

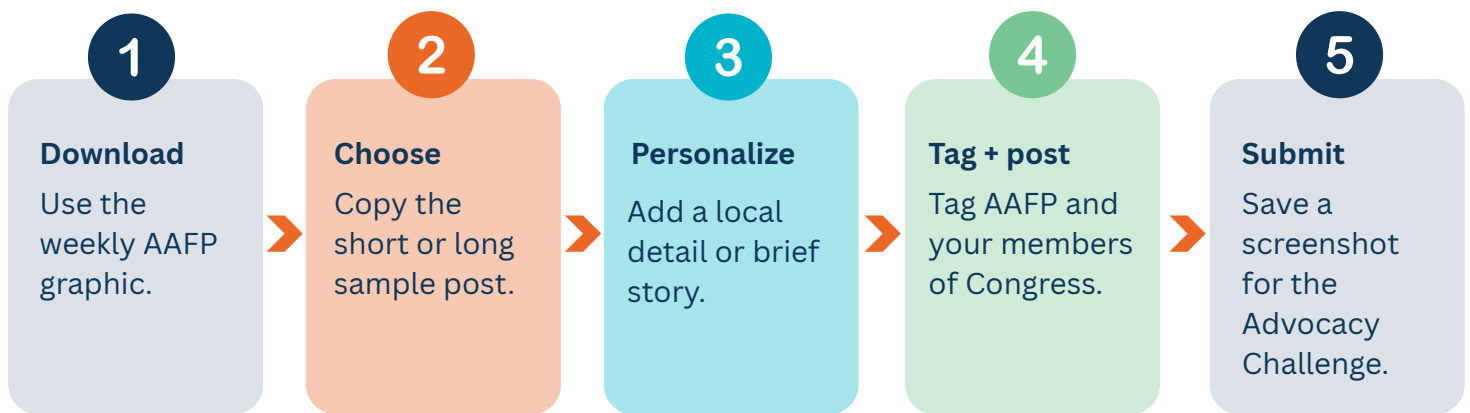
2026 Clinics to Congress: Flood the Feed Social Media Guide



GET STARTED

How to Flood the Feed

A coordinated post takes only a few minutes - and every voice helps build momentum.



Use the campaign language

- Core hashtag: #ClinicsToCongress
- Optional hashtags: #AAFPAdvocacy & #FamilyMedicine
- Tag AAFP using its official account on the platform
- Tag your U.S. representative and both U.S. senators

Make the message your own

- Name your state, district or community.
- Add one sentence about how the issue affects patients or your practice.
- Use a de-identified story - never include patient information.
- End with the specific action you want Congress to take.

Mark your August Thursdays

To coordinate efforts and strengthen the voice of Family Medicine, post every Thursday according to the theme in August!

- AUGUST 6** • All three policy priorities
- AUGUST 13** • Strengthen Medicare physician payment - Patients First Act
- AUGUST 20** • Extend funding for Community Health Centers and the NHSC
- AUGUST 27** • Exempt medical professionals from the H-1B visa application fee

AUGUST 6

Three August Recess Priorities

Launch the month by showing Congress the full scope of action family medicine needs.

Key message

Congress is home, and family medicine is united around three actions that protect patient access, strengthen the workforce and sustain primary care.

The Ask

Ask your U.S. representative and senators to pass the Patients First Act (H.R. 9693), protect the Community Health Center Fund and NHSC funding, and pass H.R. 7961.

H.R. 9693

Modernize Medicare physician payment

MULTI-YEAR

Protect CHC and NHSC funding

H.R. 7961

Remove the \$100,000 H-1B fee

SHORT POST | COPY AND PASTE

Congress is home, and family medicine is speaking up. This August, we're asking lawmakers to pass H.R. 9693, protect CHC/NHSC funding, and pass H.R. 7961 to strengthen access to primary care. #ClinicsToCongress #FamilyMedicine

LONG POST | COPY, PASTE, AND PERSONALIZE

August recess gives members of Congress a chance to hear directly from the people they represent. Family physicians know where federal policy is helping patients - and where it is falling short.

This August, I am joining AAFP members across the country to ask Congress to:

- Modernize Medicare physician payment by passing the Patients First Act (H.R. 9693)
- Protect Community Health Centers and the National Health Service Corps with a multi-year funding agreement.
- Pass the H-1Bs for Physicians & Healthcare Workforce Act (H.R. 7961) to remove the \$100,000 visa fee threatening physician recruitment.

[Tag your U.S. representative and senators] Family medicine is ready to work with Congress to strengthen care in every community. #ClinicsToCongress #AAFPAdvocacy

AUGUST 13

Strengthen Medicare Physician Payment

Pass the bipartisan Patients First Act (H.R. 9693).

Key message

Medicare physician payment needs a permanent inflation-based update and stronger investment in comprehensive primary care.

The Ask

Ask Congress to pass H.R. 9693 to provide a permanent inflationary update, launch a five-year primary care pilot, replace MIPS and reform outdated budget-neutrality rules.

-33%

Real decline in Medicare physician pay, 2001-2025

3-5 cents

Of each health care dollar goes to primary care

PERMANENT

Inflation-based update under H.R. 9693

SHORT POST | COPY AND PASTE

Medicare physician payment has fallen 33% since 2001 after inflation. Congress should pass the bipartisan Patients First Act (H.R. 9693) to provide a permanent inflation-based update and invest in comprehensive primary care. #ClinicsToCongress #AAFPAdvocacy

LONG POST | COPY, PASTE, AND PERSONALIZE

Family physicians cannot sustain high-quality, accessible care under a Medicare payment system that fails to keep pace with rising practice costs. Medicare physician payment has declined 33% since 2001 after inflation, while primary care receives only 3 to 5 cents of every health care dollar.

The bipartisan Patients First Act (H.R. 9693) would establish a permanent inflation-based update and reinvest in comprehensive primary care. [Tag your U.S. representative and senators], please support H.R. 9693 so family physicians can continue caring for Medicare patients in communities like ours. #ClinicsToCongress #AAFPAdvocacy

AUGUST 20

Protect CHCs and the NHSC

Extend the programs that bring care and clinicians to high-need communities

Key message

Community health centers and the National Health Service Corps are essential to the primary care workforce, especially in rural and underserved communities.

The Ask

Ask Congress to pass a multi-year funding agreement before funding for these programs lapses at the end of 2026.

34 million

Patients served by
Community Health Centers
each year

1 in 3

Rural Americans served by
Community Health Centers

83%

NHSC family physicians still
in high-need areas six years
later

SHORT POST | COPY AND PASTE

Community health centers and the NHSC bring care and clinicians to communities that need them most. Congress must pass a multi-year funding agreement before these programs face a year-end lapse. #ClinicsToCongress #FamilyMedicine

LONG POST | COPY, PASTE, AND PERSONALIZE

Community Health Centers serve nearly 34 million patients each year, including one in three rural Americans. The National Health Service Corps helps recruit and retain physicians in high-need communities through scholarships and loan repayment.

These programs are essential to the primary care workforce - but their funding is set to lapse at the end of 2026. [Tag your U.S. representative and senators], please pass a multi-year funding agreement for the Community Health Center Fund and the NHSC. Patients and communities need certainty, not another funding cliff. #ClinicsToCongress #AAFPAdvocacy

AUGUST 27

Keep Physicians Serving Underserved Communities

Pass the H-1Bs for Physicians & Healthcare Workforce Act (H.R. 7961).

Key message

A \$100,000 H-1B visa fee creates a major new barrier for hospitals and health centers already struggling to recruit physicians.

The Ask

Ask Congress to pass H.R. 7961 to repeal the fee and protect the physician workforce serving rural and underserved communities.

\$3,500-> \$100,000

Increase in the H-1B visa fee

30.7%

Of family medicine residents
are IMGs

11,000+

Physicians currently
practicing on H-1B visas

SHORT POST | COPY AND PASTE

Rural hospitals and health centers should not face a \$100,000 barrier to recruiting physicians. Congress should pass H.R. 7961 and protect the primary care workforce serving underserved communities. #ClinicsToCongress #FamilyMedicine

LONG POST | COPY, PASTE, AND PERSONALIZE

International medical graduates are a vital part of the U.S. physician workforce, including 30.7% of family medicine residents. Yet a new \$100,000 H-1B visa fee creates an enormous barrier for rural hospitals and Community Health Centers already struggling to recruit.

The bipartisan H-1Bs for Physicians & Healthcare Workforce Act (H.R. 7961) would repeal the fee and protect up-and-coming physicians serving underserved communities. [Tag your U.S. representative and senators], please support H.R. 7961. #ClinicsToCongress #AAFPAdvocacy