

## Week of social media engagement for the 4<sup>th</sup> of July congressional recess, July 1-5, 2013

### Theme: Protect Medical Innovation from Further Cuts (#curesnotcuts)

This coordinated social media campaign is intended to encourage coalition members with grassroots networks to deliver unified messages about the importance of medical and health research during the July 4<sup>th</sup> congressional recess. Each day has a specific theme that can be customized with statistics, patient stories, examples of innovative research and descriptions of the impact of sequestration to research. Links to various resources and Twitter handles of key congressional targets are listed at the bottom.

#### Sample tweets messages to kick-off campaign:

- Join us during the #4thofJuly recess to tell Congress to make medical & health research a national priority #curesnotcuts
- During the #4thofJuly congressional recess (July 1-5) contact your reps & tell them that we need #curesnotcuts
- There's a new threat to #research, nearly 20% cuts to the #NIH, #CDC and #AHRQ in FY14 House bill. #curesnotcuts

#### Sample Facebook messages:

- During the July 4<sup>th</sup> congressional recess, research and patient advocates will be urging members of #Congress to protect funding for medical and health research. #curesnotcuts
- Join us in sending a strong message to your representatives about the importance of medical and health research in your hometown. #curesnotcuts

Day	Theme	Sample Tweets/Facebook messages
Monday 7/1	<b>Patients</b> ( <i>What are your fears with sequestration and more funding cuts?</i> )	-What are your fears w/ #sequestration and more funding cuts? Let us know #curesnotcuts - Impact of #sequestration on patients= Less cures, less treatments, less hope #curesnotcuts - Thousands of patients are being turned away from #cancer ctrs across the nation #curesnotcuts
Tuesday 7/2	<b>AHRQ:</b> how research conducted by AHRQ improves health of Americans.	-. @AHRQNews works to improve the quality of health care and reduce medical errors #curesnotcuts - Preventable medical errors kill at least 100,000 Americans a yr w/ an associated cost of \$17-29B in health care, lost income& other expenses #curesnotcuts - Health services research aims to identify effective ways to deliver high-quality care, reduce medical errors and improve patient safety. We can't afford cuts to research funding. @AHRQnews
Wednesday 7/3	<b>Medical innovation</b> ( <i>industry – medical devices, drug discovery pipeline</i> )	-If we divest from innovation, we are setting the stage for a declining economy. #curesnotcuts - #Sequestration is causing irreparable harm to our nation's research ecosystem #curesnotcuts -#Sequestration and more funding cuts will endanger private sector innovation. #curesnotcuts
Thursday 7/4	<b>CDC:</b> Public health and public safety.	-How does the #CDC protect health of Americans? Let us know. #curesnotcuts - Every year, prevention & public health programs save millions of lives by giving ppl the services they need to avoid injuries, illness #curesnotcuts

	<i>(If your office is closed, tools like Hootsuite and Tweetdeck are available to pre-schedule messages on Twitter.)</i>	<ul style="list-style-type: none"> <li>- From tobacco control to emergency preparedness, the @CDCgov focuses on ways to limit or prevent health threats #curesnotcuts</li> <li>-For every dollar invested in poison centers, there is a savings of \$13.39 in reduced medical costs and preventing lost productivity #curesnotcuts</li> <li>-#CDC’s surveillance system tracks &amp; detects diseases across borders, and their rapid response method controls outbreaks &amp; epidemics here at home.</li> </ul>
Friday 7/5	<b>ASK day targeted to policymakers:</b> protect funding/invest in research/take our message back to Washington	<ul style="list-style-type: none"> <li>-“@Rep Thanks for your RT! We’re counting on you to boost research funding! #curesnotcuts”</li> <li>-“@Rep Your district needs you to protect research funding. We need #curesnotcuts</li> </ul>

**Official Twitter Hashtag:** #curesnotcuts

### Resources

Contact your congressional representatives: <http://capwiz.com/ram/home/>

Reps info (email, phone number, address): <http://capwiz.com/ram/dbq/officials/>

Fact sheet on the return on investment from NIH research:

<http://www.researchamerica.org/app/webroot/uploads/EconomicFactSheet.pdf>

Research!America Sequestration News and Resources: <http://www.researchamerica.org/sequestration>

Research Funding by State: [http://www.researchamerica.org/state\\_funding](http://www.researchamerica.org/state_funding)

Economic Impact by State: [http://www.researchamerica.org/state\\_econ](http://www.researchamerica.org/state_econ)

State-by-state effects of sequestration cuts from FASEB:

<http://www.faseb.org/Portals/0/PDFs/opa/Sequestration%20factsheet.pdf>

United for Medical Research: Anticipated losses by state under sequestration:

<http://www.unitedformedicalresearch.com/wp-content/uploads/2012/07/UMR-Sequestration-Impact-on-NIH-2012.pdf>

### Policymakers social media accounts

Name	State	Twitter Handle	Facebook page
Sen. Richard Shelby	AL	@SenShelbyPress	<a href="https://www.facebook.com/RichardShelby">https://www.facebook.com/RichardShelby</a>
Rep. Steve Womack (AR-3)	AR	@rep_stevewomack	<a href="https://www.facebook.com/RepSteveWomack?v=wall">https://www.facebook.com/RepSteveWomack?v=wall</a>
Sen. John Boozman	AR	@JohnBoozman	<a href="https://www.facebook.com/JohnBoozman">https://www.facebook.com/JohnBoozman</a>
Rep. Kevin McCarthy (CA-23)	CA	@GOPWhip	<a href="https://www.facebook.com/CongressmanKevinMcCarthy">https://www.facebook.com/CongressmanKevinMcCarthy</a>
Rep. Jack Kingston (GA-1)	GA	@JackKingston	<a href="https://www.facebook.com/JackKingston">https://www.facebook.com/JackKingston</a>
Rep. Mike Simpson (ID-2)	ID	@CongMikeSimpson	<a href="https://www.facebook.com/pages/Mike-Simpson/96007744606">https://www.facebook.com/pages/Mike-Simpson/96007744606</a>
Sen. Jerry Moran	KS	@JerryMoran	<a href="https://www.facebook.com/jerrymoran">https://www.facebook.com/jerrymoran</a>

Sen. Thad Cochran	MS	@SenThadCochran	
Sen. Mike Johanns	NE	@Mike_Johanns	<a href="https://www.facebook.com/MikeJohanns">https://www.facebook.com/MikeJohanns</a>
Rep. David Joyce (OH-14)	OH	@RepDaveJoyce	<a href="https://www.facebook.com/RepDaveJoyce">https://www.facebook.com/RepDaveJoyce</a>
Rep. James Lankford (OK-5)	OK	@RepLankford	<a href="https://www.facebook.com/RepLankford">https://www.facebook.com/RepLankford</a>
Sen. John Thune	SD	@SenJohnThune	
Rep. Chuck Fleischmann (TN-3)	TN	@RepChuck	<a href="https://www.facebook.com/repchuck">https://www.facebook.com/repchuck</a>
Sen. Lamar Alexander	TN	@SenAlexander	<a href="https://www.facebook.com/senatorlamaralexander">https://www.facebook.com/senatorlamaralexander</a>
Sen. John Cornyn	TX	@JohnCornyn	<a href="https://www.facebook.com/Sen.JohnCornyn">https://www.facebook.com/Sen.JohnCornyn</a>
Sen. John Barrasso	WY	@SenJohnBarrasso	<a href="https://www.facebook.com/johnbarrasso">https://www.facebook.com/johnbarrasso</a>