



LEGISLATIVE DAY SOCIAL MEDIA TOOLKIT

This is an important day of advocacy! Individuals, families, and allies of the bleeding disorders community all come together. Unite with us in Sacramento to share your story about living with a bleeding disorder. Use your voice and advocate on issues that are important to our community.

SAMPLE SOCIAL MEDIA CONTENT

Note:

Do not start a post with the legislators' Twitter handle. If you draft the Tweet with the Twitter handle first, it will be sent as a direct message to that user and no one else will see it. e.g.

@AsmKevinMcCarty Thank you for meeting with us today for #HCCLegislativeDay – we appreciate your support for Medi-Cal, GHPP and CCS.

The Tweet above will only be seen by the Legislator and no one else. That can be fixed by rewording like the earlier examples or by placing a period at the front.

. @AsmKevinMcCarty Thank you for meeting with us today for #HCCLegislative Day – we appreciate your support for Medi-Cal, GHPP and CCS.

Twitter Posts:

- Please maintain eligibility & benefits for Medi-Cal and the California Children's Services (CCS) and Genetically Handicapped Persons Program (GHPP) in this year's State Budget. **@AsmKevinMcCarty** I am a constituent from **AD6**. I hope you will continue to protect these important programs, even in the case of a budget deficit year. #HCCLegislativeDay
- #AllCopaysCount. Sixteen states and Puerto Rico have already passed legislation to ban the use of #accumulators. Make sure California is next. **@AsmKevinMcCarty**, Pass AB 874.
- Copay accumulators make life-saving treatments increasingly inaccessible. Research shows that the more out-of-pocket costs patients have to pay, the more likely they are to abandon their treatment. Make #CopaysCountinCA. Pass AB 874! #HCCLegislativeDay



Facebook Posts:

- THANK YOU @KevinMcCartyCA for your past support and funding of Medi-Cal, California Children’s Services (CCS) and the Genetically Handicapped Persons Program (GHPP). I am a constituent from AD6, and these programs provide coverage for [my/my father’s/mother’s/brother’s/sister’s] medical care and for [my/my father’s/mother’s/brother’s/sister’s] blood clotting factor medication. [include a personal story here]. Please maintain eligibility & benefits for these important programs in this year’s State Budget. #HCCLegislativeDay #bleedingdisorders
- Copay accumulators shift the cost of drugs to patients, taking them much longer to reach their deductible or out-of-pocket maximum and often forcing them to stop necessary treatments. It’s time to ban copay accumulators in California and pass **AB 874** today! #HCCLegislativeDay
- #AllCopaysCount. Sixteen states and Puerto Rico have already passed legislation to ban the use of #accumulators. Make sure California is next. @AsmKevinMcCarty, Pass AB 874.

Note: A picture is worth a thousand words!

Instagram provides a great social media channel for advocacy because it gives your message a creative advantage. You can use your visuals to create a persona for your cause.

Instagram Posts:

- @KevinMcCartyCA I am a constituent from AD6, and I want to thank you for protecting Medi-Cal, GHPP and CCS in the past. I hope you will continue to protect these important programs in this year’s State Budget, even in a deficit year. #HCCLegislativeDay
- Copay accumulators are forcing patients to choose between filling their prescriptions or paying for other life necessities. Make #CopaysCountinCA. @KevinMcCartyCA I am a constituent from AD6. Please support **AB 874**.
- @KevinMcCartyCA, please support AB 874 and ban copay accumulator programs! Sixteen states and Puerto Rico have already passed legislation to ban the use of #accumulators. Make sure California is next.

TAGS

- #HCCLegislativeDay
- #Hemophilia
- #BleedingDisorders
- #VonWillebrands
- #Advocacy
- #PatientAdvocacy
- #ChronicDisease
- #RareDisease
- #AllCopaysCount
- #CopayAssistance



HANDLES

In addition to the sample posts listed above, **you may also tag your Assemblymember or Senator in pictures you post of their meetings.**

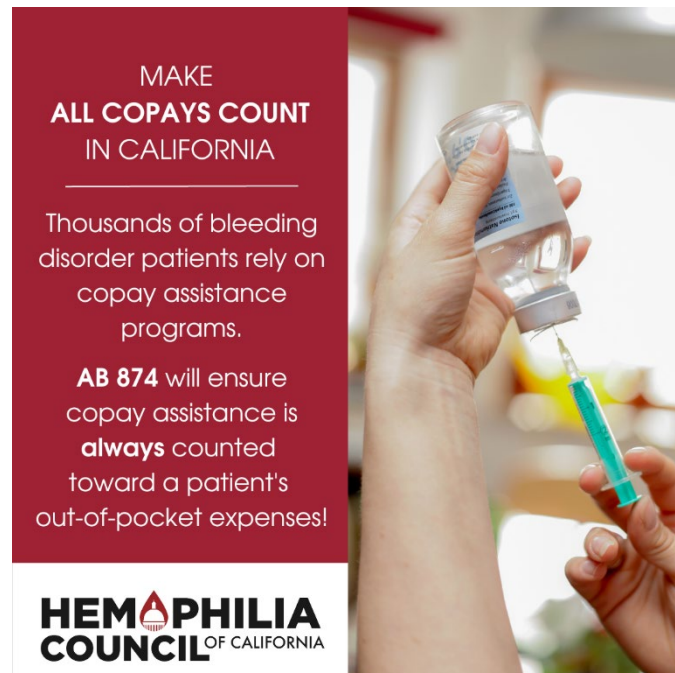
Additional Twitter handles you can include are the following:

- @HemoCouncilofCa
- @HemoSoCal
- @hemofoundation
- @cchf_sac
- @hemophiliaSD

Facebook handles include:

- @hemophiliacouncilca
- @HemoSocal
- @Hemofoundation
- @cchf.sac
- @hemophilia_association_of_san_diego_county

GRAPHIC

A graphic with a dark red background on the left and a photograph on the right. The photograph shows a person's hands holding a clear glass vial and a syringe, with the syringe being filled with a yellow liquid. The text on the left is white and reads: 'MAKE ALL COPAYS COUNT IN CALIFORNIA', 'Thousands of bleeding disorder patients rely on copay assistance programs.', and 'AB 874 will ensure copay assistance is always counted toward a patient's out-of-pocket expenses!'. At the bottom left is the Hemophilia Council of California logo.

MAKE
ALL COPAYS COUNT
IN CALIFORNIA

Thousands of bleeding disorder patients rely on copay assistance programs.

AB 874 will ensure copay assistance is **always** counted toward a patient's out-of-pocket expenses!

HEMOPHILIA
COUNCIL OF CALIFORNIA