

Don't Forget Social Media!

On September 20, 2017, Hurricane Maria - a Category 5 hurricane - hit the island of Puerto Rico causing thousands of deaths and billions of dollars in damage. 1.1 million people lost electricity in the longest blackout in U.S. history. Some communities lacked electricity for up to eleven months creating a situation that devastated the economy, resulted in thousands of deaths, and left many people homeless, jobless, without access to life-saving medical care, clean water to drink, and living under plastic sheeting. Four years later, many of the conditions continue - including 18,000 families *still* living under blue tarps. One [death toll](#) calculates the number of deaths related to the aftermath of the hurricanes to be at least 3,000. Hurricane Maria is the [deadliest hurricane](#) in modern American history.

Our federal government has a moral and legal responsibility to help the people in Puerto Rico recover from this tragedy just as it would help any other group of American citizens. The U.S. government [has discriminated against](#) Puerto Rico with respect to federal benefits and programs, such as [Medicaid](#), [SNAP](#) (food stamps), [SSI](#) for the blind, disabled, and elderly, the [Child Tax Credit](#) (until 2021, only available to Puerto Rican families with at least three children), among others, since it forcibly acquired the island as a "territory" in 1898. (*For a basic history of Puerto Rico go [here](#).*)

The lack of parity and discrimination in funding for federal benefit programs, especially those designed to alleviate poverty, have worsened the economic, social, and environmental vulnerabilities in the island. This [unconstitutional treatment](#) is one of the main causes of Puerto Rico's current economic crisis and contributed to the island's high poverty levels.

Four years later, there is still much work to do for the island to recover and rebuild. Billions of dollars in federal funds have been allocated to the island although it has taken years for the money to start reaching the island. Thanks to President Biden, that has started to happen. Now our job is to ensure that those funds are used to help the most vulnerable and to create a resilient future that meets the island's climate goals, creates a stronger Puerto Rico, and saves lives.

The TA4PR campaign is composed of grassroots advocates, faith-based leaders, labor unions, community-based organizations, public officials, and educators to raise awareness and elevate discussion about how we can all help Puerto Rico rebuild. Among other issues, *Take Action for Puerto Rico!* aims to call

attention to and outline solutions for the current needs of the island four years after Hurricane Maria left it devastated.

The TA4PR campaign is relaunching this year to commemorate the 4th anniversary of Hurricane Maria battering the island. A press conference will take place Monday, September 20 at 11 a.m. on the steps of the U.S. Congress building (pending)

We are asking allies to help spread the word. A delegation of our [members](#) and allies, along with other policymakers, will join us to address the following:

- Call on Congress and the Biden administration to deliver equitable and permanent federal benefits for U.S. citizens living in Puerto Rico
- Call on Congress and the Biden Administration to ensure that Puerto Rico is adequately included in the Build Back Better agenda so that it receives the resources needed to rebuild its physical and human infrastructure

Topline

We're asking that U.S. citizens in Puerto Rico receive the same kind of treatment as those citizens who live on the mainland. The ***Take Action for Puerto Rico!*** campaign goal is to remind policymakers of their obligation to the U.S. citizens in the territories and outline solutions for the current needs of the island four years after Hurricane Maria left it devastated. We urge Congress to provide the funding and technical assistance needed to continue the recovery from the lingering impacts of Hurricane Maria, such as continuing energy insecurity, compounded by ongoing severe weather events, earthquakes, droughts, repeated flooding, austerity measures in response to crippling debt, plus unemployment, food insecurity, and a severe public health care burden as a result of the pandemic. The federal government has an obligation to assess what harms were caused by the federal response and work to mitigate them.

DON'T FORGET SOCIAL MEDIA!

Social media

We ask partners to use this toolkit and **Social Media Messaging and Graphics** that we are including in this document, following the September 20th Press Conference, during upcoming Weeks of Action and days ahead.

- Post 2 messages/day on Facebook, Twitter and other relevant social media platforms regarding these events.
- Post 1 of 3 videos on Instagram or other social media platforms
- Adapt messaging to your audience by using your own handles and hashtags.
- Tag @HispanicFed when posting

Press conference participants

@SenSchumer
@SenGillibrand
@NydiaVelazquez
@DarrenSoto
@RepChuyGarcia

Facebook:

[@hispanicfederation](#)
www.takeaction4pr.org

Twitter:

[@HispanicFed](#)

Instagram:

[@Hispanic_Federation](#)

Hashtags:

[#TakeAction4PR](#)
[#PuertoRico](#)
[#HurricaneMaria](#)
[#NAPtoSNAP](#)
[#BuildBackBetter](#)

Other useful/topic hashtags:

[#JustRecovery](#)
[#SolarSavesLives](#)

Graphics can be found and downloaded [HERE](#).

Messaging for Facebook/Instagram:

BOTH PARITY AND RECOVERY MESSAGE

We urge Congress and the Biden administration to deliver equitable and permanent federal benefits for U.S. citizens living in Puerto Rico + ensure that Puerto Rico is adequately included in the #BuildBackBetter agenda. As we remember the disaster left by #HurricaneMaria, we must ensure the island is able to both continue to recover and prepare for the future. takeaction4pr.org

EQUITY IN BENEFITS MESSAGING

Congress must give low-income Puerto Ricans the same healthcare as the rest of the U.S. by closing the Medicaid disparities by updating hospital reimbursements and increasing funding for U.S. territories to provide prescription drug coverage to low-income seniors. [#TakeAction4PR](#).

Dear Congress: Puerto Rican children deserve good nutrition too. We need to move from NAP to SNAP for a just recovery in Puerto Rico. On the fourth anniversary of Hurricane Maria, it's time to Take Action For Puerto Rico. [#CloseTheMealGap](#) takeaction4pr.org [#NAPtoSNAP](#)

Congress must pass legislation that brings Puerto Rico into line with federal safety-net programs equitably, including Medicaid, EITC, CTC, Food Stamps, Supplemental Security Income (SSI), among others. Tell Congress pass the [Territorial Equity Act of 2021](#) [LINK to take action piece of toolkit?](#)

The Biden administration must stop arguing the Vaello-Madero case at the US Supreme Court: *In U.S. v. Vaello-Madero*, the 1st U.S. Circuit Court of Appeals [affirmed a district court ruling](#) that held the exclusion of otherwise eligible Puerto Ricans from SSI, only because of their status as Puerto Rican residents, violated the Fifth Amendment's Due Process Clause. SSI benefits are available to any U.S. citizen living in any of the 50 states, Washington, D.C., and the Northern Mariana Islands, but not the territories of Puerto Rico, the U.S. Virgin Islands, and Guam.

REBUILDING MESSAGING

Today marks four years since Hurricane Maria devastated Puerto Rico. The effects of that devastation are still seen today, and we are calling on the Biden admin and Congress to [#TakeActionforPR](#). We need Puerto Rico to be treated equitably, with adequate funding provided to help the nation recover and protect itself from future disasters. Learn more: takeaction4pr.org.

We ask Congress to address the severe health care crisis, [worsened](#) by Hurricane Maria, earthquakes and the pandemic, by removing inequities in federal health funding, and immediately fund [#Medicaid](#) and [#medicare](#) at the same funding levels provided to other US citizens. Takeaction4pr.org [#BuildBackBetter](#)

We stand with #PuertoRico in its continued efforts to recover from Hurricane Maria, which hit four years ago today. There is still more work to be done to help the island recover. Find out how you can join our efforts and help #BuildBackBetter: www.takeaction4pr.org.

[NAME OF YOUR ORGANIZATION] is proud to be part of the Take Action For #PuertoRico campaign, reminding Congress about the work still needed for Puerto Rico's recovery and rebuilding, 4 years after Hurricane Maria battered the island. Find out how you can join our efforts and help: takeaction4pr.org

Four years after Hurricane Maria, Puerto Rico still struggles to recuperate from the devastation by calling Congress and the Biden administration to deliver equitable and permanent federal benefits for U.S. citizens living in Puerto Rico ensure that Puerto Rico is adequately included in the #BuildBackBetter agenda. Find out what you can do to #TakeAction4PR by going to takeaction4pr.org

The only way #PuertoRico can build a sustainable future is by ending nearly 125 years of systemic discrimination by the federal government against #PuertoRico and its residents. Join us in seeking a better future by going to takeaction4pr.org and take action today.

#PuertoRico needs an #energy grid based on #renewable solar - not fossil fuels. #SolarSavesLives #TakeAction4PR #ActNow #BuildBackBetter

Our federal government has a moral and legal responsibility to help the U.S. citizens of #PuertoRico recover from this tragedy just as it would help any other group of #American citizens. #JustRecovery

Messaging For Twitter

EQUITY IN BENEFITS MESSAGING

Thanks to @Sen.Schumer @Sen.Gillibrand @NydiaVelazquez @DarrenSoto @RepChuyGarcia for supporting Puerto Rican children by fighting for equitable and permanent federal benefits for U.S. children living in #PuertoRico. #BuildBackBetter

Congress must give low-income Puerto Ricans the same healthcare as the rest of the U.S. by closing the Medicaid gap. #Medicaid #TakeAction4PR #BuildBackBetter

Dear Congress: Puerto Rican children deserve good nutrition too. #NAPtoSNAP #JustRecovery #PuertoRico #HurricaneMaria #TakeAction4PR #BuildBackBetter

We are part of the #TakeAction4PR campaign, reminding Congress to deliver equitable and permanent federal benefits for U.S. citizens living in Puerto Rico

REBUILDING MESSAGING

The federal government needs to ensure adequate investment to build a more resilient electrical grid in Puerto Rico. Creating a resilient, decentralized energy system in Puerto Rico is not just about reaching climate goals – it is literally a matter of life and death.

[NAME OF YOUR ORGANIZATION] is proud to be part of the #TakeAction4PR campaign, reminding Congress about the work still needed for Puerto Rico's recovery and rebuild, #4YearsAfterMaria #PuertoRico. Find out how you can join our efforts and help: takeaction4pr.org

#PuertoRico needs an #energy grid based on #renewable solar - not fossil fuels. #SolarSavesLives #TakeAction4PR

The only way #PuertoRico can build a sustainable future is by ending nearly 125 years of systemic discrimination by the federal government against #PuertoRico and its residents. Find out how you can help by going to takeaction4pr.org

Join us in calling on Congress to stop discriminating against Puerto Ricans + provide equitable support and prepare for future storms. takeaction4pr.org #TakeAction4PR