to share with you a collection of tools to help Coalition members promote our message on public health and health research programs during our annual CHF Hill Day, which will take place on Tuesday, March 6.

Help us share and promote these resources through social media and the web! Please feel free to use our sample social media posts and our [Hill Day one-pager](#) to encourage your networks to learn more about how the agencies and programs of the Department of Health and Human Services (HHS) prevent and cure disease and disability; promote well-being; educate the next generation of health professionals and scientists; assure food, drug and environmental safety; provide our nation's most vulnerable populations access to care; and protect and respond in times of crisis.

We ask that you use our designated hashtag (#FundHealth) when posting. We will monitor photos that are tweeted with #FundHealth, and the best photo will be featured in the Coalition's Annual Report for 2018 and posted on the new and improved [CHF website](#) later this spring.

Digital Promotion Resources and Templates: Please use the resources listed below to make sure your organization is actively involved in promoting the CHF Hill Day and our message to Congress. Your involvement is key to the success of our mission.

Hashtag: [#FundHealth](#)

Digital Image to post: [LINK](#)

Congressmembers' Twitter Handles: [LINK](#)

CHF One-Pager: [LINK](#)

CHF Twitter: [@HealthFunding](#)

CHF Instagram: [CoalitionForHealthFunding](#)

For your convenience, we've separated two tiers of messaging based on levels of involvement in the Hill Day activities: those who will be visiting congressional offices on Hill Day, and those individuals and organizations that are not be physically present. However, you are not limited by these categories.



Please feel free to use any and all messaging that we have made available.

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For those who will be meeting with congressional offices on Hill Day

Sample social media posts/captions for Twitter, Facebook, and Instagram:

- Thank you, Office of [@CONGRESSMEMBER] for meeting with public health advocates to discuss the importance of the federal agencies that support activities necessary to truly improve public health. #FundHealth.
- Today, join us in telling Congress they must act now to #FundHealth. Health research programs and public health initiatives work to protect and enhance the lives of all Americans, including those suffering from [YOUR ISSUE].
- [@Congressmember], we thank your staff for meeting with us to discuss our concerns with POTUS Budget and the importance of supporting health research programs and public health initiatives. #FundHealth
- [@Congressmember], please help to secure adequate funding for the agencies and departments that protect us from disease, illness, and biological threats. It is a matter of national security. #FundHealth
- Retweet if you agree that Congress needs to support the full spectrum of activities necessary to truly improve public health and protect the lives of all Americans. #FundHealth

For organizations and individuals that will be not be physically participating on Hill Day

Sample social media posts/captions for Twitter, Facebook, and Instagram:

- [@YOURcongressmember], please help work to secure adequate funding for the agencies and departments that protect us from disease, illness, and biological threats. Health security is a matter of national security. #FundHealth <http://bit.ly/2F6PZyo>
- Retweet if you agree that Congress needs to support the full spectrum of activities necessary to truly improve public health and protect the lives of all Americans. #FundHealth <http://bit.ly/2F6PZyo>
- Today, join us in telling Congress they must act now to #FundHealth. Health research programs and public health initiatives work to protect and enhance the lives of all Americans, including those suffering from [YOUR ISSUE]. <http://bit.ly/2F6PZyo>
- Health security is a matter of national security. @TomColeOK04 said it best. "You're much more likely to be killed in a pandemic than you are in a terrorist attack." #FundHealth <http://bit.ly/2F6PZyo>