



LGBTQ Pride Month Toolkit – June 2017

Making your voice heard during this year's Pride season has never been more important. Efforts to repeal or weaken the Affordable Care Act would have a devastating impact on LGBTQ communities, and we—along with communities of color, immigrants, and transgender people, in particular—face ongoing threats to our safety and wellbeing. Please join us in continuing the fight for health care, equality, and nondiscrimination, especially when it comes to health insurance and health care. We hope you find the attached graphics, messaging, and sample Facebook and Twitter posts useful and that you are able to incorporate them into your broader Pride campaigns this month. Thank you for everything you do and happy Pride season!

The images below are available at: <https://out2enroll.org/2017-pride-toolkit/>. The second row of images are gifs (i.e., the Pride map image changes from the rainbow flag to the bisexual flag to trans flag).

CELEBRATE PRIDE 2017
#BeOutBeHealthy by getting health insurance and learn more at out2enroll.org

CELEBRATE PRIDE MONTH BY USING YOUR HEALTH INSURANCE
VACCINES & IMMUNIZATIONS, CANCER SCREENINGS, MENTAL HEALTH SCREENINGS, HIV & STI TESTS, ANNUAL PHYSICAL, SMOKING + ALCOHOL CESSATION, WELL-WOMAN VISITS, DIABETES SCREENINGS
VISIT healthcare.gov/coverage/preventive-care-benefits

NOTHING HAS CHANGED; THE AFFORDABLE CARE ACT PROHIBITS DISCRIMINATION IN HEALTH INSURANCE AND HEALTH CARE.
WHO IS PROTECTED? All LGBTQ people are protected. The protections apply to:
• LGB people
• Transgender people
• Gender nonconforming people
• Non-binary people
• Intersex people
WHAT DOES THE LAW SAY? No one can treat you differently because you are LGBTQ, including:
• health insurers
• hospitals
• clinics
• doctors
• nurses
• or anyone else in the health care industry
WHAT SHOULD YOU DO? Discrimination by an insurer or health provider? APPEAL with your health insurer. Visit: <http://bit.ly/2HG5WVn>
FILE A COMPLAINT with your state insurance department.
GET HELP from a legal organization at: <http://bit.ly/2hs4Lw>
GOT MORE QUESTIONS? Visit out2enroll.org/faqs/1557-2/

NO MATTER WHERE YOU LIVE, OR WHO YOU ARE, YOU ARE PROTECTED FROM DISCRIMINATION.
If you face discrimination in health coverage or health care, you have rights.
LEARN MORE AT www.out2enroll.org/1557

We are LESBIAN
No matter what flag you fly this Pride season, we've got you covered.

Health Care is A RIGHT. FOR EVERYONE. NOT GOING ANYWHERE.
#ProtectOurCare
You can help #ProtectOurCare - learn more at trumpcaretoolkit.org

Millions of LGBTQ people rely on the ACA.
#ProtectOurCare
If this happens to you, you have rights.
To learn more, visit out2enroll.org/faqs/1557-2/

THE ACA MAKES A DIFFERENCE FOR THE LGBTQ COMMUNITY
Overall 35% decrease in the uninsured rate
LGBT UNINSURED RATE*
2013 before the ACA: 34%
2014: 26%
2017: 22%
*LGBT individuals making about \$45,000 per year
#PROTECTOURCARE out2enroll.org

Additional printable materials for in-person Pride events are available at:
<http://www.out2enroll.org/category/resources>



HASHTAGS

#BeOutBeHealthy, #LGBTPrude, #PrideInOurHealth, #ProtectOurCare

KEY MESSAGES

- **The Affordable Care Act has made a significant difference in the lives of millions of LGBTQ individuals and families.** Millions of LGBTQ people across the country have benefited from the Affordable Care Act. Many have gotten health insurance for the first time, gotten covered as a family for the first time, received financial help to make coverage more affordable, and accessed covered health services, including transition-related care, for the first time. Use Pride month to show that the Affordable Care Act is working for our communities and to push back against Congress' efforts to repeal or weaken the law.
- **Nothing has changed—the Affordable Care Act is still the law of the land, and LGBTQ people are still protected from discrimination in health care and health insurance.** There are many questions about what federal changes mean for LGBTQ communities. For now, nothing has changed when it comes to health care: people still have access to subsidies for health insurance and Section 1557's nondiscrimination protections are still in place. Use Pride month to remind LGBTQ people that they should never face health discrimination simply for being who they are.
- **Use your health insurance to get the health care you need.** Health insurance comes with many benefits that our communities need: from financial stability to free preventive care. Use Pride month to remind LGBTQ people about the benefits of coverage to help improve community-wide disparities so that we can all have #PrideInOurHealth.

TWITTER CHAT

- Jun. 12 at 3pm ET: #MillennialMon twitter chat on #LGBTQhealth with @YoungInvincibles

SAMPLE FACEBOOK POSTS

- LGBTQ people have always been less likely than non-LGBTQ people to have health insurance. But the Affordable Care Act has made a HUGE difference in closing this disparity: thanks to Obamacare, the uninsured rate among working-class LGBTQ people fell 35% in the last four years alone! We can't afford to go backwards. Tell Congress to #ProtectOurCare and #SaveACA
- Health is an #LGBTQ equality issue. This #Pride season, make sure those you love have health insurance and understand their rights when it comes to health care. Visit www.out2enroll.org today to learn more.
- DYK: The Affordable Care Act law prohibits discrimination based on who you are and who you love in health insurance and health care. If you face discrimination, you have rights! #PrideInOurHealth
- Celebrate #Pride by encouraging your family and friends to #BeOutBeHealthy! #GetCovered today and get the health care you need – learn more at www.out2enroll.org
- Health care is a right, not a privilege. Don't let Congress hurt #LGBTHealth: our community has a lot to lose when it comes to repealing the Affordable Care Act #ProtectOurCare
- #TransHealth matters. Thanks to the Affordable Care Act, transgender and GNC people should never be discriminated against in health coverage or care. That means access to the preventive care and transition-related care you need—and the right to be treated with respect by health care providers. #KnowYourRights
- Questions about what is going on in Congress with health care? Us too...but nothing has changed yet. The Affordable Care Act STILL protects all LGBTQ people from discrimination in health insurance and health care. #KnowYourRights so you can #ExpectMoreDemandMore

Additional printable materials for in-person Pride events are available at:

<http://www.out2enroll.org/category/resources>



- 20 million Americans have health insurance thanks to the Affordable Care Act, including many LGBTQ people. We can't afford to go back to a system where our community can't afford to #BeOutBeHealthy #ProtectOurCare
- Under the #ACA, your health insurance comes with a ton of FREE benefits. Make sure to take advantage of all the preventive services, like HIV/STI testing and well-woman visits! Get started today by scheduling an appointment with your doctor.

SAMPLE TWEETS

- This #Pride, we celebrate what #Obamacare means to millions of LGBTQ people who need & want quality, affordable health care #ProtectOurCare
- #Pride is knowing your rights when it comes to health care and discrimination #BeOutBeHealthy
- #Pride because #ACA prohibits discrimination & provides affordable health insurance options for #LGBTQ ppl #BeOutBeHealthy #LGBThealth
- #Pride because #LGBTQ families have equal access to affordable, quality health insurance and health care that we deserve #LGBThealth
- This #Pride month, we recognize the millions of LGBTQ people who benefit from ACA #BeOutBeHealthy #ProtectOurCare
- Health care is a right and an LGBTQ equality issue. We won't go back to a system that fails us #ProtectOurCare #BeOutBeHealthy
- #ACA prohibits discrimination & provides affordable health insurance options for #LGBTQ people #BeOutBeHealthy #ProtectOurCare
- You have the right to the care you need and the respect you deserve, especially when it comes to #TransHealth #PrideInOurHealth

Additional printable materials for in-person Pride events are available at:
<http://www.out2enroll.org/category/resources>