

DEA Public Comment Campaign

ACAMAID Partner Toolkit

A recently-proposed DEA rule change would prevent doctors from prescribing controlled substances via telemedicine without first conducting an in-person evaluation. Terminally ill patients nearing the end of their lives are almost always too sick to visit a doctor in person. This rule change would restrict access to health care, and make it incredibly difficult for terminally ill patients to receive routine palliative care and medicines that can ease their pain. We must act quickly to generate as much public comment as we can, to convince the DEA to consider the harmful impact of this rule change on terminally ill Americans.

This partnership toolkit includes assets that you should feel free to adapt and share widely to promote our campaign.

What's included in this partnership toolkit:

- [Sample Social Media Posts](#)
- [Sample Social Media Graphics](#)
- [Sample Supporter Email](#)

If you have questions or want to explore more ways to get involved, feel free to contact Death with Dignity's Digital Strategist Ben Hoffman, bhoffman@deathwithdignity.org.

Custom Links

We've created custom URLs for our partners. Please make sure to use them so that we can track and share data back with your team. IMPORTANT: Please make sure to include the source at the end of your URL so that names you bring in can be tracked.

- Your Custom URL:
<https://deathwithdignity.org/campaign/add-your-public-comment/?source=DEALetterACAMAID>
- Your Custom Source Code: DEALetterACAMAID

Sample Facebook/Instagram posts

We've developed the following copy for use on Facebook/Instagram for advertising or organic purposes. Any or all can be adjusted to reflect the organization's voice and tone. We recommend using the dynamic ad copy tool for advertising so that Meta can optimize to the post copy/headline/description combination that works best.

Post Copy

- URGENT ACTION NEEDED: The DEA has proposed a rule change that would make it harder for terminally ill patients to access their doctors at the end of life. Add a public comment now to oppose the rule.
- A rule change proposed by the DEA will make it harder for terminally ill patients to ease their pain at the end of life. Write a public comment to oppose the new rule.
- 🚨 Public Comments needed 🚨 Write the DEA today and tell them you oppose the new rule that would make end of life more painful for terminally ill patients.
- This new DEA rule will make it incredibly hard for terminally ill patients to access their doctors and the healthcare that can ease pain at the end of life. Write a public comment to oppose the new rule.

Headlines

- Add a public comment
- Write a letter
- Say NO to this DEA rule
- Your public comment
- Public comments are open

Descriptions

- Submit a comment today
- Support people with terminal illnesses
- Help people with terminal illness
- Stop the new DEA rule
- Urgent action is needed

Sample Twitter Posts

- URGENT ACTION NEEDED: The DEA has proposed a rule change that would make it harder for terminally ill patients to access their doctors at #EOL. Add a public comment now to oppose the rule. #PalliativeCare
- A rule change proposed by the DEA will make it harder for terminally ill patients to ease their pain at the end of life. Write a public comment to oppose the new rule. #EOL #PalliativeCare

Sample Social Media Graphics

The social media graphics for use in advertising or organic posts are below. We've created two versions — you can use either one, or both. The full-size files can be found in this [Google Drive folder](#).



Sample Supporter Email

You can revise and adjust the sample email copy below if you'd like to push the call to action out to your email list.

Subject Line: We must protect terminally ill patients

%%FirstName%%,

The DEA recently proposed a rule change that would prevent doctors from prescribing controlled substances via telemedicine unless they have conducted an in-person evaluation.

This would significantly harm terminally ill patients by restricting access to routine end of life care and medicines that can ease pain.

We must prevent this rule from taking effect as written. Submit a public comment to protect terminally ill patients now. And hurry — the public comment period is only open until March 31.

Terminally ill patients are often far too sick at the end of their lives to visit a doctor in person. But that is the only way they'd be able to access medication that eases pain and suffering if this new rule takes effect.

It may not be the intent of the rule change — but it is an unintended consequence, and the rule should not be implemented as currently written.

It only takes a few minutes to submit a letter to protect terminally ill patients. We've added suggestions and a sample letter you can use to make it even easier.

The Deadline for public comments is March 31st. Please submit a public comment right away to prevent a newly-proposed DEA rule from harming terminally ill patients!

Thank you,

%%Partner Name%%