



Communications Takeaways

Dan Frost

Community Catalyst and Community Catalyst
Action Fund

Flexible and straightforward Goal

- Protect health care.



Because we all should have a say in decisions that affect our health



No Repeal Without Replace


- Not really a sexy message, but definitely something that stuck.

THE **CBO: ObamaCare repeal without replace would cost 32 million insurance**

ACA 'repair' is really a repeal


JOHN DOEHNER ADMITTED REPEAL and


Obamacare is a bigger beast than they could have imagined.

Phil Elliott  [@Philip_Elliott](#) Follow

Susan Collins tells colleagues she cannot support repeal without a replace ready to go, says exchanges would go into death spiral

2:41 PM - 17 Jan 2017

1,850 Retweets 3,276 Likes 

81 1.9K 3.3K 

Repair and retain Obamacare: Our view

The Editoria

The Health Care Industry Really Doesn't Like GOP's Obamacare Replacement

Then Trump did release his plan...

Because we all should have a say in decisions that affect **our health**





“We’re going to have **insurance for everybody**, and it's going to be beautiful, folks.”

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Repeal is Repeal

- And they have offered nothing that makes any of their plans acceptable.

We're not letting
Trumpcare come
back from the
dead... (again)



 1-866-426-2631 



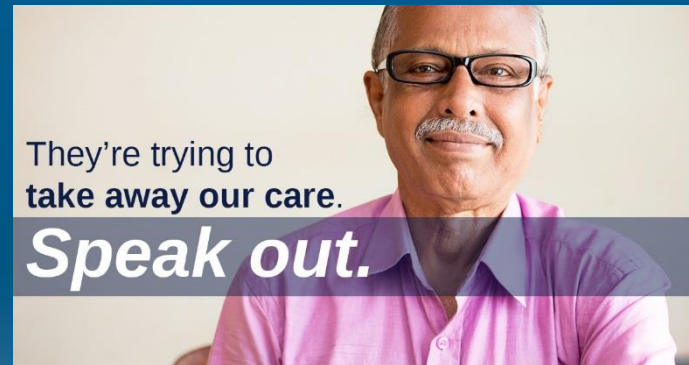
~~AHCA~~
~~BCRA~~
~~SKINNY REPEAL~~
~~GRAHAM CASSIDY~~
SNEAKY REPEAL

Because we all should have a say in decisions that affect our health



Digital Advertising Campaigns

- We generated over 25,000 actions, not including social engagements



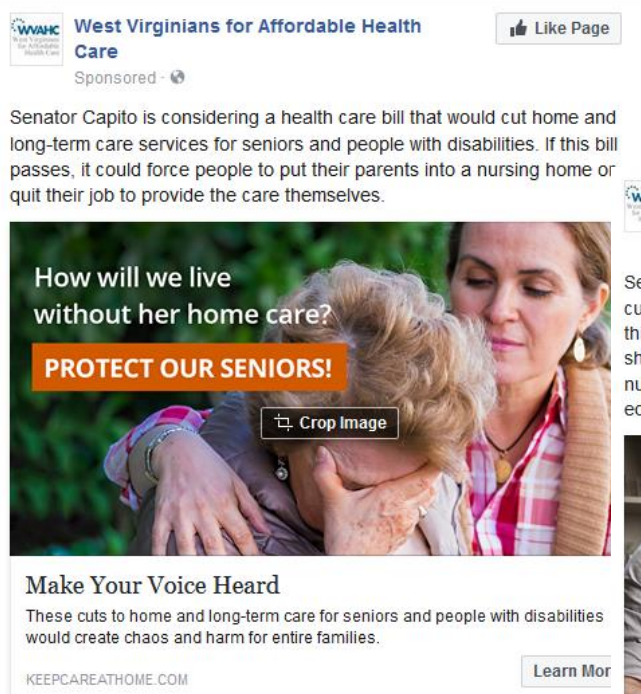
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Digital Advertising Campaigns

- Lessons learned:
 - People are much more responsive to values-based messages
 - “this is a lie, Medicaid is not helping me take care of my parent!” versus “we should never cut services for the elderly or people with disabilities!”

Because we all should have a say in decisions that affect **our health**



West Virginians for Affordable Health Care

Sponsored ·

Senator Capito is considering a health care bill that would cut home and long-term care services for seniors and people with disabilities. If this bill passes, it could force people to put their parents into a nursing home or quit their job to provide the care themselves.

How will we live without her home care?

PROTECT OUR SENIORS!

Crop Image

Make Your Voice Heard

These cuts to home and long-term care for seniors and people with disabilities would create chaos and harm for entire families.

KEEPCAREATHOME.COM

Learn More



West Virginians for Affordable Health Care

Written by Daniel Frost [?] · 2 mins ·

Senator Capito is considering a health care bill that would make massive cuts to home and long-term care for seniors and people with disabilities. If this bill passes, thousands more West Virginians would be forced to shoulder additional costs, like paying for a home care worker or for a nursing home by themselves. This could put West Virginia families over the edge.

JUST ONE VOTE IN CONGRESS COULD BREAK US

MAKE YOUR VOICE HEARD

Tell Senator Capito, We've Had Enough!

These cuts to home and long-term care for seniors and people with disabilities would create chaos and harm for entire families.

KEEPCAREATHOME.COM

Learn More



Let your supporters *CTOA*

Image

2 sentences & 3 bullets

Call to Action

More detailed info

Call to Action

Because we all should have a say in decisions that affect **our health**



TELL CONGRESS: OPPOSE THE TAX BILL



America's families deserve health care.

Help protect it.

Over the past year, people across America made their voice heard and protected the health care of millions. Now, Congress is trying to sneak health care repeal provisions into their tax bill to pay for massive tax cuts for the wealthiest.

Call your members of Congress, tell them to oppose the tax bill.

 Call Congress +

 Email Congress +



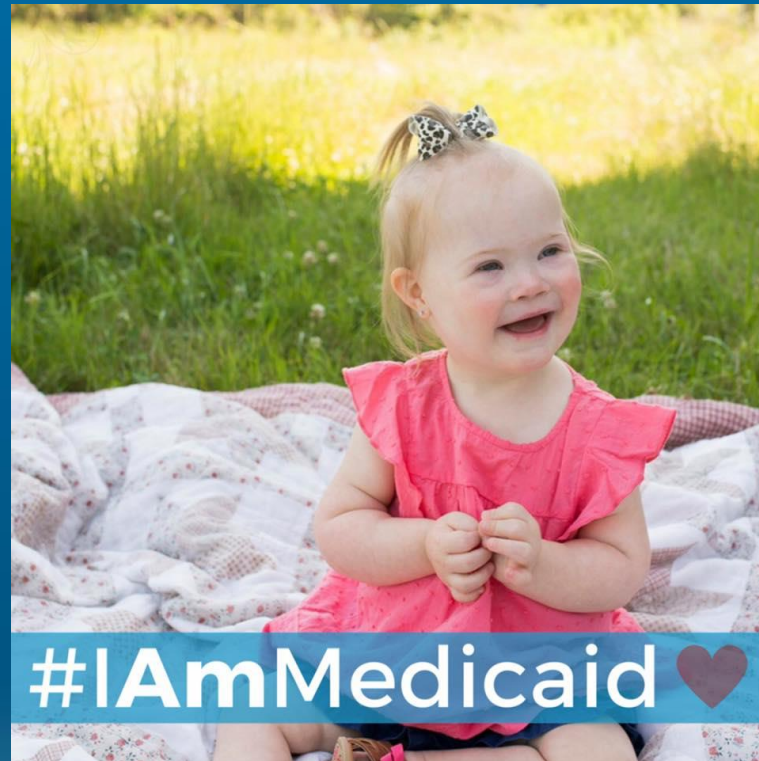
*Make Your
Voice Heard!*

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Facebook-specific Tactics

- Facebook Filters
- Storytelling




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Health Care Intersections

MEDICAID IN SCHOOLS KEEPS KIDS HEALTHY!


JOIN THE CONVERSATION: #SCHOOLSNEEDMEDICAID
 TUESDAY, MAY 9, 2017 FROM 3-4 P.M. ET
 HOST: @HEALTHPOLICYHUB
 GUESTS: @AASAHQ, @CENTERONBUDGET, @EDPROGRESS, @CAPHEALTH, @HEALTHYSCHOOLS



ABCABCABC

Center on Budget and Policy Priorities



HEALTHY SCHOOLS CAMPAIGN

Health Equity Twitter Chat

Tuesday, Jan. 24 (2-3 P.M. ET)
 #ProtectOurCare



PARTNERS:











The AHCA contains an **AGE TAX** which would allow insurers to charge **people over 50** significantly more for coverage.



The AHCA would allow insurers to put **HEALTH CARE** out of reach for people with **preexisting conditions**.



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Health Care Intersections

- In it together.



Tell Congress:
Pass the DREAM Act now!

(478) 488-8059



A provider's religious beliefs **should never** determine the care a patient receives. **Period.**

#PUTPATIENTSFIRST
#LICENSETODISCRIMINATE



#DreamActNow

Dreamers take care of our **aging population.**



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David vs. Goliath



We did it.

Because we all should have a say in decisions that affect our health

