



Social Media Toolkit

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The August congressional recess is a critical time for advocacy as well as an important opportunity to build on recent momentum toward achieving our NBCC priorities. During the whole month of August, members of Congress will be home in their states and districts to hear from constituents, and it is time for us to weigh in. Members of Congress are more likely to be hosting town halls, participating in constituent-facing events, and engaging on social media. The August recess also provides a unique opportunity to engage local advocates who normally do not travel to NBCC in-person lobby days, as well as to build your local network of breast cancer advocates!

This August recess: We're asking Congress: What are you waiting for? Congress has the power to move the [Metastatic Breast Cancer Access to Care Act](#) forward, eliminating the cruel and arbitrary waiting periods eligible people with metastatic breast cancer must endure before they can access the disability and health benefits they earned, paid for, and desperately need. That's why NBCC launched **an all-out campaign to make it happen** this summer.

This Toolkit includes sample social media content and graphics to urge Congress to pass the Metastatic Breast Cancer Access to Care Act. You are welcome to tweak/modify as you see fit.

Resources

Campaign page: <https://www.stopbreastcancer.org/information-center/positions-policies/priority-2/congress-what-are-you-waiting-for/>

Take action page: nbcc.info/TakeAction

Hashtags: #StopBreastCancer, #NBCContheHill

NBCC on Instagram: [@nationalbreastcancercoalition](https://www.instagram.com/nationalbreastcancercoalition)

NBCC on Facebook: www.facebook.com/TheNationalBreastCancerCoalition/

NBCC on Twitter/X: [@NBCCStopBC](https://twitter.com/NBCCStopBC)

NBCC on Bluesky: nbcstopbc.bsky.social

Social Media

Feel free to adapt this language to better align with your personal voice. Please include #NBCContheHill and if you have space, include #StopBreastCancer and tag NBCC's social media accounts when possible. Thank you for your support!

1) This August recess, we're telling Congress: We CANNOT wait for the benefits we've paid into. We must pass the Metastatic Breast Cancer Access to Care Act NOW. [TAG handle of members]. #NBCContheHill nbcc.info/TakeAction [TAG NBCC]

2) [TAG members] I am counting on you to support women and men with breast cancer. Will you help pass the Metastatic Breast Cancer Access to Act this Congress? #NBCContheHill [TAG NBCC]

3) Congress will adjourn for August recess soon. While they are home in their districts, we need you to urge them to support the Metastatic Breast Cancer Access to Care Act! Learn more and take action today. #NBCContheHill nbcc.info/TakeAction

4) Take action during the congressional recess and ask your US representative to cosponsor the Metastatic Breast Cancer Access to Care Act. Nbcc.info/TakeAction

5) Nobody should be dying waiting for benefits they're entitled to. Urge your Congressmembers to pass the Metastatic Breast Cancer Access to Care Act. We make it easy to take action here: nbcc.info/TakeAction

6) Congress may be in recess this month, but we must urge them now to support the Metastatic Breast Cancer Access to Care Act. Let's take action today! #NBCContheHill nbcc.info/TakeAction

7) We must eliminate cruel waiting periods for people with metastatic breast cancer. Congress needs to hear from constituents while they are home on recess. Take action today! Nbcc.info/TakeAction

8) [TAG members] Will you commit to cosponsoring the Metastatic Breast Cancer Access to Care Act this Congress? We are dying waiting. nbcc.info/TakeAction [TAG NBCC]

9) [TAG members] Will you commit to working with [TAG NBCC] advocates to ensure everyone has access to quality health care? Cosponsor and help pass the Metastatic Breast Cancer Access to Care Act! #NBCContheHill

STORIES TO SHARE:

1) Women like T'Ana who are living with metastatic breast cancer can't wait to get benefits they're entitled to. That's why we need you to urge Congress to pass the Metastatic Breast

Cancer Access to Care Act this year. Read her story and take action! [TAG NBCC]
nbcc.info/TAnaStory <ATTACH PHOTO WITH T'ANA QUOTE BELOW>

2) People like Donna with metastatic breast cancer can't wait for the benefits they're entitled to. Congress shouldn't wait. Pass the Metastatic Breast Cancer Access to Care Act. nbcc.info/DonnaStory <ATTACH PHOTO WITH DONNA QUOTE BELOW>

Graphics to Accompany Social Media







NATIONAL BREAST
CANCER COALITION



TAKE ACTION! nbcc.info/TakeAction



TAKE ACTION TODAY AT NBCC.INFO/TAKEACTION

URGENT ACTION NEEDED



CONGRESS MUST PASS THE METASTATIC BREAST CANCER ACCESS TO CARE ACT

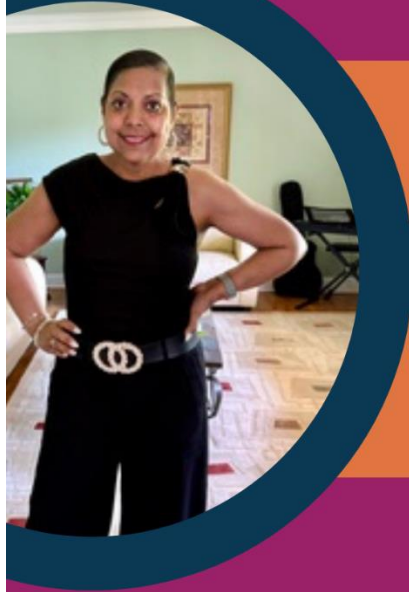
NBCC NATIONAL BREAST
CANCER COALITION

NBCC
NATIONAL BREAST CANCER COALITION



**“We need to pass this
bill because we’re
dying now. It can’t
wait. There are too
many people dying
waiting.”**

Take action today at nbcc.info/TakeAction



“

**With the treatment
that I’m on, waiting
two years doesn’t
work for me.**

**- Donna, an advocate living with
metastatic breast cancer**