Affordable Care Act Anniversary
Women’s Day – March 20th

Below are ideas of how to get involved. Please find materials related to the following activities attached. National press releases will include all the activities taking place on women’s day - from those tweeting to those holding a local activity. Make sure to contact Thao Nguyen at tnguyen@nwlc.org to share what activities you will take part in for the anniversary.

- **Email to your field**: Included is a draft action alert that you can use to send out to your field for the anniversary. In addition, there are facts/talking points inside that you can use to draft your own email.

- **Blog post**: Organizations can blog as a part of the women’s day. MomsRising will be holding a blog carnival and sharing blog posts to their readership of over three million people. Please send blog posts to Anita Jackson at anita@momsrising.org before March 20th.

- **Social media**: Included is a list of draft tweets, suggested hashtags, and a sharable graphic that you can use to update your organization’s Facebook status for the anniversary. If you send your Twitter handle to Danielle Jackson at djackson@nwlc.org by Monday, March 19th, we will make sure to retweet you.

- **Letters to the editor**: Included are draft letters to the editors that your organization can send out or you can share with your field. The drafts provide opportunities to tailor it with state data and other compelling figures from your organization.

- **Press statements**: A draft press statement for organizations to use to submit to members of press. Those organizations without press shops will be able to send press statements to the NWLC office where we will send out the statement to your local or national press on your behalf.

You can get additional campaign materials on women’s health care at the following website:

- **I Will Not Be Denied** -- [www.iwillnotbedenied.org](http://www.iwillnotbedenied.org)

- **Countdown to Coverage** -- [www.countdowntocoverage.org](http://www.countdowntocoverage.org)

- **Coalition to Protect Women’s Health Care** -- [www.coalitiontoprotectwomenshealth.org](http://www.coalitiontoprotectwomenshealth.org)
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MATERIALS INCLUDED:

- Draft action alert
- Draft letters to the editor
- Draft press statement
- Draft op-ed
- Draft tweets
- Sharable Facebook image
- Women’s day facts and talking points
- ACA anniversary week talking points
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DRAFT ACTION ALERT

Dear ..., 

Twenty million. That’s the number of women who have received preventive care without co-payments this last year thanks to the health care law. But twenty million is more than a number: it’s a mother who will stop putting off that mammogram, a grandmother who will stop choosing between paying rent or a lifesaving colonoscopy, or a woman who will finally get help to quit smoking.

This week is the second anniversary of the Affordable Care Act. The law is already working for millions of Americans. Tell your Members of Congress to keep it strong and help protect women’s health care.

Twenty million is only the beginning. Even more important preventive care services will soon be available without a co-pay -- including well-women visits and birth control. Plus, insurance companies will no longer be able to treat women like a pre-existing condition because they’ve had a Caesarean section or because they are survivors of domestic violence. Insurers will no longer be allowed to charge women higher premiums than men, simply because they are women. And when women and their families get sick, they will no longer have to worry about their insurance company taking away or denying them health coverage.

Opponents of the law want to re-fight the same old political wars to give control of our health care back to insurance companies. And, they’re taking this fight all the way to the Supreme Court. The reality? The health care law works — and it is clearly constitutional. Let’s protect the care of women from political games that would take these benefits away.

Protecting the health care law means protecting women’s health. Tell your Members of Congress to keep it strong today.

Thanks for all you do. To learn more about how the health care law is helping women, visit: (your organization’s website or http://1.usa.gov/pjfdmF )

Sincerely,
org sig

LETTER TO MEMBERS OF CONGRESS:

Dear (leader),

I am writing on the second anniversary of the passage of the Affordable Care Act (ACA) to tell you to keep this critical law for women and their families strong.

Due to the ACA, over 20 million women across this country have received preventive health care services without a co-pay or additional costs. From mammograms to colonoscopies, these potentially life-saving tests are helping millions of women. Soon this coverage will include other critical preventive health care services, such as well-women visits and contraception, all available without additional costs to the patient. Considering that a study by the Commonwealth Foundation showed that over fifty percent of women have skipped or delayed preventive care due to costs, these benefits are a significant step forward for women’s health care — one that will save lives.
In addition, the ACA ensures that insurance companies will no longer be able to treat women like a pre-existing condition because they’ve had a Caesarean section or because they are survivors of domestic violence. Insurance companies will no longer be allowed to charge them higher premiums than men, simply because they are women. And when women and their families get sick, they will no longer have to worry about their insurance company taking away or denying them health coverage.

I urge you to keep the ACA strong for women and their families.

Sincerely,

xxx
SAMPLE #1

Two years ago this week, President Obama signed historic health care reform into law—a single action that improved access to health care for women in this country by leaps and bounds. This signature cemented into law crucial provisions that now protect women from insurance abuses and give us long-withheld control over our own healthcare. But some Members of Congress and opponents of the law are trying to take this away from us and give power back to the insurance industry. To those who are part of this destructive effort, I say: protect my care and protect the Affordable Care Act.

Because of the Affordable Care Act, insurance companies can no longer discriminate against me solely because I am a woman. That means soon, the days of higher premiums because of my gender or counting Caesarean sections as pre-existing conditions will be gone. Those who want to take away these important reforms pay no heed to the millions of women who already have access to free preventive care as a result of this law, nor do they care that without the law only 13% of health plans in the individual market include maternity care.

The Affordable Care Act is about choice, access, and fairness—which is how millions of women benefit from it and why millions of women support it. I speak for women across the country when I say protect our care and protect the Affordable Care Act.

SAMPLE #2

The health care law makes important advances for women’s health and will provide [state] women and our families access to high-quality and affordable health care. The law reforms the current state insurance market to make sure it works for women, families, and small businesses.

For small businesses struggling with rising health care costs, the new law provides tax credits to help and makes insurance companies spend most of our premiums on health care costs, not administrative costs or profits.

For many [State] women, the law is already helping. Insurance companies are not allowed to drop women’s coverage if we become sick, or impose a lifetime limit on care. Many preventive services are now available with no co-pay. And this is just the beginning. The new law stops insurance companies from denying women coverage due to so-called “pre-existing conditions,” such as having had a C-section or having survived domestic violence. Insurers will not be allowed to charge more for the same insurance coverage as men.

So when opponents advocate for repealing the health care law, these are the benefits they are working to take away. I know I speak for women like me all across [State] when I say: protect health care by protecting the health care law.

SAMPLE #3

Last summer, as part of the health care law, the Obama administration expanded the list of preventive services that many insurance plans will be required to cover with no co-pay.
This is a huge step forward for women. Studies have found that women are more likely than men to avoid needed health care because of cost. The health care law addresses this problem and works to ensure all women have increased access to the care we need.

For many women and families, the law is already working. For example, insurance companies can no longer deny coverage to children with pre-existing conditions. Later this year, millions more women will have access to well-woman exams and birth control without a co-pay, and all health plans will have to include maternity care. Young adults are able to remain on their parents' insurance until age 26 – a boon to those struggling to find work.

This week marks the second anniversary of the health care law, but it is at risk from opponents who are fighting to roll back its many benefits. We can’t let them. I urge our lawmakers: Protect our health care. Protect the health care law!
FOR IMMEDIATE RELEASE
Contact: <Name>, <phone> <email>

<Organization> Joins Nationwide Anniversary Celebrations of the Health Care Law

(Washington DC) This week, <Organization> joins with women’s organizations, unions, health care, advocacy and consumer groups, and millions of Americans across the country in marking the second anniversary of the health care law on March 23. With online and in-person events scheduled throughout the week, supporters have been highlighting the many ways the health care law, formally known as the Affordable Care Act, is improving the lives of women and their families.

“The health care law is working for women,” said <name>, <title>. “More and more, women are becoming aware of the many ways they benefit, and will benefit, from this landmark law. They and their children can no longer be denied coverage for having a pre-existing condition. Millions of women have expanded access to basic health care, such as mammograms and Pap smears. They can no longer be dropped from their health insurance when they need it most.”

Organizations will mark the week with events, rallies and other activities that highlight the broad base of support for the benefits of the health care law. Women and men, young and old, business owners and employees will come together to explain how they are benefiting from the law now and highlight what’s at stake as opponents work to repeal or overturn the law and put insurance companies back in charge of families’ health care decisions.

<Insert piece on local activities, events, as appropriate.>

Added <name>, “Passage of the health care law marked an important step forward for women’s health, and we will not turn back now. <Organization> is proud to join with our peer organizations and people across the country in saying: protect our health care. Protect the health care law.”

# # #
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DRAFT OP-ED

[CHANGE BELOW TO REFLECT YOUR PERSONAL STORY – COULD NOT GET INSURANCE, DENIED INSURANCE, WAS CHARGED MORE, ETC ETC ETC]

You do your best. You work hard. Take care of your kids. Make sure the bills are paid. Doing everything you’re supposed to do. And then it happens...whatever ‘it’ is. For me it was [FILL IN BRIEFLY WHAT HAPPENED – ex. being diagnosed with cancer].

All of a sudden, you feel defenseless – left at the mercy of an insurance company.

This week marks the 2nd anniversary of when all that changed for me and millions of other women with the beginning of a new phase for women’s health in America through the passage of the Affordable Care Act. But since then, too many have focused on refighting the same old political fights again and again. And now they’re pressing the Supreme Court to rule against making medical care affordable.

The risk of the act’s repeal is upsetting because its benefits are so obvious and tangible. No more being charged more just because of our gender. No more being branded a pre-existing condition because of a C-section or because you were the victim of domestic violence. No more insurance companies limiting your care or dropping care when you need it the most.

And that is all thanks to the Affordable Care Act. Because of this law, women have more freedom and control over their own health care choices. The law guarantees women the right to choose their primary care physician from their health network, and it eliminates barriers women faced to see an OB-GYN. All new health plans are required to cover benefits such as maternity care and newborn care. And now women can get mammograms or preventive care for their children without having to pay a co-pay.

These changes will be life-changing for millions of women. I know it has been for me.

But instead of seeing how much this law benefits women – and working together to make it even better – Republicans want to refight the same political battles of the past couple of years. They pay no heed to the millions of women who already have access to free preventive care as a result of this law, nor do they care that without the law only 13% of health plans in the individual market include maternity care. For me, it would mean [MAKE PERSONAL]. It would mean putting insurance companies back in control.

Next week, the Supreme Court has the opportunity to finally set the record straight and send our health care reform on a path moving forward. Their course of action should be obvious. Because I can’t go back. None of us can go back to the uncertainty, the risks and the lack of care.

Women everywhere, like me, are realizing the benefits of the new health care law every day. More freedom, more choice and more security. It’s time to move forward and protect women’s health care.
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DRAFT TWEETS

Use the tweets below with a link to your organization’s website about women’s health (remember to use a bit.ly so that it will fit!) or feel free to connect it to a factsheet from the Law Center that references all these facts: http://bit.ly/sXnK8S.

We used #herACA and #healthcareworks as hashtags for women’s day. Other hashtags you can use if you tweet are: #hcr / #ACA / #fem2 / #thanxACA / #thanxhcr

- Thanx to health care law, ins cos prohibited from imposing lifetime limits on coverage. #herACA #healthcareworks
- Thanx to health care law, ins cos can’t drop people’s coverage if they become sick. #herACA #healthcareworks
- Thanx to health care law, ins cos can’t limit $ they’ll pay for benefits in 1 year. #herACA #healthcareworks
- Righting wrongs – surviving rape will no longer be “pre-ex condition” #herACA #healthcareworks
- Thanx to health care law, ins cos can’t deny women cvg b/c of past c-section #herACA #healthcareworks
- Thanx to health care law, ins cos can’t deny women cvg b/c of history of breast cancer #herACA #healthcareworks
- Thanx to health care law, ins cos can’t deny women cvg b/c of history of cervical cancer #herACA #healthcareworks
- Jobs required 2 have space for moms 2 pump breast milk at work- thanx 2 health care law #herACA #healthcareworks
- Kids under 19 no longer denied cvg for pre-ex condition – thanx health care law #herACA #hcr #ACA #fem2Thanx 2 health care law, women have greater protections against insurance companies #herACA #healthcareworks
- Thanx to health care law, women no longer considered “pre-ex condition” #herACA #healthcareworks
- Being a women will no longer be a “pre-ex condition” thanx 2 health care law #herACA #healthcareworks
- Thanx to health care law, women no longer “pre-ex condition” if they’re survivor of rape #herACA #healthcareworks
- Thanx to health care law: young adults can remain on parents’ health ins policy until age 26 #herACA #healthcareworks
- Thanx to health care law, ins cos must end practice of charging women more than men 4 cvg #herACA #healthcareworks
- Thanx 2 health care law ins cos can’t deny cvg to children w/ pre-ex conditions #herACA #healthcareworks
- Yay health care law! ~8.2 million uninsured women will gain health coverage from expanded Medicaid eligibility #herACA #healthcareworks
- Thanx 2 health care law, 2.5 million young adults 26 and under have gained health cvg #herACA #healthcareworks #http://usat.ly/tTiaBL
- Thanx 2 health care law, contraception available w/o co-pay #herACA #healthcareworks
• Thanx 2 health care law, birth control available at no-cost #herACA #healthcareworks
• No-cost birth control? Thanx health care law #herACA #healthcareworks
• 3.8 million women on Medicare got mammograms w/o co-pay this year #herACA #healthcareworks
  http://1.usa.gov/ppWUi0
• You might hate mammograms, but you'll love not having a co-pay #herACA #healthcareworks
• I hate pap smears, but love not having a co-pay. Thanx health care law! #herACA #healthcareworks
• No co-pays for pap smears? Thanx health care law! #herACA #healthcareworks
• No more co-pays for well-women visits? Thanx health care law #herACA #healthcareworks
• Thanx health care law: no-cost counseling 4 sexually transmitted infections including HIV #herACA #healthcareworks
• No-cost breast feeding supplies and consultation! Thanx health care law! #herACA #healthcareworks
• More Medicare preventive benefits covered at no-cost thanx 2 health care law! #herACA #healthcareworks
To share this Facebook image: please save this image to your computer (the image is available to download at: http://www.nwlc.org/resource/2012-affordable-care-act-activities.) In Facebook, please click on “photo” and then “upload a photo.” Next, browse to where the image is saved. Click on the image and then click the “open” button. The image should appear your organization’s Facebook page and your supporters can share the image!
March 23rd marks the two year anniversary of the Affordable Care Act being signed into law. While opponents of the law want to re-fight the same old political wars to give control over our health care back to insurance companies, we need to protect women’s care. Protecting women’s care means insurance companies can no longer charge a woman more just because of her gender, no longer brand a woman as a pre-existing condition, simply because of a Caesarean section or because she was a victim of domestic violence – and it means women receive the care they need such as access to contraception. Health care works – and is clearly constitutional – but we must protect the care of women from political games that will take away their benefits.

The Affordable Care Act Ends Unfair Practice of Women being Charged Up to 150 Times More than Men. The Affordable Care Act ends unconscionable insurance company practices against women. That means insurers will no longer be able to charge women higher premiums than men, sometimes up to 150 percent more. And it means they will no longer be able to use Caesarean sections or domestic violence as pre-existing conditions to deny women health care, and will no longer be able to drop women’s coverage if they get sick. [Healthcare.gov, What the Health Law Means for Women, 2/18/11; McClatchy, 10/4/09] The Affordable Care Act prevents insurance companies from discriminating against women, who pay up to 150 percent more for health care services than men.

More than 20 Million Women Received Preventive Services, Such As Mammograms, Pap Smears, and Colonoscopies without a Co-Pay. Because of the Affordable Care Act, Americans joining a new health plan or Medicare beneficiaries can receive recommended preventive services – such as, mammograms, pap smears, new baby care and well-child visits – without a co-pay, deductible or any other out-of-pocket expenses. In 2011, 20.4 million women between 18 and 64 took advantage of this new provision of the health care law [The Hill, 2/15/12, ThinkProgress, 2/10/12]

The Affordable Care Act Provides Security For Essential Health Care, Such As Maternity Care. The Affordable Care Act gives women more security over their health care. Under the law, all new health plans will be required to offer essential benefits for women such as maternity care, newborn care and prescription drug benefits. According to the National Women Law Center, only 13 percent of health plans in the individual market include maternity care. [National Women’s Law Center, October 2009]

Republicans Are Trying To Prevent Access to Contraception, without co-pays. Under the Affordable Care Act, insurance must cover contraception without any out-of-pocket costs – protecting the health of all women while accommodating religious organizations. However, Republicans voted to allow employers and health insurance companies to refuse to provide coverage for any essential health care service that they object to on the basis of religious beliefs or moral convictions. That means any employer, regardless of whether it is a religious entity, could deny coverage essential health benefit find religiously or morally objectionable. [National Women’s Law Center, 2/11/12]

The Affordable Care Act Ends Lifetime Limits On Health Care. The Affordable Care Act bans insurance companies from being able to put lifetime caps on health care. It also restricts annual limits and will ban them entirely in 2014. This means women will be able to get the care they need when they need it most. [Healthcare.gov, What the Health Law Means for Women, 2/18/11]
March 23 marks the two year anniversary of the Affordable Care Act being signed into law. The new health care law makes health care coverage more secure by ensuring that families cannot be denied coverage because of a pre-existing condition, or lose their coverage or be forced into bankruptcy when someone gets sick. It requires that members of Congress get health care coverage from the same plans as millions of Americans. But some Members of Congress want to refight the same old political battles of the past so they can put the insurance companies back in charge and take away the protections in the law that are already benefiting millions of seniors, children, small business owners, women and young adults. Health care works – and is clearly constitutional – but we must protect the care of every American from political games that will take away their benefits.

Messaging Online: We will use the hashtag \#healthcareworks for all activities this week to provide an easy way for people to share their stories and for groups to get involved online.

Moving Forward to Protect Our Care Means...

- Requiring insurance companies to cover people with pre-existing conditions
- Making preventive care free by eliminating co-pays for check-ups, cancer screenings, and contraception
- Requiring members of Congress to get the same care as millions of Americans
- Cracking down on waste, fraud and abuse in Medicare
- Allowing small businesses to band together to receive more affordable healthcare coverage
- Stopping unjustified premium hikes by insurance companies

The Affordable Care Act Works and is Benefiting Millions

- **Works for women, children, seniors – everyone.** More than 86 million Americans received preventive care such as mammograms and colonoscopies without co-pays in 2011.
- **Works for young adults:** 2.5 million young adults are now insured because of the new health care law.
- **Works for seniors:** 3.6 million Medicare beneficiaries saved more than $2.1 billion on prescription drugs because of the new health care law.
- **Works for those with pre-existing conditions.** Expanded coverage for those with pre-existing conditions: Nearly 50,000 Americans who were denied coverage now have insurance through the Pre-Existing Condition Insurance Plan.
- **Works for small businesses:** A growing number of businesses offering health care coverage are taking advantage of tax credits available under the law.

The Affordable Care Act is Clearly Constitutional

- The legal challenges to the Affordable Care Act are not about the law but about political games that will take away benefits from millions of Americans and put insurance companies back in charge.
- Nearly 200 years of precedent establish that Congress has the power to regulate the economy – health care is 1/6th of the United States’ economy.
- Leading conservative judges have agreed that challenges to the health care law have no basis in either the text of the Constitution or Supreme Court precedent.

Most Americans Already Comply with Affordable Care Act’s Requirement to Have Insurance

- The fact is if you already have insurance through your job or through a program like Medicare or Medicaid, you automatically satisfy the health law’s requirement.
- Those who cannot afford coverage under the law will not have to purchase coverage.
- By requiring everyone to pay their fair share, insurance companies can no longer deny coverage to people who are sick and have been labeled pre-existing conditions.