



# #HealthCutsCost

## THE CHALLENGE

Most people don't realize how essential federally funded research is to medical progress—or that it is under threat. Even when people hear about funding cuts, they often feel abstract or hard to believe. *Why would Congress cut cancer research?* Others assume the private sector will fill the gap.

In today's fragmented media landscape, emotionally grounded, first-hand stories are the most powerful way to break through. Stories that show not only what's been lost due to cuts, but what's possible when research is fully funded. These stories make the stakes real—and motivate people to act.

## THE STRATEGY

**#HealthCutsCost** is a grassroots communications campaign making the consequences of federal research cuts visible, emotional, and impossible to ignore.

We're collecting powerful, first-person stories—from patients whose lives were saved or transformed by this research to those who've faced delays in treatment or lost access to clinical trials, and from researchers whose work has been stalled, downsized, or defunded.

This campaign isn't about facts alone. It's about breaking through the noise with real stories that show what's at stake—and pushing Congress to protect and restore critical research funding.

## CAMPAIGN LAUNCH PLAN

**Pre-Launch: Infrastructure & Credibility.** Laying the foundation for a trusted, functional campaign.

- Build core infrastructure: website and story collection forms (in progress; target launch 8/15)
- Secure early endorsements from respected institutions and trusted voices
- Identify 2-3 early storytellers willing to share a quote or be featured on the website

**Launch & Early Engagement.** Demonstrating proof of concept and building initial momentum.

- Launch website with clear calls to action: share your story or contact Congress
- Begin outreach through personal and professional networks
- Publish initial stories to show how submissions will be used

**Amplification & Mobilization.** Driving reach and public pressure.

- Share social media kits to make participation easy and visible
- Launch geo-targeted ads and mobilization tools (e.g., click-to-call/email Congress)
- Pitch local stories to media in key congressional districts
- Provide toolkits and editable content for advocacy organizations

## HOW TO SUPPORT

We're actively seeking early supporters to help build momentum. You can help by:

- **Endorsing** the campaign or allowing us to list your organization as a partner
- **Sharing** a quote or story that illustrates the impact of research funding cuts
- **Connecting** us to researchers or patients who are willing to share their story or lend support
- **Amplifying** the campaign via email or social media once we launch

To get involved, contact: Karen Buerkle Kaludov | [Karen@healthcutscost.org](mailto:Karen@healthcutscost.org)