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.

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.”

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

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
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
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.

Make Your Voice Heard!

Because we all should have a say in decisions that affect our health.
Facebook-specific Tactics

• Facebook Filters
• Storytelling

Because we all should have a say in decisions that affect our health
The AHCA contains an AGE TAX which would allow insurers to charge people over 50 significantly more for coverage.

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

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

• In it together.

Tell Congress: Pass the DREAM Act now!
(478) 488-8059

Dreamers take care of our aging population.

Because we all should have a say in decisions that affect our health.
David vs. Goliath

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