

# HOUSE REPUBLICAN CONFERENCE

Chair Cathy McMorris Rodgers

## Three #AskSebelius Action Items

### #1 – (Tuesday) Social Media Hits With Personal Stories and Media Follow-up

#### Sample Social Media Posts



[CONSTITUENT PHOTO] This is 53-year old Debbie Brown from Garfield, WA. She is the grandmother of two, works at the local gas station, and has lost her health insurance because of Obamacare. Tomorrow Secretary of Health and Human Services @Kathleen Sebelius will testify on Capitol Hill – and I hope she can provide answers to Debbie Brown and all the people in Eastern

Washington like her whose insurance policies have been canceled because of Obamacare. Americans shouldn't be forced to pay the price for a broken law. They deserve to know what's next. #AskSebelius #BrokenPromises #WhatsNext



[CONSTITUENT PHOTO] Debbie Brown from Garfield, WA lost her insurance because of Obamacare. Tomorrow Secy [@Sebelius](#) must provide her with answers. #AskSebelius



[CONSTITUENT PHOTO] Fifty-three year old Debbie Brown from Garfield, WA is the grandmother of two, works at the local gas station, and has lost her health insurance because of Obamacare. Tomorrow Secretary of Health and Human Services Kathleen Sebelius will testify on Capitol Hill – and I hope she can provide answers to Debbie Brown and all the people in Eastern Washington like

her whose insurance policies have been canceled because of Obamacare. Americans shouldn't be forced to pay the price for a broken law. #AskSebelius #BrokenPromises #WhatsNext

#### Sample Note To Media

Good morning,

Tomorrow Secretary of Health and Human Services Kathleen Sebelius [will testify before the House Energy and Commerce Health Subcommittee](#) to answer additional questions about the implementation of Obamacare. In advance of her testimony, please see the social media posts below, which highlight the law's local impact and the need for Secretary Sebelius to provide answers to Eastern Washingtonians.

**You may also use this statement from the Congresswoman:** “Since the launch of Obamacare, we’ve heard countless stories from all over the country of real, everyday Americans that have been hurt by this law. One of them is 53-year old Debbie Brown from Garfield, Washington. She’s the grandmother of two, works at the local gas station to support her family, and recently lost her health insurance because of Obamacare. I sincerely hope that Secretary Sebelius can provide answers to Debbie – and to the millions like her whose insurance policies have been canceled as a result of the President’s health care law. Too many families in Eastern Washington face higher premiums, restricted access, and lost coverage. Americans don’t deserve to pay the price for the President’s broken law. They need answers. And they deserve to know what’s next.”

*(Include screenshots and links to social media posts)*

## **#2 – (Wednesday AM) Social Media Blitz Throughout the Hearing**

### **Tweet Sheet**

NOTE: Personalize posts to include constituent stories. Debbie Brown is used as an example below.

Why are more people losing their insurance than getting it just like Debbie Brown? #AskSebelius (link to constituent story) <http://j.mp/18Qal3Y>

Secretary Sebelius testifies on Wednesday. Time to #AskSebelius #WhatsNext for people like Debbie Brown (link to constituent story) <http://j.mp/18xEtUG>

Americans like Debbie Brown (link to constituent story) first lost insurance, now they are losing doctors. #AskSebelius <http://j.mp/18jchX3>

#AskSebelius what's affordable about a 100% premium increase. <http://j.mp/J8Rnzf> #WhatsNext

What normally follows a canceled plan? Higher premiums <http://j.mp/1b6qFTz> #BrokenPromises #WhatsNext

VIDEO: #BrokenPromises continue the President and his health care law <http://j.mp/IDPB8u> #WhatsNext

"It's not secure." says a computer security CEO about the Obamacare website <http://j.mp/18yR5gl> #WhatsNext #AskSebelius

#BrokenPromises and a broken law are not things that are fixable through a campaign. <http://j.mp/lf6NAN>

A PR campaign won't help Debbie Brown (link to story) <http://j.mp/lf6NAN> #WhatsNext #AskSebelius

## **#3 – (Wednesday PM) Post-Hearing Release Highlighting Same Story**

### **Sample Press Release**

#### **McMorris Rodgers Highlights Eastern Washington Resident Hurt by Obamacare; Asks Secretary Sebelius to Finally Provide Answers**

#### **[CONSTITUENT PHOTO]**

**Washington, D.C.** – Rep. Cathy McMorris Rodgers (R-WA), Chair of the House Republican Conference and member of the House Energy and Commerce Health Subcommittee, released the following statement today after Secretary of Health and Human Services Kathleen Sebelius testified on Capitol Hill.

“Since the launch of Obamacare, we’ve heard countless stories from all over the country of real, everyday Americans that have been hurt by this law. One of them is 53-year old Debbie Brown from Garfield, Washington. She’s the grandmother of two, works at the local gas station to support her family, and recently lost her health insurance because of Obamacare. And today Secretary Sebelius failed to provide her with answers. The Secretary failed to explain why Debbie – and millions like her – will lose their health insurance after January 1. She failed to explain why so many Americans now face higher premiums, restricted access, and lost coverage.

“Americans don’t deserve to pay the price for the President’s broken law. Too many individuals and families in Eastern Washington are being negatively affected by this law – yet the Secretary has no answers for them. The millions of Americans affected by Obamacare deserve to know what’s next. They deserve answers. And they deserve more than broken promises.”

Secretary Kathleen Sebelius testified today before the House Energy and Commerce Health Subcommittee. To watch the Secretary’s testimony, [click here](#).

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