

Public Health Awakened Social Media Content

#TaxesForHealth on Tax Day 2019

Tax Day is right around the corner on Monday April 15! We want to harness the focus on Tax Day to change the story about taxes -- [grounded in our transformative narrative](#) that taxes serve as a collective pooling of resources to do together what we can't do alone.

- *Use examples of policies and practices embodying #TaxesForHealth.*
- *Use examples to debunk myths about taxes that perpetuate the dominant narrative couched in individualism, the free market, and ineffective government.*
- *Include #TaxesForHealth in all tweets*
- *Other hashtags to use: #TaxDay2019 #WokePublicHealth #BuildPower4Equity*

Other resources to look at:

- CBPP [social media toolkit](#) on Working Families Tax Relief Act
- Refer to [guidance from the Opportunity Agenda on tax policy messaging](#)
- Americans for Tax Fairness materials for tax day
 - [Tax day toolkit](#)
 - [Twitterstorm digital toolkit](#)
 - [Form to sign up to participate in tax day activities](#)

Sample Tweets to use throughout the day on Tax Day (April 15)

Copy, edit, or write your own!

G'morning, Twitter! It's #TaxDay2019, and we are celebrating #TaxesForHealth Today, we'll:

- ✓ Show how collectively pooling our resources CAN be for good
- ✓ Check ourselves on some nasty myths
- ✓ Build inspiration for what we can achieve together in a more perfect union

[\[Retweet this status with the following text\]](#)

IMAGINE IF: #Amazon paid their fair share so we could invest in the public sphere, with opportunities for everyone 🤖

For those of us working on #HealthEquity, this reality is unacceptable. Let's build power to hold corporations accountable to their fair share! #TaxesForHealth

[\[Retweet this status with the following text\]](#)

What a great example of #TaxesForHealth! All of us in #PublicHealth can get behind expanding tax policies that have proven to help families build economic power and thrive!

It's #TaxDay2019 -- Learn more about the positive impact of #ETC and #CTC:

<https://bit.ly/2Voy0rf>

[[Retweet this status](#) with the following text]

“Despite the fact that I receive no benefits from the federal government, paying my taxes is possibly one of the things that makes me feel most American” -Juan E

Thank you, Juan, and all the undocumented immigrants who can contribute #TaxesForHealth!
We see you and ❤️ you.

[Include the text below as part of a thread to the Retweet]

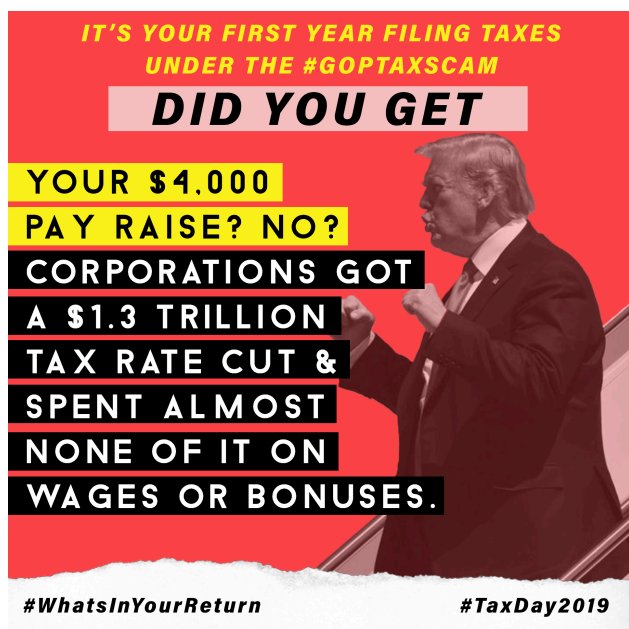
We also acknowledge the complexity of contributing to a system that invests in criminalizing immigration, and we believe that we can build power to achieve #TaxesForHealth #ForALLOfUs

[Use image for 2-tweet twitter thread below]

We ALL deserve a thriving society and for that to happen, everyone’s got to pay their fair share (#TaxesForHealth! 🙌)...AND YET the #TaxScam that passed last yr showered tax breaks on the rich, corporations, and CEOs -- leaving working families w the bill.

The #PublicHealth community knows this is unacceptable. Tax policies can help redistribute income to bring about more equitable societies and life chances for all, or they can exacerbate inequalities and undermine shared prosperity. Let's build power to get to #TaxesForHealth!

[DOWNLOAD](#)



We in #PublicHealth know what determines health: access to a good job with fair pay, a quality education, safe & stable housing, clean air & water, access to health care. On #TaxDay2019, let's build power to achieve #TaxesForHealth!

<https://publichealthawakened.com/tax-narrative/#narrative>

Taxes are key to healthy communities, so let's take action to shift how we talk about taxes. Want to get involved? Learn more & download resources, including a letter to the editor template you can use to share why you believe in #TaxesForHealth

<https://publichealthawakened.com/tax-narrative/>

Addressing the social determinants of health means transforming our tax policies to achieve #TaxesForHealth. Write a letter to the editor on #TaxDay2019 to lift up this important piece of the #SDOH puzzle!

<http://www.bmsg.org/resources/publications/taxes-and-health-equity-letter-editor-tips/>

When properly allocated, our taxes can build healthier communities and a healthier future for those who come after us. Add your voice this #TaxDay2019 by writing a letter to the editor in support of policies that are about #TaxesForHealth:

<http://www.bmsg.org/resources/publications/taxes-and-health-equity-letter-editor-tips/>

Our tax structure & public policies can support — or undermine — public health. Tax policies can help to nurture a more equitable society where everyone has a chance to thrive. This #TaxDay2019, learn more about why we believe in #TaxesForHealth:

<https://publichealthawakened.com/tax-narrative/#narrative>

Your #PublicHealth voice matters! Use our letter to the editor template to share why you believe we can achieve #TaxesForHealth when they go toward good schools & jobs, affordable housing, clean parks, & more. Here's a letter that was published last year!

<http://www.bmsg.org/blog/letters-to-the-editor-a-useful-advocacy-tool-in-todays-media-environment/>

[This tweet goes with this photo--open, download, and add to your tweet

<https://drive.google.com/file/d/1bh0nuplYuFp0rqaRUDUHDzvSuMPXVRcB/view?usp=sharing>

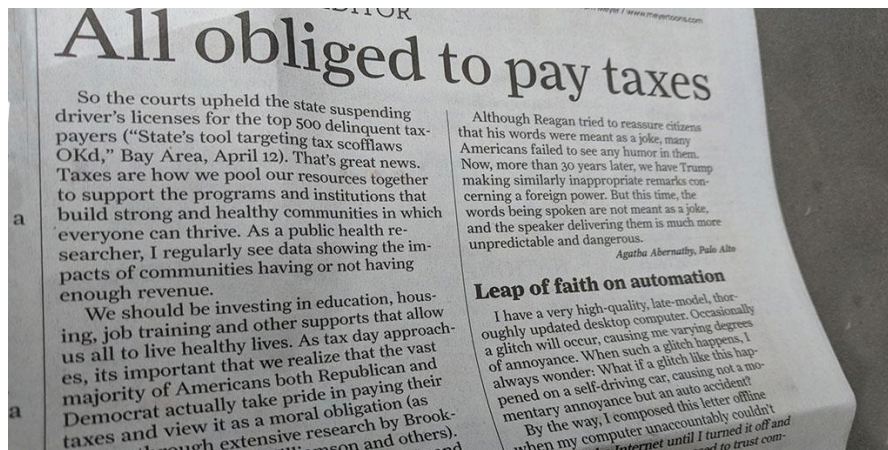


We agree with this letter! We should invest in education, housing, job training, & other supports that allow us to live healthy lives! Write your own letter to the editor with this easy template and share why you believe in #TaxesForHealth on #TaxDay2019!

<http://www.bmsg.org/blog/letters-to-the-editor-a-useful-advocacy-tool-in-todays-media-environment/>

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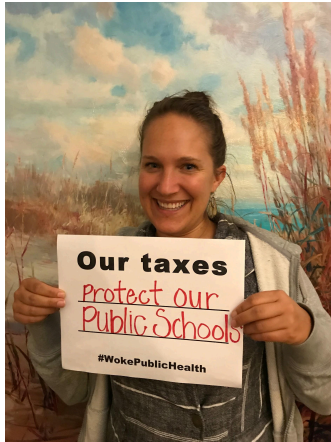
https://drive.google.com/file/d/1hhfJVS74_X8mt2DXhMwJV70NV1qZE6wW/view?usp=sharing



When we invest in our schools and our children, we invest in the future and health of all communities! #TaxesForHealth #WokePublicHealth

[This tweet goes with this photo--open, download, and add to your tweet

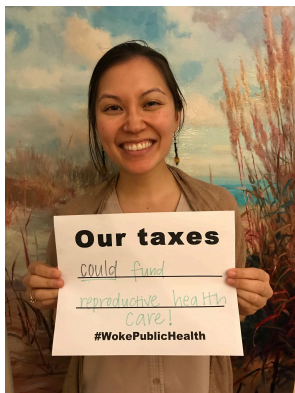
<https://drive.google.com/file/d/1F0uD1qBDpuys93wjkth7xKtL-vzWzdUd/view?usp=sharing>]



Access to reproductive health care is essential in creating healthy communities for everyone! Let's make sure we're building #TaxesForHealth by supporting reproductive rights and health care for all!

[This tweet goes with this photo--open, download, and add to your tweet

https://drive.google.com/file/d/1doTsXrAVqs_ddonEePrm0yAkciG4R7sY/view?usp=sharing]



Access to health care can make a huge difference for our community members who have been impacted by the criminal (in)justice system, and we know we can build #TaxesForHealth when they are used to increase access #HealthNotPunishment

[This tweet goes with this photo--open, download, and add to your tweet

<https://drive.google.com/file/d/1Rl8rgKqmNnHqjaHzNUQ87RYDgnAuwWU3/view?usp=sharing>]

