

**Public Health  
Week of Action**  
November 15 - 18, 2021

**Social Media  
Toolkit**

 NOVEMBER 2021

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**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!
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## 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

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## 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.