

Social media engagement plan for August congressional recess

Medical Research is at Risk

We Need Cures, Not Cuts!

This social media engagement campaign is intended to encourage coalition members with grassroots networks to deliver unified messages about the importance of medical research during the August congressional recess. Congress has a narrow window to decide funding levels for FY14 for research and health agencies. The time is now to speak up and urge policy makers to make research a higher national priority. Use statistics, patient stories, examples of innovative research and descriptions of the impact of sequestration to help make research part of the national conversation on social media and beyond. (Links to various resources and Twitter handles of key congressional targets are listed at the bottom.)

Official Hashtag: #curesnotcuts

Sample Twitter messages

- Join us during the August congressional recess to tell Congress to make medical research a higher national priority #curesnotcuts
- During the August congressional recess, contact your congressional reps and tell them that we need #curesnotcuts <http://bit.ly/19dKiHZ>
- Medical research saves lives, provides hope and fuels our economy. We need #curesnotcuts <http://bit.ly/19dKiHZ>
- The fiscal yr is coming to a close; we need to do what we can to protect medical research in FY14. #curesnotcuts
- Our nation's best weapon against spiraling health care costs is medical innovation. #curesnotcuts

Sequestration Impact

- Cuts to research= less progress in development of cancer drugs that zero in on a tumor w/ fewer side effects #curesnotcuts <http://1.usa.gov/16VpXkE>
- Due to sequestration, the New Mexico Cancer Center in Albuquerque may end treatment for up to 300 Medicare patients #curesnotcuts
- At North Shore Hematology Oncology in NY, 5,000 Medicare patients were informed that their treatments could no longer be covered #curesnotcuts
- Cancer clinics in South Carolina, Texas and Florida are making plans to relocate #Medicare patients due to budget cuts. #curesnotcuts
- The sequester is having a chilling effect on the entire research enterprise from innovation to adoption. We need #curesnotcuts
- Sequestration= 25,000 fewer breast & cervical cancer screenings #curesnotcuts
- .@RepJohnDoe, sequestration= 424,000 fewer #HIV tests. We need #curesnotcuts!
- .@RepJohnDoe, sequestration= fewer doses of vaccines for the flu, measles, whooping cough & hepatitis. We need #curesnotcuts!

Industry

- If we divest from innovation, we are setting the stage for a declining economy. #curesnotcuts
- If we don't act soon, #sequestration & additional cuts will endanger private sector innovation. #curesnotcuts <http://bit.ly/19dKiHZ>
- The private sector relies on @NIH basic research to develop lifesaving therapies & medical products. #curesnotcuts
- Industry + @NIH research = lifesaving medical treatments & better economy #curesnotcuts
- @NIH funding helped TomoTherapy, a priv company, expand to 1100 employees worldwide with \$400M in revenue in '12 <http://bit.ly/17097kL>

Agency for Healthcare Research and Quality (AHRQ)

- @AHRQNews is the lead agency funding research that has reduced deadly hospital infections, which kill 100,000 each year. #curesnotcuts
- #AHRQ prog in MI reduced the rate of central line-related blood stream infections by 2/3 in >100 intensive care units. #curesnotcuts
- In 1 ½ yrs an #AHRQ prog to prevent infections in health care settings in MI saved >1,500 lives & nearly \$200 million #curesnotcuts

Centers for Disease Control and Prevention (CDC)

- Sequestration slashed \$350 million from the #CDC budget, which will likely impact health care screenings & progs for underserved populations #curesnotcuts
- With #sequestration, @CDCgov's ability to support state and local health departments was significantly reduced. <http://1.usa.gov/18vU19O> #curesnotcuts
- Impact of #sequestration & other budget changes to the @CDCgov= \$40 million reduction in HIV prevention #curesnotcuts <http://1.usa.gov/18vU19O>

Food and Drug Administration (FDA)

- If user fees paid by industry are subject to sequestration, @US_FDA's budget will lose \$85M, slowing access to breakthroughs. #curesnotcuts
- .@US_FDA's budget is supported by industry user fees; cuts will shave ~\$85M from FDA's budget. Exempt user fees from sequestration. #curesnotcuts

National Institutes of Health (NIH)

- @RepJaneDoe. Due to the sequester, 700 fewer research project grants compared to FY12. Pls we want #curesnotcuts!
- #Sequestration is draining dollars from life-saving research #curesnotcuts
- .@NIH-supported research added \$69 billion to our GDP & supported 7 million jobs in 2011 alone. <http://bit.ly/15Jh1zR> #curesnotcuts

- Thxs to @NIH research, a person born in the U.S. today can expect to live nearly 30 yrs longer than someone born in 1900. #curesnotcuts

National Science Foundation (NSF)

- Under #sequestration, @NSF budgetary resources were reduced by \$356 million <http://1.usa.gov/1aEmLxU> #curesnotcuts
- .@NSF promotes the progress of science, advance national health & welfare and secures the natl defense. #curesnotcuts

Sample Facebook messages

- During the August congressional recess, research and patient advocates will be urging members of Congress to protect funding for medical and public health research. Please join us using #curesnotcuts hashtag!
- Join us in sending a strong message to your representatives about the importance of medical and public health research in your hometown. #curesnotcuts
- Medical research saves lives, provides hope and fuels our economy. We need #curesnotcuts <http://bit.ly/19dKiHZ>
- The fiscal year is coming to a close; we need to do what we can to protect medical research funding in FY14. Ask your reps for #curesnotcuts <http://bit.ly/19dKiHZ>

Sequestration Impact

- The sequester proves that we cannot take medical progress for granted. Ten years of across-the-board spending cuts will disrupt the research ecosystem and throw many innovative studies into limbo. Ask your reps for #curesnotcuts!
- #Sequestration's worst case scenario could mean the elimination of research that would bring us closer to cures for Alzheimer's, cancer, heart disease and other deadly and costly health threats. We need #curesnotcuts!
- Cuts to the Mental Health Block Grant program would result in over 370,000 seriously mentally ill adults and seriously emotionally disturbed children not receiving needed mental health services. #curesnotcuts
- A House committee bill calls for more budget cuts for the #NIH and other health agencies, nearly 20% in FY14, jeopardizing research grants and public health funding for your state. We want and NEED #curesnotcuts!
- Cuts to research=delays to the development of effective treatments for common and rare diseases affecting millions of Americans. #curesnotcuts <http://1.usa.gov/16VpXkE>

Industry

- The R&D tax credit is a proven engine of economic development that spurs innovation. It creates jobs and supports critical medical research that otherwise would not be conducted. Urge your senators to work with the committee to include the R&D tax credit in the tax package and finally make it permanent. <http://1.usa.gov/16VpXkE> #curesnotcuts
- The pharmaceutical and biotechnology industry builds on federally funded research to develop the next generation of drugs, devices and diagnostics to treat, cure and prevent disease <http://bit.ly/17097kL> #curesnotcuts

- “When we talk about the industry and ultimately lifesaving products, it starts really with the NIH and the kind of basic research it’s supporting.” -Peter Abair, Director of Economic Development, [Massachusetts Biotechnology Council](http://bit.ly/17097kL) <http://bit.ly/17097kL> #curesnotcuts

Agency for Healthcare Research and Quality (AHRQ)

- An AHRQ program reduced the rate of central line-related blood stream infections by two-thirds in more than 100 intensive care units in Michigan hospitals.

Do we really want to stall medical progress? @RepJohnDoe and @RepJaneDoe, AHRQ is the only agency funding research that identifies the most effective forms of clinical care & improving quality and patient safety. Please #curesnotcuts!

Centers for Disease Control and Prevention (CDC)

- In the #CDC, \$33 million will be cut from state and local preparedness ability to respond to natural and man-made disasters thanks to sequestration. #curesnotcuts <http://1.usa.gov/18vU19O>
- Impact of #sequestration & other budget changes to the @CDCgov= \$40 million reduction in HIV prevention #curesnotcuts <http://1.usa.gov/18vU19O>

Food and Drug Administration (FDA)

- The #FDA's budget is substantially supported by user fees from the industries it regulates. Budget cuts are expected to shave about \$85 million from the agency's budget in 2013.(Source: [The Hill](#))

It makes no sense to sequester fees paid by industry, and it has the tragic effect of slowing access to new medical discoveries. #curesnotcuts

National Institutes of Health (NIH)

- Research funded by the #NIH at universities, academic medical centers, independent research institutions and small businesses across the country lays the foundation for private sector innovation. #curesnotcuts
- Medical breakthroughs do not happen overnight. In almost all instances, breakthrough discoveries result from years of incremental research to understand how disease starts and progresses. #curesnotcuts <http://1.usa.gov/16VpXkE>
- NIH is the leading supporter of biomedical research in the world. This research has had a major positive impact on nearly all of our lives by improving human health, fueling the U.S. economy, and creating jobs in our communities. #curesnotcuts

National Science Foundation (NSF)

- Nearly 1,000 fewer NSF research grants and awards under sequestration, impacting 12,000 scientists and students and curtailing critical scientific research. #curesnotcuts
- NSF is the funding source for approximately 20% of all federally supported basic research conducted by America's colleges and universities. @RepJohnDoe, please protect research funding. Give us #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
- Economic Impact by State: 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>
- Fact sheet: Impact of Sequestration and other Budget Changes on the Centers for Disease Control & Prevention http://www.cdc.gov/fmo/topic/budget%20information/appropriations_budget_form_pdf/Sequester_Impacts.pdf
- Fact sheet: Impact of Sequestration on the National Institutes of Health <http://www.nih.gov/news/health/jun2013/nih-03.htm>
- National Science Foundation (NSF) <http://www.nsf.gov/pubs/2013/in133a/in133a.pdf>

Policymakers social media accounts

Name	State	Twitter Handle	Facebook page
Sen. Richard Shelby	AL	@SenShelbyPress	https://www.facebook.com/RichardShelby
Rep. Steve Womack (AR-3)	AR	@rep_stevewomack	https://www.facebook.com/RepSteveWomack?v=wall
Sen. John Boozman	AR	@JohnBoozman	https://www.facebook.com/JohnBoozman
Rep. Kevin McCarthy (CA-23)	CA	@GOPWhip	https://www.facebook.com/CongressmanKevinMcCarthy
Rep. Jack Kingston (GA-1)	GA	@JackKingston	https://www.facebook.com/JackKingston
Rep. Mike Simpson (ID-2)	ID	@CongMikeSimpson	https://www.facebook.com/pages/Mike-Simpson/96007744606
Sen. Jerry Moran	KS	@JerryMoran	https://www.facebook.com/jerrymoran
Sen. Thad Cochran	MS	@SenThadCochran	
Sen. Mike Johanns	NE	@Mike_Johanns	https://www.facebook.com/MikeJohanns
Rep. David Joyce (OH-14)	OH	@RepDaveJoyce	https://www.facebook.com/RepDaveJoyce
Rep. James Lankford (OK-5)	OK	@RepLankford	https://www.facebook.com/RepLankford
Sen. John Thune	SD	@SenJohnThune	

Rep. Chuck Fleischmann (TN-3)	TN	@RepChuck	https://www.facebook.com/repchuck
Sen. Lamar Alexander	TN	@SenAlexander	https://www.facebook.com/senatorlamaralexander
Sen. John Cornyn	TX	@JohnCornyn	https://www.facebook.com/Sen.JohnCornyn
Sen. John Barrasso	WY	@SenJohnBarrasso	https://www.facebook.com/johnbarrasso
Rep. Andy Harris	MD	@RepAndyHarrisMD	https://www.facebook.com/AndyHarrisMD
Rep. Tom Latham	IA	@TomLatham	https://www.facebook.com/tom.latham.733
Rep. Frank R. Wolf	VA	@RepWOLFPress	https://www.facebook.com/RepFrankWolf
Rep. Rodney Frelinghuysen	NJ	@USRepRodney	https://www.facebook.com/rfrelinghuysen
Rep. Charlie Dent	PA	@DentPressShop	https://www.facebook.com/congressmandent
Rep. Hal Rogers	KY	@RepHalRogers	https://www.facebook.com/CongressmanHalRogers
Rep. Luke Messer	IN	@RepLukeMesser	https://www.facebook.com/RepLukeMesser
Sen. Rand Paul	KY	@SenRandPaul	https://www.facebook.com/SenatorRandPaul
Sen. Ted Cruz	TX	@SenTedCruz	https://www.facebook.com/SenatorTedCruz
Sen. Marco Rubio	FL	@SenRubioPress	https://www.facebook.com/SenatorMarcoRubio
Sen. Bob Corker	TN	@SenBobCorker	https://www.facebook.com/bobcorker?ref=ts