

Social media campaign: What If I Lose Coverage?

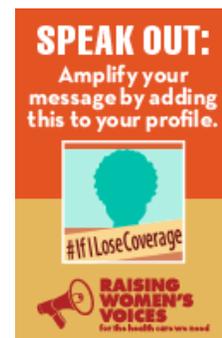


Goal of campaign: To demonstrate the harmful consequences of repealing the Affordable Care Act by encouraging women to speak out about what would happen if they and/or their family members lose their coverage.

Campaign time frame: Launches on **Tuesday, November 22**, in time to promote on-line conversation among people traveling home for the holiday and in-person conversation with friends and relatives around Thanksgiving dinner tables. Continues through Sunday, December 4, with possible extension for another week. Then, we will pivot to a Keep My Coverage campaign.

Campaign elements: There are several ways to participate in the campaign:

- On Twitter: Using the hashtag **#IfILoseCoverage**, people can briefly say what the consequences would be for them or their family members. **We will have a Twitter Storm on Tuesday, Nov. 22, from 1 to 2 p.m. to kick off this conversation.**
- On Facebook: Using the hashtag **#IfILoseCoverage**, people can describe what the consequences would be for them or their family members.
- On both Facebook and Twitter: People can also make their support visible by changing their profile pictures to include the campaign hashtag **#IfILoseCoverage**. It just takes two easy steps. Go to the campaign Twibbon page here: <http://twibbon.com/Support/if-i-lose-coverage>
- By submitting their stories to our story-gathering google form here: <https://goo.gl/forms/zCEHHP6zNjaTocC93> What will we do with these stories? Share them via social media, our website and in materials to oppose repeal of the Affordable Care Act.



Campaign support materials: To help people identify what they could lose, and formulate messages about the consequences, we have prepared some fact sheets and other materials that we will be sharing with all campaign partners:

- A printed **#If I Lose Coverage** sign on which to write your message: People can print it out, fill out the portion describing what happens if they lose coverage and take a photo of themselves with the message. Then post to Facebook or Twitter. Encourage them to also send a copy to us at info@RaisingWomensVoices.net
- Fact sheets: What women have to lose is explained in fact sheets that will be posted on the Raising Women's Voices [website](#).
- Sample tweets and Facebook messages are included below.

Sample Tweets

For individuals:

- #IfIlosecoverage I will no longer be able to afford my birth control
- #IfIlosecoverage preventive services will not be free. I need free #STIscreening
- I'm pregnant but #IfIlosecoverage I may not get maternity care #healthybabieshealthymoms
- #IfIlosecoverage I wouldn't be able to pay for PrEP – to keep myself at low risk, I need it.
- #IfIlosecoverage I'd be afraid to do all the activities that keep me healthy, like biking and hiking
- #IfIlosecoverage I won't be going to my annual free check-up

For organizations:

- All women need coverage. Getting rid of Medicaid hurts our most vulnerable. #IfILoseCoverage
- 20 million previously uninsured people will lose health insurance #IfIlosecoverage
- Women will once again pay more for health insurance than men #IfIlosecoverage
- Find out more about the #IfIlosecoverage campaign @ <http://www.raisingwomensvoices.net>

Sample Facebook messages:

- Because of the ACA, I've been able to stay on my parent's health insurance and save money. If I lose my coverage, and have to pay for my own health insurance, I won't be able to afford to pay my student loans. #IfILoseCoverage
- Since the passage of the ACA I have been able to be proactive about screening for breast cancer because mammograms are FREE. #IfIlosecoverage, mammograms will no longer be free for me and I don't know if I'll be able to afford them. This worries me because there is a history of breast cancer in my family. I need free mammograms!
- Two years ago I was able to catch cervical cancer in its early stages. I could get this screening because it was free under the ACA. This screening saved my life. #IfIlosecoverage I would not be here today.
- My grandma was very upset when she had to pay so much money for her medications. After the ACA she was happier because the Medicare donut hole was closing. If they repeal the ACA, I'm worried my grandma might not take her medicine because it's so expensive. #keepgrandmahealthy #IfIlosecoverage



- I finally got health insurance with the Medicaid expansion. #IfIlosecoverage I would go back to being uninsured and unhealthy. My chronic condition will not be managed, because I don't have the money, I don't want to live that life again. I want to live a healthy life, but it is difficult to if I don't have #healthinsurance.
- My son has juvenile diabetes. We are able to manage his condition because we aren't denied coverage anymore due to his preexisting condition. If this goes away, he will get sick, I will be stressed, and I don't know what we will do. #IfIlosecoverage my son and I will suffer.

Sample photo messages:

