



## SAMPLE SOCIAL MEDIA POSTS

(Use the hashtag **#AADCH2019** for all posts)

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### **TWITTER (@AllergyAsthmaHQ)**

Lending my voice as an advocate for those who live with asthma and allergies on Capitol Hill!  
#AADCH2019 #asthma #allergy #Congress

Federal funds are critical for @NIH programs to advance research for the 50M+ Americans with  
#asthma & #allergies. #AADCH2019 #Congress

Step therapy policies should not compromise patient treatment options @EdLaborCmte, more  
transparency and a clear appeals process is needed for medication access. #AADCH2019 #patientvoice  
#HR2279

On Capitol Hill today urging #Congress to fund @CDC's National Asthma Control Program to support  
people with #asthma. #AADCH2019 #NIH

On Capitol Hill today urging #Congress to fund indoor & outdoor air programs @EPA to support people  
with #asthma. #AADCH2019 #lunghealth

School-based respiratory management plans are needed to better equip schools to help students living  
with chronic respiratory conditions @EnergyCommerce. #AADCH2019 #asthma #schools #students

Access to affordable, high quality healthcare is necessary for patients with chronic life-threatening  
illnesses. #AADCH2019 #asthma #allergy

Medicare reimbursement @CMSGov is necessary to support medical treatment & technology for  
patients with chronic respiratory illnesses. #AADCH2019 #medicare #asthma

Support the modernization of food ingredient labels and include sesame as a major allergen  
@EnergyCommerce @FDA. #AADCH2019 #allergy #foodlabels #HR2117

## FACEBOOK (@AllergyAsthmaHQ)

More than 50 million Americans have allergies and 25 million have asthma. I'm joining @AllergyAsthmaHQ at Allergy & Asthma Day Capitol Hill to raise awareness and tell Congress to ensure federal laws, policies, regulations and resources support patients living with these chronic and life-threatening conditions. #AADCH2019 #asthma #allergy

People who suffer from asthma and allergies need greater access to care through the expansion of telehealth services and by enhancing school-based asthma management programs. Join me and @AllergyAsthmaHQ in raising awareness and educating legislators in Congress on critical issues facing asthma and allergy patients. #AADCH2019 #telemedicine #schools

Step therapy requires patients to take other medications and fail on them before their health insurer will pay for the medication originally prescribed by their doctor. Many patients with chronic diseases fight for access to medication. Today with @AllergyAsthmaHQ I'm raising awareness in Congress to protect patients from these "fail first" policies and seek more transparency and a clear appeals process for medication access. #AADCH2019 #patientvoice

New medical and technological advancements such as biologics and bronchial thermoplasty for severe asthma are opening the door for more effective treatment options and procedures. I am joining @AllergyAsthmaHQ at Allergy & Asthma Day Capitol Hill to tell Congress that severe asthma patients need access to these treatments – particularly those covered under Medicare and other health insurance programs. #AADCH2019 #asthma #COPD #medicare

Federal health insurance programs meet the needs of our country's underserved, low-income populations – which include millions of children. Join me and @AllergyAsthmaHQ in urging Congress to maintain coverage for those who rely on Medicaid. #AADCH2019 #childrenshealth #medicaid #asthma #allergy

Updated food package labels are needed and sesame should be recognized as a major food allergen represented on packaged foods in the U.S. Together with @AllergyAsthmaHQ I am raising awareness to protect consumers who live with life-threatening allergies. #AADCH2019 #foodlabels #sesame #allergy

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For more information about social media, contact Senior Editor and Communications Strategist Gary Fitzgerald at 703-641-9595 or [gfitzgerald@AllergyAsthmaNetwork.org](mailto:gfitzgerald@AllergyAsthmaNetwork.org).