



ACTIVATION TOOLKIT

National Week of Action • June 1 through 7, 2026

www.sevendaysinjune.org

ABOUT THE CAMPAIGN

Seven Days in June: HEALTH IS PRIMARY is a decentralized, nonpartisan, grassroots-driven campaign to focus local media attention on how health funding cuts, as well as policy and regulatory changes, will devastate local communities.

The national week of action takes place June 1 through 7, 2026.

Health touches every person, family, employer, community and local economy; it is not a niche issue. **Over \$1 trillion in health funding cuts passed by Congress last year will not go into effect until after this fall's election**, when they will cause severe local economic damage, the loss of over a million jobs and billions in reduced tax revenues and lost state GDP.

When health systems are underfunded or destabilized, people suffer, families are driven into bankruptcy, communities lose services and the nation becomes less prepared for the next crisis. Chronic diseases, which directly affect nearly 75% of Americans, account for the majority of U.S. health spending. Strained public health workforces and disease surveillance systems are already near a breaking point. Short-term politics should not undermine long-term health security.

Health is on the ballot this year. The challenge of accessing affordable healthcare touches every person, family, employer, community and local economy.

The organizations supporting ***Seven Days in June: HEALTH IS PRIMARY*** represent millions of Americans who know that health funding cuts will devastate communities across the country. They include advocates focused on chronic and life-threatening conditions, human rights and civil rights, public health, biomedical research, labor and workforce, faith communities, and senior, veteran and disability advocacy.

Health is not ideological. HEALTH IS PRIMARY.

To stay connected and informed visit www.sevendaysinjune.org.

HERE'S WHAT YOU CAN DO

Your endorsement and support to host an event is just the beginning. **The national week of action is set for June 1–7, 2026.** Local groups and advocates will organize and participate in town halls, panel discussions, candidate forums, demonstrations, marches, rallies, candlelight vigils, inter-faith services, AIDS Memorial Quilt displays and social media campaigns in rural towns and urban neighborhoods across the country. Here is how to turn that endorsement into action.

Endorse. Visit www.sevendaysinjune.org to be part of **Seven Days in June** and join the many organizations across the country supporting this national week of action. You will be prompted to provide organizational information, to upload your organization logo, and other details. Once confirmed, you will receive campaign updates and communications.

Host/Register your events. Register your hosted event at www.sevendaysinjune.org. During June 1 through 7, local groups and advocates will organize town halls, panel discussions, candidate forums, demonstrations, marches, rallies, vigils, interfaith services, AIDS Memorial Quilt displays and social media campaigns in rural towns and urban neighborhoods across the country. Whether one event or several across all seven days, make your voice heard. Please enter all events into the online portal. As we get closer to June 1, we will release an interactive map showing all event locations.

Organize or co-sponsor Town Hall meetings with health department officials, agency heads, service providers and elected officials to examine the impact of health cuts on your local communities.

Participate in rallies, demonstrations, AIDS Memorial Quilt displays and social media campaigns, as appropriate for your organizations and communities.

Celebrate your local “healthcare heroes”, the hard-working people whose skill and compassion are the backbone of America’s healthcare system.

Demand clear and specific commitments from those running for office to protect and strengthen America’s health systems through candidate forums, questionnaires and published score cards.

Reaffirm the centrality of compassion, empathy and service as core values of every faith tradition through interfaith solidarity.

Recruit and activate. Bring others into the campaign. Start with the people closest to you: friends, neighbors, co-workers and family members. Then reach out to faith leaders, activists, local healthcare heroes, community leaders and elected officials. Invite them to speak at your events, post on social media and lend their voices to the cause. Every new voice expands our reach.

Spread the word. Send out a press release announcing your endorsement and events to your local media contacts under your own letterhead. Share www.sevendaysinjune.org with your networks so others can join. The more voices, the louder the drumbeat.

Build the drumbeat on social. Post about the campaign now and throughout the week of action. Share personal stories from your community: the people whose lives are being affected by health funding cuts. Those stories are the heart of this campaign. Use **#SevenDaysInJune**, **#HealthIsPrimary** and **#HealthCutsKill** on posts. Always include www.sevendaysinjune.org so people can take action.

A NATIONAL MOMENT OF UNITY: CANDLELIGHT VIGILS, FRIDAY, JUNE 5

At sunset on Friday, June 5, communities everywhere are encouraged to gather for a moment of national unity at candlelight vigils, to honor those already lost and the millions more whose lives are at risk if funding is not restored.

Every endorsing organization and event host is encouraged to organize or participate in a local vigil on the evening of June 5. Whether it is a gathering of ten people or hundreds, your vigil is part of a single unified national moment.

To register/host a vigil go to www.sevendaysinjune.org. If you are interested in displaying a section of the AIDS Memorial Quilt, simply indicate in your host form and you will receive information on how to order the Quilt.

CAMPAIGN GRAPHICS AND LOGOS

Campaign graphics, the Seven Days in June logo and social media assets are available for download at www.sevendaysinjune.org/toolkit. Check back often as we plan to add more graphics to the toolkit in the weeks leading up to the June 1-7.

Assets include the campaign logo, social media graphics, quote cards and event promotional materials. Do not alter colors, proportions or campaign language.



SAMPLE SOCIAL MEDIA POSTS

Post now. Post often. Every post adds to the national drumbeat. Use the suggested hashtags on every post and always include www.sevendaysinjune.org so people can take action. Follow Seven Days in June on social and tag the campaign so we can amplify your voice. The posts below are starting points. Adapt them for your platform and your voice.

Platform Guidance:

Twitter / X and Bluesky: Trim any post to the first one or two sentences plus the URL and hashtags. Bluesky is especially active among health professionals, researchers and public health advocates. Do not overlook it.

Instagram: Lead with a campaign graphic or a photo from your community. The caption can run longer — personal and story-driven content performs best here. Download campaign graphics at www.sevendaysinjune.org/toolkit.

Facebook: Use any post as written. Personal and story-driven posts generate the most engagement. Pair with a photo or graphic whenever possible.

LinkedIn: Posts 1, 3 and 5 work especially well here. This is the right platform to reach healthcare professionals, researchers, hospital leaders, employers and workforce advocates.

Post 1 — Endorsement

We are proud to join Seven Days in June: HEALTH IS PRIMARY, a national week of action June 1 through 7 demanding that every candidate stand up for America's health. Health touches every person, family, employer, community and local economy; it is not a niche issue. www.sevendaysinjune.org #SevenDaysInJune #HealthIsPrimary #HealthCutsKill

Post 2 — Hosting an Event

[YOUR ORGANIZATION] will be hosting a [EVENT TYPE] on [DATE] as part of Seven Days in June: HEALTH IS PRIMARY, June 1 through 7, 2026. Join us. The health of Americans is on the ballot in 2026 and every candidate must answer for where they stand. www.sevendaysinjune.org #SevenDaysInJune #HealthIsPrimary #HealthCutsKill

Post 3 — The Statistics

Chronic diseases directly affect nearly 75% of Americans and account for the majority of U.S. health spending. Over \$1 trillion in cuts passed by Congress last year will not go into effect until after this fall's election, when they will cause the loss of more than one million jobs and billions less in tax revenue. That is why we are joining Seven Days in June: HEALTH IS PRIMARY, June 1 through 7, 2026. www.sevendaysinjune.org #SevenDaysInJune #HealthIsPrimary #HealthCutsKill

Post 4 — The Stakes

When health systems are underfunded or destabilized, people suffer, families are driven into bankruptcy and communities lose services. Health funding cuts will devastate communities across the country. Seven Days in June: HEALTH IS PRIMARY is demanding that every candidate answer for where they stand. June 1 through 7, 2026. www.sevendaysinjune.org #SevenDaysInJune #HealthIsPrimary #HealthCutsKill

Post 5 — Health Is Primary

Health is not ideological. HEALTH IS PRIMARY. Join the growing coalition behind Seven Days in June: HEALTH IS PRIMARY, a national week of action June 1 through 7, 2026. The goal is to establish a civic expectation that health must be treated as a core governing responsibility, regardless of ideology or party. www.sevendaysinjune.org #SevenDaysInJune #HealthIsPrimary #HealthCutsKill

QUOTABLES

Share these quotes from campaign leaders and spokespeople on social media. Download quote graphics for each spokesperson at www.sevendaysinjune.org/toolkit. Tag the campaign and use #SevenDaysInJune and #HealthIsPrimary.

"Hospitality workers know that healthcare is a human right. We fight for life-saving medical insurance in every union contract and each organizing drive because all workers and their families deserve a healthcare system that works for them, not one that is being dismantled piece by piece for a budget line. Seven Days in June is about making sure every candidate in 2026 knows that we are watching, we are organized, and we will not let them gut the systems our communities depend on to survive."



Nia Winston
Secretary-Treasurer, UNITE HERE

"I have known my whole life that when government decides that some lives are not worth saving, we all have to fight back. I have fought against AIDS for 45 years, and I continue to fight it today. These cuts are not abstractions. They are death sentences handed down quietly, in budget line items to the most vulnerable amongst us. We refuse to be quiet about it. The health of Americans is on the ballot in 2026, and Seven Days in June will demand that every candidate up and down the ballot tell us where they stand."



Cleve Jones
Human Rights Advocate

"I didn't leave public health. Public health was taken from me. With every budget cut there is a person who won't get the care they need, a family that won't get the warning they deserve, and a community that's left to face a health crisis alone. This is the moment to make your voice heard."

Abby Tighe
Former CDC Public Health Advisor,
Co-Founder, National Public Health Coalition



"The evidence is unambiguous. Defunding public health does not save money. It costs lives, it costs communities, and it costs this country far more in the long run. We must hold our leaders to the evidence. Health is not just a budget line. It is the foundation of a functioning society."

Dr. Gregg Gonsalves
Epidemiologist, Activist, Member, Defend Public Health



SAMPLE PRESS RELEASE: ENDORSEMENT TEMPLATE

For organizations announcing they have endorsed the campaign. Send under your own letterhead to your local and national media contacts. Insert your quote, date and contact information. Do not alter the core campaign language.

[YOUR ORGANIZATION LETTERHEAD]

PRESS RELEASE | MEDIA CONTACT: [YOUR CONTACT]

SEVEN DAYS IN JUNE: HEALTH IS PRIMARY [YOUR ORGANIZATION] JOINS NATIONAL WEEK OF ACTION JUNE 1-7, 2026

[DATE], 2026 — The health of Americans is on the ballot in 2026. Health is not a niche issue. It touches every person, family, employer, community and local economy.

[YOUR ORGANIZATION] has joined a growing coalition of national and community-based organizations in endorsing Seven Days in June: HEALTH IS PRIMARY, a decentralized, nonpartisan, grassroots-driven campaign to focus attention on how health funding cuts, as well as policy and regulatory changes, will devastate local communities across the country.

The national week of action is set for June 1 through 7, 2026. Thousands of local groups and advocates are expected to organize and take part in town halls, panel discussions, candidate forums, demonstrations, marches, rallies, vigils, interfaith services, AIDS Memorial Quilt displays and social media campaigns in rural towns and urban neighborhoods across the country.

At sunset on Friday, June 5, communities everywhere will gather for a moment of national unity at candlelight vigils, to honor those already lost and the millions more whose lives are at risk if funding is not restored.

"[INSERT YOUR ORGANIZATION'S QUOTE HERE]," said [NAME], [TITLE], [ORGANIZATION]. "The health of Americans is on the ballot in 2026, and every candidate must answer for where they stand."

Medical research, affordable access to healthcare, vaccines and treatment, and strong public health systems are fundamental to quality of life, economic stability, workforce strength and national security. Budget cuts to Medicaid, the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH) are threats to the health of all Americans. Over \$1 trillion in cuts passed by Congress last year will not go into effect until after this fall's election, when they will cause severe local economic damage, the loss of more than one million jobs and billions less in tax revenue.

Seven Days in June participating organizations and event hosts will demand that candidates for federal and local office in 2026 clearly articulate how they will:

- Improve affordability and access to care and treatment.
- Sustain and strengthen biomedical research.
- Protect and modernize domestic and global public health infrastructure.
- Provide stability for seniors, veterans, rural communities, people with disabilities, working families and others reliant on accessible, affordable healthcare.

The goal is to establish a civic expectation that health must be treated as a core governing responsibility, regardless of ideology or party, and to raise awareness and preparedness for the impact of the coming \$1 trillion in cuts. Health is not ideological. HEALTH IS PRIMARY.

To endorse the campaign, register or find an event, and get involved, visit www.sevendaysinjune.org. Media inquiries can be directed to media@sevendaysinjune.org.

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SAMPLE PRESS RELEASE: HOST EVENT TEMPLATE

For organizations or individuals announcing a specific local event. Send under your own letterhead to your local media contacts. Insert your event details, quote, date and contact information. Do not alter the core campaign language.

[YOUR ORGANIZATION LETTERHEAD]
PRESS RELEASE | MEDIA CONTACT: [YOUR CONTACT]

SEVEN DAYS IN JUNE: HEALTH IS PRIMARY [YOUR ORGANIZATION] TO HOST [EVENT TYPE] ON [DATE] AS PART OF NATIONAL WEEK OF ACTION

[DATE], 2026 — The health of Americans is on the ballot in 2026. Health is not a niche issue. It touches every person, family, employer, community and local economy.

[YOUR ORGANIZATION] will host a [EVENT TYPE: town hall / candlelight vigil / AIDS Memorial Quilt display / candidate forum / rally] on [DATE] at [TIME] at [LOCATION] as part of Seven Days in June: HEALTH IS PRIMARY, a decentralized, nonpartisan, grassroots-driven campaign taking place June 1 through 7, 2026.

Thousands of local groups and advocates across the country are expected to organize and take part in town halls, panel discussions, candidate forums, demonstrations, marches, rallies, vigils, interfaith services, AIDS Memorial Quilt displays and social media campaigns in rural towns and urban neighborhoods across the country.

At sunset on Friday, June 5, communities everywhere will gather for a moment of national unity at candlelight vigils, to honor those already lost and the millions more whose lives are at risk if funding is not restored.

"[INSERT YOUR ORGANIZATION'S QUOTE HERE]," said [NAME], [TITLE], [ORGANIZATION]. "The health of Americans is on the ballot in 2026, and every candidate must answer for where they stand."

Medical research, affordable access to healthcare, vaccines and treatment, and strong public health systems are fundamental to quality of life, economic stability, workforce strength and national security. Budget cuts to Medicaid, the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH) are threats to the health of all Americans. Over \$1 trillion in cuts passed by Congress last year will not go into effect until after this fall's election, when they will cause severe local economic damage, the loss of more than one million jobs and billions less in tax revenue.

Seven Days in June participating organizations and event hosts will demand that candidates for federal and local office in 2026 clearly articulate how they will:

- Improve affordability and access to care and treatment.
- Sustain and strengthen biomedical research.
- Protect and modernize domestic and global public health infrastructure.
- Provide stability for seniors, veterans, rural communities, people with disabilities, working families and others reliant on accessible, affordable healthcare.

The goal is to establish a civic expectation that health must be treated as a core governing responsibility, regardless of ideology or party, and to raise awareness and preparedness for the impact of the coming \$1 trillion in cuts. Health is not ideological. HEALTH IS PRIMARY.

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Q & A -- TALKING POINTS

Use these if you receive media calls or need to speak publicly about the campaign.

What is Seven Days in June: HEALTH IS PRIMARY?

Seven Days in June: HEALTH IS PRIMARY is a decentralized, nonpartisan, grassroots-driven campaign to focus local media attention on how health funding cuts, as well as policy and regulatory changes, will devastate local communities. The national week of action takes place June 1 through 7, 2026.

Why now?

The health of Americans is on the ballot in 2026. Health is not a niche issue. It touches every person, family, employer, community and local economy. Chronic diseases, which directly affect nearly 75% of Americans, account for the majority of U.S. health spending. Over \$1 trillion in health funding cuts passed by Congress last year will not go into effect until after this fall's election, when they will cause severe local economic damage, the loss of over a million jobs, billions in reduced tax revenues and lost state GDP. Now is the time to act.

What is at stake?

When health systems are underfunded or destabilized, people suffer, families are driven into bankruptcy, communities lose services, and the nation becomes less prepared for the next crisis. Budget cuts to Medicaid, the Centers for Disease Control and the National Institutes of Health are threats to the health of all Americans. Strained public health workforces and disease surveillance systems are already near a breaking point. Reductions in biomedical research funding slow innovation and threaten future advances in prevention and treatment. Short-term politics should not undermine long-term health security.

What kinds of events are taking place?

Local groups and advocates will organize town halls, panel discussions, candidate forums, demonstrations, marches, rallies, vigils, interfaith services, AIDS Memorial Quilt displays and social media campaigns in rural towns and urban neighborhoods across the country.

What is the June 5 candlelight vigil?

At sunset on Friday, June 5, communities everywhere are encouraged to gather for a moment of national unity at candlelight vigils to honor those already lost and the millions more whose lives are at risk if funding is not restored. Every endorsing organization and event host is encouraged to host or participate in a local vigil that evening.

What are you asking candidates to do?

Seven Days in June participating organizations and event hosts will demand that candidates for federal, state and local office in 2026 clearly articulate how they will improve affordability and access to care and treatment, sustain and strengthen biomedical research, protect and modernize domestic and global public health infrastructure, and provide stability for seniors, veterans, rural communities, people with disabilities, working families and others reliant on accessible, affordable healthcare.

What can I do to support?

There are several ways organizations and communities can support Seven Days in June. They include: Endorsing the campaign; host an event such as a townhall; participate in a rally, demonstration, candlelight vigil; display a section of the AIDS Memorial Quilt or simply post on social media. All the information and details to learn more about Seven Days in June is on the campaign website at www.sevendaysinjune.org

Is this a partisan campaign?

No. Seven Days in June is nonpartisan. The goal is to establish a civic expectation that health must be treated as a core governing responsibility, regardless of ideology or party. Health is not ideological. HEALTH IS PRIMARY.

Who is behind this campaign?

Initial organizing partners include UNITE HERE, Service Employees International Union (SEIU), American Federation of Teachers, Defend Public Health, Metropolitan Community Churches, American Public Health Association, National Nurses United, NMAC, National Public Health Coalition and Vivent Health. A growing coalition of national and community-based organizations representing millions of Americans has endorsed Seven Days in June, including organizations and advocates focused on chronic and life-threatening conditions, human rights and civil rights, public health, biomedical research, labor and workforce, faith communities, and senior, veteran and disability advocacy. Additional endorsements will be announced in the coming weeks.

How can organizations and individuals get involved?

Go directly to www.sevendaysinjune.org to learn all about the week of action. On the site you can endorse the campaign, register and find an event, and access resources.

CONTACT AND RESOURCES

General questions: hello@sevendaysinjune.org

Media inquiries: media@sevendaysinjune.org

Website and event registration: www.sevendaysinjune.org

Brand assets and graphics: www.sevendaysinjune.org

Seven Days in June is building out its presence on social media platforms. Campaign social accounts will be listed at www.sevendaysinjune.org as they are activated. Use #SevenDaysInJune, #HealthIsPrimary and #HealthCutsKill

When using campaign graphics, do not alter colors, proportions or campaign language. Use assets as provided to ensure a unified visual presence across all coalition communications.

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