



# Social Media Advocacy Toolkit



## AARC Social Media Advocacy Toolkit

Social media is a great way to strengthen public awareness about issues that are important to advancing respiratory care and the profession. AARC has several options and images to get involved during the Respiratory Care Washington D.C. Fly-in or any time!

### Print a Sign and Share on Social Media

Have you, your colleagues, friends and family download one of our easily printable social media signs, and take a picture to share in support of the SOAR Act, a patient or loved one that has been affected by lack of supplemental oxygen reimbursement, or just respiratory therapists everywhere!

- [I Support the SOAR Act](#)
- [I Support the SOAR Act on Behalf Of](#)
- [I Support Respiratory Therapists](#)
- [I Support the SOAR Act color version](#)
- [I Support the SOAR Act on Behalf Of color version](#)
- [I Support Respiratory Therapists color version](#)

### Share Your Pictures with AARC

Please email any pictures you take during the Fly-in to: [marketing@aacrc.org](mailto:marketing@aacrc.org). Please be sure to include names of individuals and credentials when possible.

### Sample Social Media Posts and Images

#### Support Supplemental Oxygen Reform

More than 1.5 million people across the U.S. face unparalleled challenges in accessing oxygen that their lives depend on. These roadblocks are largely caused by an inadequate Medicare reimbursement system, and lack of access to the skills respiratory therapists can provide to oxygen dependent patients.

AARC has prioritized introduction of this legislation for some time and has worked closely with a coalition comprised of patient organizations, providers and industry to make new legislation a reality to improve the health and well-being of patients. In the spring of 2024, AARC and its partners were able to have legislation for the Supplemental Oxygen Access Reform (SOAR) Act introduced in both the House and Senate. Now members and the public must encourage their Senators and Representatives to sign on to pass this critical legislation addressing the challenges associated with supplemental oxygen and respiratory therapist access.

## The 4 pillars of the SOAR Act are to:

1. Ensure supplemental oxygen is patient-centric
2. Ensure access to liquid oxygen for patients for whom it is medically necessary
3. Create a statutory service element to provide adequate reimbursement for respiratory therapists to ensure patients have access to their expertise
4. To ensure predictable and adequate reimbursement and to protect against fraud and abuse, establish national standardized documentation requirements that rely upon a template rather than prescriber medical records to support claims for supplemental oxygen suppliers.

Use and share these social media resources to promote your advocacy efforts. Looking for a hashtag? Use **#oxygenreform**, **#SOARAct**, **#advocateforRTs**, in your social media posts to help unify our messages.

## Suggested Copy for Your Posts

- *Medicare beneficiaries who require supplemental oxygen can't access liquid oxygen systems appropriate for their medical needs. Take action today and urge Congress to pass legislation addressing the challenges associated with supplemental oxygen.*  
<https://mstr.app/35e22c92-1c72-492c-872b-a6993891f135?t>  
**#oxygenreform, #SOARAct, #advocateforRTs**
- *Medicare beneficiaries who require supplemental oxygen can't access liquid oxygen systems appropriate for their medical needs. Take action today and urge Congress to pass legislation addressing the challenges associated with supplemental oxygen.* <https://mstr.app/35e22c92-1c72-492c-872b-a6993891f135?t>  
**Use #oxygenreform, #SOARAct, #advocateforRTs**

## Support Telehealth Pulmonary Rehabilitation Reform

We need permanent telehealth/virtual pulmonary rehabilitation for Medicare beneficiaries (H.R. 1406) co-sponsor of HR 1406 or S 3021. This bill permanently allows services relating to cardiac rehabilitation programs, intensive cardiac rehabilitation programs and pulmonary rehabilitation programs to be furnished via telehealth at a beneficiary's home under Medicare.

Virtual delivery of services enhances patient adherence, allows for earlier intervention, and removes barriers such as distance and transportation, particularly in rural and underserved areas. Ask Congress to co-sponsor the Sustainable Cardiopulmonary Rehabilitation Services in the Home Act. Let your voice be heard!

Use and share these social media resources to promote your advocacy efforts. Looking for a hashtag? Use **#pulmonaryrehab**, **#advocateforRTs**, in your social media posts to help unify our messages.

### **Suggested Copy for Your Post**

- *Representatives introduced legislation called “the Sustainable Cardiopulmonary Rehabilitation Services in the Home Act (H.R. 1406)”, which would permanently allow patients to receive in-home cardiac and pulmonary rehab services under Medicare. We need your help to gain co-sponsors for this legislation.*  
<https://mstr.app/ca1c65af-93aa-489d-81de-7dddeca395e7>  
**#advocateforRTs #HR1406**

Click on the links below to download an image to include in your social media posts. Samples of the images are on the following pages.

- [Supplemental Oxygen Image #1](#)
- [Supplemental Oxygen Image #2](#)
- [Supplemental Oxygen Image #3](#)
  
- [Pulmonary Rehab Image #1](#)
- [Pulmonary Rehab Image #2](#)
- [Pulmonary Rehab Image #3](#)

**CONTACT CONGRESS**  
**Patients Need**  
**Supplemental Oxygen**  
**Reform**



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**Patients Need**  
**Supplemental Oxygen**  
**Reform**



**CONTACT CONGRESS**  
**Patients Need Supplemental**  
**Oxygen Reform**





**CONTACT CONGRESS**  
Improve access to  
Pulmonary Rehab and to  
Respiratory Therapists



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