



Californians for GLP-1 Access

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Social Media Promotional Toolkit



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About Californians for GLP-1 Access

Protect GLP-1s is a grassroots campaign fighting for permanent access to life-changing GLP-1 medications for all Californians.

In 2023, Medi-Cal began covering GLP-1's, critical treatments that reduce the risk of heart disease and diabetes. However, the most recent state budget proposal eliminates this coverage.

Thousands who finally found a path to better health will lose their treatment. We are urging California lawmakers to protect our care and keep obesity medication coverage in the state budget.

Whether you are a patient, a family member, or an ally, you can make a difference. Together, we can ensure that California remains a leader in health, compassion, and common sense.

Let's Protect GLP-1's. For our health. For our future.



How to Use this Toolkit

Thank you for standing with our community during this critical time.

With the recent cuts to GLP-1 coverage in the 2026 California state budget, trusted messengers like you and your organization are playing an important role in reversing this decision.

As we come together to ensure that California residents and policymakers understand the human impact of this decision, we must come together as one voice aligned in our effort to fight back.

This toolkit is one way we are doing that.

In this document, you will find a variety of visual assets, prepared social media posts, key hashtags, frequently asked questions with answers and best practices to maximize the reach of our message.

All of the language and assets are rooted in a clear and consistent message about the critical need for GLP-1 access to remain covered by Medi-Cal. Though the language in this toolkit is pre-prepared, please tailor it as you see fit.

Your voice is critical to ensuring our community isn't left behind in receiving this life-saving healthcare.

To Maximize Your Posts Impact

Stay On the Core Message

You can use different words but the message should be clear across advocates and platforms: GLP-1s are essential medications and access to them should not be cut from the state budget.

Be Authentic Even If That Means Being Emotional

This issue (and our message) is an urgent cry for help for Californians in need of medical assistance. The more authenticity in our storytelling, the more impactful our storytelling is.

Always Include the CTA

Every post should lead the reader to a clear next step. In our case, that will be to either call their local representative and tell them to protect GLP1 access or to head to the Protect GLP-1s website.

Tag Decision Makers and/or Other Advocates

When posting on social media, tag your State representative and a fellow advocate to make sure our collective voice is being heard in Sacramento.

Sample Content

Social Media Posts: Stories Not Stigma



Post 1 Copy:

Stigma, not stories, are driving the decision to cut GLP-1's from Medi-Cal so I wanted to share my story. GLP-1s helped change my life. Cutting coverage from Medi-Cal devastated me.

[insert 2-3 lines of your own story. Consider these questions: What do you say to people who think GLP-1s aren't "real" medications? What's one thing you'd tell to the lawmakers considering cutting GLP-1 coverage from Medi-Cal?]

If GLP-1 coverage has changed your life, share this post to show decision-makers the real stories behind the prescriptions. And if you're looking to join the fight, head to [protectGLP-1s.org](https://protectGLP1s.org).

Social Media Posts: Lifeline Not a Luxury



Post 2 Copy:

GLP-1s are a lifeline, not a luxury for millions of Californians. They are critical care for millions of patients like me.

[insert 2-3 lines of your own story. Consider these questions: What do you want lawmakers to understand about what it's like to rely on this medication?]

GLP-1 coverage changed my life. Join me in the fight by heading to protectGLP-1s.org.

Suggested Hashtags: #SaveGLP1Access, #HealthcareIsARight, #capolitics

Social Media Post: Treatment



Post Copy:

GLP-1s are a medical lifeline, not a luxury for millions of Californians. They are critical to fighting chronic conditions like diabetes, heart disease and more.

[insert 2-3 lines of your own story. Consider these questions: What do you want lawmakers to understand about what it's like to have a medication that works for you, only for it to be taken away?]

Finding the right treatment wasn't easy. Losing coverage was devastating. Help me and so many others by taking a simple action at protectGLP-1s.org.

Suggested hashtags: #SaveGLP1Access

Visual Assets: Profile Frames



These profile frames are transparent so that you can add your current or preferred profile picture to the center.

Frequently Asked Questions

Frequently Asked Questions

Why is coverage for GLP-1s in danger right now?

California is facing a significant budget shortfall, and Medi-Cal is in the crosshairs. GLP-1 weight management medications have been proposed as a target for cuts, partly because they're newer and widely misunderstood as optional or cosmetic. But for the hundreds of thousands of Californians who rely on these medications to manage a chronic disease, losing coverage isn't a minor inconvenience. It could mean losing access to the only treatment that's working for them.

Who is most impacted by these coverage cuts?

The people most at risk are low-income Californians on Medi-Cal, many of whom have no other option for affording these medications. Without coverage, a monthly supply can cost hundreds to over a thousand dollars out of pocket. These are working people, parents, and seniors who are already navigating serious health challenges. Coverage cuts don't affect everyone equally, they hit hardest the people who can least afford it.

What is Medi-Cal and who qualifies?

Medi-Cal is California's Medicaid program — a public health insurance program that provides free or low-cost coverage to Californians who qualify based on income, age, disability, or family status. It covers roughly 1 in 3 Californians, including working families, seniors, people with disabilities, and children. If you or someone you know relies on Medi-Cal for healthcare, proposed cuts to GLP-1 coverage could directly affect your access to treatment.

Frequently Asked Questions

Aren't these drugs too expensive for the state to cover?

It's a fair question, but it's worth looking at the full picture. Obesity drives significant downstream costs stemming from hospitalizations, heart disease, diabetes complications, and more. Covering effective treatment now can reduce far more expensive care later. Cutting GLP-1 coverage may look like savings on paper, but it risks shifting those costs elsewhere in the healthcare system, and onto patients who have no other options.

Does Medi-Cal need to cover "vanity drugs" like GLP-1s?

This is a common misconception. Obesity is a chronic, complex medical condition, not a lifestyle choice. GLP-1 medications are clinically proven treatments prescribed by doctors to manage it, just like insulin is prescribed to manage diabetes. Medi-Cal exists to ensure low-income Californians get the care they need, and that includes evidence-based treatment for obesity.

What's the difference between a real GLP-1 and a compounded version?

FDA-approved GLP-1 medications go through rigorous clinical testing to ensure they are safe, effective, and properly dosed. Compounded versions — often sold online or through unregulated providers — are not FDA-approved and have not been held to the same safety standards. They may contain incorrect dosages, unverified ingredients, or no active medication at all. When Medi-Cal coverage disappears, patients don't just go without — many are pushed toward these cheaper, riskier alternatives out of desperation. That's not a solution. That's a safety crisis.

**Thank you for working to protect
this critical care for Californians.**



Budget decisions are not set in stone so by utilizing this toolkit, you are helping make sure the voices of the millions of at risk Californians are heard on the floors of Sacramento.

Visit Our Website: protectGLP1s.org

Follow the Campaign: protectGLP1s