



LEGISLATIVE DAY SOCIAL MEDIA TOOLKIT

This is an important day of advocacy! Individuals, families, and allies of the bleeding disorders community are coming together to share our stories and advocate on the issues that matter most.

SAMPLE SOCIAL MEDIA CONTENT

Twitter Posts:

- **Example 1:** Everyone deserves fair healthcare without hidden costs. CA must ban copay accumulators to ensure affordable access to vital medications. @[MEMBER], we urge you to support #AB2180. It's time we prioritize transparency and fairness for patients!
- **Example 2:** Say NO to copay accumulators! @[MEMBER], it's time to take a stand for chronic disease patients. Support #AB2180 to eliminate these barriers and guarantee affordable access to life-saving medications.
- **Example 3:** It's time to act for chronic disease patients! @[MEMBER], join us in supporting #AB2180 to ban copay accumulators and ensure affordable access to life-saving medications. Let's work together to prioritize the wellbeing of chronic disease patients in our communities.

Facebook Posts:

- **Example 1:** Everyone deserves fair healthcare without hidden costs. CA must ban copay accumulators to ensure affordable access to vital medications. @[MEMBER], we urge you to support #AB2180. It's time we prioritize transparency and fairness for patients!
- **Example 2:** Say NO to copay accumulators! @[MEMBER], it's time to take a stand for chronic disease patients. Support #AB2180 to eliminate these barriers and guarantee affordable access to life-saving medications.
- **Example 3:** It's time to act for chronic disease patients! @[MEMBER], join us in supporting #AB2180 to ban copay accumulators and ensure affordable access to life-saving medications. Let's work together to prioritize the wellbeing of chronic disease patients in our communities.

Instagram Posts:

- **Example 1:** Stand behind #AB2180, a crucial step towards eliminating copay accumulators. Let's make healthcare accessible and affordable for all! Share your support and let's create a healthier, more equitable future.
- **Example 2:** Let's rally behind #AB2180 and the movement to ban copay accumulators. This is a crucial step toward fair and accessible healthcare for everyone. Your support can make a difference!
- **Example 3:** Support #AB2180 to dismantle copay accumulators! Together, we can pave the way for accessible and affordable healthcare for everyone. Share your solidarity and let's shape a brighter, fairer future.



HASHTAGS

- #HCCLegislativeDay
- #AllCopaysCount
- #Hemophilia
- #BleedingDisorders
- #PatientAdvocacy
- #ChronicDisease
- #RareDisease
- #AB2180
- #SupportAB2180
- #CopayAssistance
- #CopayAccumulatorsBan
- #NoMoreCopayBarriers

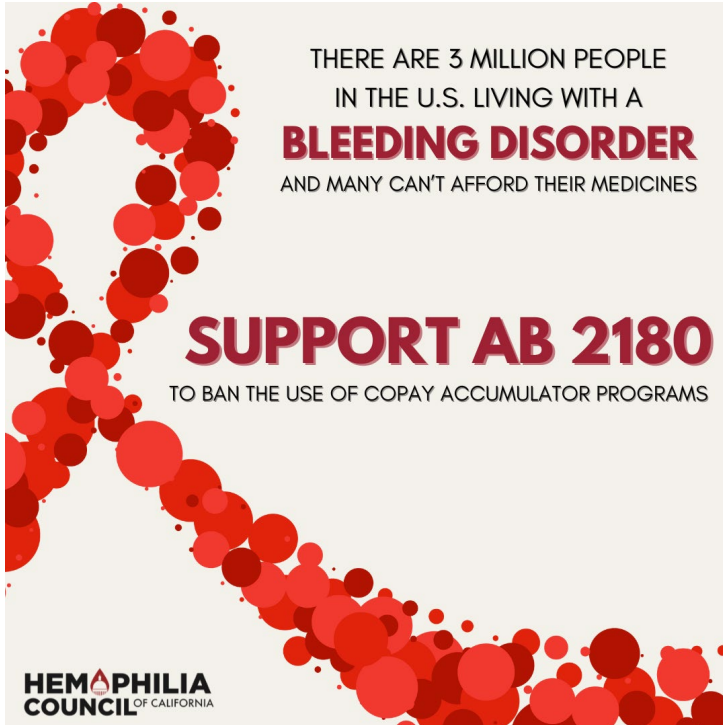
HANDLES

In addition to the sample posts listed above, you may also tag these accounts in your tweets and/or graphics.

- X: @asmakilahweber
- Instagram: @asmakilahweber
- Facebook: @asmakilahweber



GRAPHICS


A graphic featuring a large, stylized number '2' formed by a cluster of red circles of varying sizes, set against a light beige background.

THERE ARE 3 MILLION PEOPLE
IN THE U.S. LIVING WITH A
BLEEDING DISORDER
AND MANY CAN'T AFFORD THEIR MEDICINES

SUPPORT AB 2180
TO BAN THE USE OF COPAY ACCUMULATOR PROGRAMS


HEMOPHILIA
COUNCIL OF CALIFORNIA

SUPPORT

A medical syringe with a blue plunger and needle, with a single drop of red blood falling from the needle tip.

AB 2180

BY ASSEMBLYMEMBER
AKILAH WEBER, M.D.

A large, stylized red awareness ribbon graphic, with a small red blood drop falling from its bottom loop.

HEMOPHILIA
COUNCIL OF CALIFORNIA