

Return on Innovation: How global health R&D delivers for your state Social media toolkit

BACKGROUND

On May 1, GHTC launched a new analysis and [online tool](#) examining the benefits of global health research and development (R&D) to each state. As Congressional policymakers work on the FY2019 budget amidst the backdrop of the Administration's proposed cuts to global health and medical research, this is an important moment to draw attention to how US investments in global health R&D are advancing healthier, more prosperous communities abroad, while also delivering economic and health benefits at home.

KEY LINKS, HASHTAGS, AND GRAPHICS

Links:

- Online Tool: <http://bit.ly/StateROI>
- [Dropbox folder of social media images](#)

Hashtags:

- #innovate4health
- #globalhealth
- #ROI
- Hashtags for each state [Ex. #Alabama, #Texas]

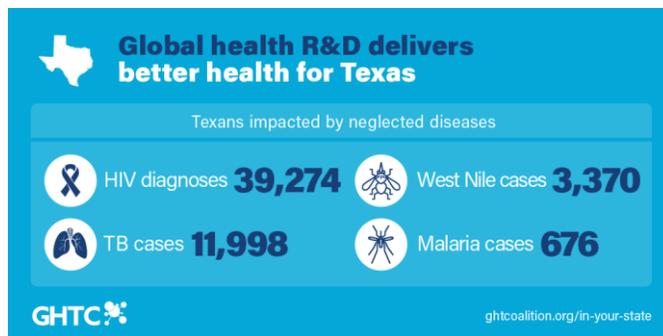
Social Media Snackables:

OVERVIEW [.GIF](#) TO PROMOTE DIGITAL TOOL



IMAGES TO HIGHLIGHT FINDINGS FROM SPECIFIC STATES

Example below for Twitter. Available [here](#) for the following states: MD, NY, CA, VA, WA, MA, NC, PA, GA, TX, OH, NJ, OR, FL, CO, CT, LA, MO, AL, and TN.



SUGGESTED TWEETS

To promote digital tool overall

Click [here](#) to access .gif to share with the tweets below.

#Globalhealth R&D matters globally AND benefits you locally. Find out how: bit.ly/StateROI #innovate4health @GHTCoalition

Curious how US gov support for #globalhealth R&D benefits your state? Check out @GHTCoalition interactive tool: bit.ly/StateROI #innovate4health

From Alabama to Wyoming: Click your state to explore the local #ROI of #globalhealth R&D: bit.ly/StateROI #innovate4health @GHTCoalition

#Globalhealth innovation is good for the world, good for America, and good for your state. Learn more: bit.ly/StateROI #innovate4health @GHTCoalition

Jobs created. Economic growth generated. Health threats prevented. Learn about the #ROI of #globalhealth R&D in your state: bit.ly/StateROI #innovate4health @GHTCoalition

The proof is in the numbers: #Globalhealth R&D delivers a huge #ROI abroad, at home, and in your state: bit.ly/StateROI #innovate4health @GHTCoalition

.@GHTCoalition's interactive map shows that #globalhealth R&D is a best buy for America. It improves lives worldwide, while paying dividends across American states. Learn more: bit.ly/StateROI #innovate4health

Many Americans think of #globalhealth R&D as an investment only in others. But the facts tell a different story. The investments we make to improve health abroad also helps make us safer & more prosperous at home. Learn more: bit.ly/StateROI #innovate4health

The side effect of US investment in #globalhealth drugs & vaccines? American jobs, economic growth, and protection against health threats. Learn how #globalhealth R&D is benefiting your state: bit.ly/StateROI #innovate4health @GHTCoalition

To highlight findings from specific states

See available accompanying images in [dropbox](#). Suggested tweets and images were only developed for the top 20 states with the highest level of USG investment.

For the state in which your organization is located

Tag your two senators and member of Congress in tweet or [image](#). View an online list of [Senate twitter handles](#) and [House twitter handles](#).

 We're proud to be advancing #globalhealth innovation in the great state of #[STATENAME]. US investments in #globalhealth R&D are good for the world & good for [STATENAME]. Learn more: bit.ly/StateROI #innovate4health

Maryland

In [images](#), tag the following top global health research institutions in MD: @NIH @JohnsHopkins @HopkinsMedicine @HJFMilMed @DetrickUSAG @UMBaltimore @IPMicrobicides @LeidosBiomed

Tag the state's senators and key member[s] of Congress: @ChrisVanHollen @SenatorCardin

 #DidYouKnow: US government investment in #globalhealth R&D between 2007 and 2015 contributed \$2.5 b to #Maryland's economy & created 30,700+ new jobs. Learn more: bit.ly/ROI-MD #innovate4health

 US investments are fueling breakthrough #globalhealth discoveries, while spurring economic growth & creating new jobs for #Maryland. bit.ly/ROI-MD #innovate4health

 #Globalhealth R&D saves lives around the world, while also protecting the people of #Maryland. bit.ly/ROI-MD #innovate4health

New York

In [images](#), tag the following top global health research institutions in NY: @IAVI @WeillCornell @EinsteinMed @Pop_Council @NYULangone @TBAlliance @RockefellerUniv

Tag the state's senators and key member[s] of Congress: @SenSchumer @SenGillibrand @NitaLowey

 #Globalhealth R&D matters globally AND benefits you locally. In #NewYork, US government investment injected \$916m into the economy between 2007-2015, creating 9,600+ jobs. bit.ly/ROI-NY #innovate4health

 Millions of \$ invested into the #NewYork economy & millions of lives saved worldwide. That's the #ROI of #globalhealth R&D. Learn more: bit.ly/ROI-NY #innovate4health

 Diseases of poverty not only impact poor nations. #Globalhealth R&D is vital to protect the people of #NewYork too. bit.ly/ROI-NY #innovate4health

California

In [images](#), tag the following top global health research institutions in CA: @Scrippsresearch @UCSF @UCLA @UCDavis @UCIrvine @SRI_Intl

Tag the state's senators and key member[s] of Congress: @SenFeinstein @SenKamalaHarris @RepBera @RepBarbaraLee

🐦 More investment in #globalhealth R&D = more lives saved AND a stronger economy for #California. bit.ly/ROI-CA #innovate4health

🐦 #DidYouKnow: US government investment in #globalhealth R&D between 2007 and 2015 contributed \$876.4m to #California's economy & created 11,800+ jobs. Learn more: bit.ly/ROI-CA #innovate4health

🐦 Investing in R&D to combat deadly global disease threats saves lives abroad, while also protecting the people of #California: bit.ly/ROI-CA #innovate4health

Virginia

In [images](#), tag the following top global health research institutions in VA: @DeptofDefense @Virginia_Tech @ATCCMicrobio @UVA @NSF @NorthropGrumman

Tag the state's senators and key member[s] of Congress: @timkaine @MarkWarner @Rep_Tom_Garrett @RepMGriffith

🐦 The resources the US has spent finding cures & treatments for the world's deadliest diseases has not only benefited other countries, it has benefited #Virginia too. Learn how: bit.ly/ROI-VA #innovate4health

🐦 #DidYouKnow: US government investment in #globalhealth R&D between 2007 and 2015 contributed \$874.5m to #Virginia's economy & created 9,700+ jobs. Learn more: bit.ly/ROI-VA #innovate4health

🐦 #HIV, #TB, #malaria, & #dengue. These diseases not only affect people in other nations, they also affect the people of #Virginia too. Learn more about the #ROI of #globalhealth R&D: bit.ly/ROI-VA #innovate4health

Washington

In [images](#), tag the following top global health research institutions in WA: @FredHutch @UW @CIDResearch @PATHTweets @IDRITweets @ISBUSA

Tag the state's senators and key member[s] of Congress: @pattymurray @SenatorCantwell @HerreraBuetler @CathyMcMorris

🐦 Investments in #globalhealth innovation are good for the world AND good for #Washington state: bit.ly/ROI-WA #innovate4health

🐦 #Globalhealth R&D matters globally AND benefits you locally. In #Washington state, US gov investment injected \$783.9m into the economy between 2007-2015, creating 9,700+ jobs. bit.ly/ROI-WA #innovate4health

🐦 At the same time US support for #globalhealth R&D is saving lives around the world, it is also building a safer, more prosperous #Washington state. bit.ly/ROI-WA #innovate4health

Massachusetts

In [images](#), tag the following top global health research institution in MA: @Harvard @HarvardGH @MassGeneralNews @BIDMCHealth @BrighamWomens @UmassMedical @BroadInstitute @BostonChildrens

Tag the state's senators and key member[s] of Congress: @SenMarkey @SenWarren

 #Massachusetts universities & research institutes are pioneering #vaccines & cures for the world's deadliest diseases. This work is not only saving millions of lives abroad, its also paying huge dividends for the state. bit.ly/ROI-MA #innovate4health

 The facts are clear: #Globalhealth R&D saves lives in the world's poorest places, while generating economic and health returns for #Massachusetts. bit.ly/ROI-MA #innovate4health

 \$731.1m to #Massachusetts research institutions, 8,400+ jobs, and a healthier, safer world for all. That's the #ROI of US funding for #globalhealth R&D. bit.ly/ROI-MA #innovate4health

North Carolina

In [images](#), tag the following top global health research institutions in NC: @DukeU @FHI360 @UNC @RTI_Intl @NCState @WakeForest @TriangleGH

Tag the state's senators and key member[s] of Congress: @SenatorBurr @SenThomTillis @RepDavidEPrice

 #NorthCarolina is an epicenter for #globalhealth R&D. The state's universities & research institutions are advancing healthier communities abroad, while creating jobs, spurring economic growth, and protecting people at home. bit.ly/ROI-NC #innovate4health

 Millions of \$ invested into the #NorthCarolina economy & millions of lives saved worldwide. That's the #ROI of #globalhealth R&D. Learn more: bit.ly/ROI-NC #innovate4health

 #Globalhealth R&D matters globally AND benefits you locally. In #NorthCarolina, US gov investment injected \$410m into the economy between 2007-2015, creating 5,900+ jobs. bit.ly/ROI-NC #innovate4health

Pennsylvania

In [images](#), tag the following top global health research institutions in PA: @Magee_Womens @Penn @PittTweet @Penn_State @DrexelUniv @TheWistar @JeffersonUniv

Tag the state's senators and key member[s] of Congress: @SenBobCasey @SenToomey @RepCharlieDent

 More investment in #globalhealth R&D = more lives saved AND a safer and more prosperous #Pennsylvania. bit.ly/ROI-PA #innovate4health

 The next breakthrough for #malaria or a cure for #AIDS could emerge from the #Keystonestate. Learn how #Pennsylvania is contributing to #globalhealth R&D and how this work is paying economic & health dividends for the state. bit.ly/ROI-PA #innovate4health

 \$352.8m to #Pennsylvania research institutions, 4,300+ jobs, and a healthier, safer world for all. That's the #ROI of US funding for #globalhealth R&D. bit.ly/ROI-PA #innovate4health

Georgia

In [images](#), tag the following top global health research institutions in GA: @CDCGlobal @Emory @UniversityofGA @MSMEDU @GeorgiaStateU @Aug_CollegeofED @KennesawState @GGHAlliance

Tag the state's senators and key member[s] of Congress: @SenDavidPerdue @SenatorIsakson

🐦 #Georgia is one of the world's most dynamic centers of #globalhealth innovation. Learn how this work is creating healthier, more prosperous communities abroad, while also benefitting the people of Georgia. bit.ly/ROI-GA #innovate4health

🐦 The side effect of US investment in #globalhealth drugs & vaccines? Jobs & economic growth in #Georgia and a healthier state & world. bit.ly/ROI-GA #innovate4health

🐦 #DidYouKnow: US government investment in #globalhealth R&D between 2007 and 2015 contributed \$349.1m to #Georgia's economy & created 5,800+ jobs. Learn more: bit.ly/ROI-GA #innovate4health

Texas

In [images](#), tag the following top global health research institutions in TX: @UTMBHealth @TAMU @UT_Dallas @UTSA @TXBioMed @UTEP @BCMHouston

Tag the state's senators and key member[s] of Congress: @JohnCornyn @SenTedCruz @RepKayGranger

🐦 #Texas is an industry leader in agriculture, oil, &...#globalhealth R&D. Surprised? Learn how Texas researchers are advancing healthier communities abroad, while bringing economic & health benefits to the state. bit.ly/ROI-TX #innovate4health

🐦 Disease of poverty—like #TB, #dengue, and #chikungunya—not only impact people in poor nations, they also impact the people of #Texas too. #Globalhealth research is vital to protect us all. bit.ly/ROI-TX #innovate4health

🐦 \$201.6m invested into the #Texas economy & millions of lives saved worldwide. That's the #ROI of US gov investment in #globalhealth R&D. Learn more: bit.ly/ROI-TX #innovate4health

Ohio

In [images](#), tag the following top global health research institutions in OH: @CWRU @OhioState @CincyChildrens @Utoledo @ClevelandClinic @CCLRI @CLE_State @OhioU

Tag the state's senators and key member[s] of Congress: @SenSherrodBrown @SenRobPortman

🐦 #Ohioagainsttheworld AND Ohio for the world. Learn how #Ohio is contributing to #globalhealth research & how this work is paying economic & health dividends for the state. bit.ly/ROI-OH #innovate4health

🐦 Investments in #globalhealth innovation are good for the world AND good for #Ohio: bit.ly/ROI-OH #innovate4health

🐦 A potential new #vaccine for a deadly diarrheal disease AND economic investment for #Ohio. That's the #ROI of US investment in #globalhealth R&D: bit.ly/ROI-OH #innovate4health

New Jersey

In [images](#), tag the following top global health research institutions in NJ: @RutgersU @RutgersBHS @RutgersSPH @Princetown @RWJMS @DrewUniversity

Tag the state's senators and key member[s] of Congress: @CoryBooker @SenatorMenendez @RepSires @RepChrisSmith

🐦 #DidYouKnow: #NewJersey researchers are generating new diagnostics & drugs for #tuberculosis, the world's leading infectious disease killer. Learn how the #Gardenstate is advancing #globalhealth R&D & how this work benefits the state. bit.ly/ROI-NJ #innovate4health

🐦 The facts are clear: #Globalhealth R&D saves lives in the world's poorest places, while generating economic and health returns for #NewJersey. bit.ly/ROI-NJ #innovate4health

Oregon

In [images](#), tag the following top global health research institutions in OR: @OHSUNews @PortlandState @OregonState @UOregon

Tag the state's senators and key member[s] of Congress: @RonWyden @SenJeffMerkley @RepGregWalden

🐦 #DidYouKnow: #Oregon researchers revived a #malaria drug that was on the verge of not working due to drug resistance. Learn how #Oregon is supporting #globalhealth R&D & how this is paying dividends for the state. bit.ly/ROI-OR #innovate4health

🐦 US investments in #globalhealth research are fueling breakthrough discoveries, while spurring economic growth, creating jobs, and improving health in #Oregon. bit.ly/ROI-OR #innovate4health

Florida

In [images](#), tag the following top global health research institutions in FL: @UiamiMedicine @USouthFlorida @UCF @UF @Floridastate @VGTIFlorida @TPIMS

Tag the state's senators and key member[s] of Congress: @SenBillNelson @marcorubio @MarioDB

🐦 Disease of poverty—like #HIV, #TB, #dengue, and #Zika—not only impact people in poor nations, they also impact the people of #Florida too. #Globalhealth research is vital to protect us all. bit.ly/ROI-FL #innovate4health

🐦 #DidYouKnow: #Florida researchers are pioneering new methods to combat deadly mosquito-borne diseases. Learn how Florida is supporting #globalhealth R&D & how this is paying economic & health dividends for the state. bit.ly/ROI-FL #innovate4health

Colorado

In [images](#), tag the following top global health research institutions in CO: @coloradoStateU @CUDenver @CUBoulder @COSchoolofMines @KeystoneSymp

Tag the state's senators and key member[s] of Congress: @SenBennetCO @SenCoryGardner @RepDianaDeGette

🐦 #Colorado researchers are pioneering cures & vaccines for the world's deadliest diseases—changing lives worldwide while bringing economic investment & improved health to the state. bit.ly/ROI-CO #innovate4health

🐦 A new discovery that could lead to an #HIV vaccine AND economic investment & jobs for #Colorado. That's the #ROI of US investment in #globalhealth R&D: bit.ly/ROI-CO #innovate4health

Connecticut

In [images](#), tag the following top global health research institutions in CT: @Yale @YaleGH @YaleSPH @Uconn @UconnHealth @Wesleyan_U @CT_CAES

Tag the state's senators and key member[s] of Congress: @ChrisMurphyCT @SenBlumenthal @rosadelaura

 A new method to develop #vaccines against deadly diseases like Zika AND economic investment & jobs for #Connecticut. That's the #ROI of US investments in #globalhealth R&D: bit.ly/ROI-CT #innovate4health

 The side effect of US investment in #globalhealth drugs & vaccines? Jobs & economic growth in #Connecticut and a healthier state & world. bit.ly/ROI-CT #innovate4health

Louisiana

In [images](#), tag the following top global health research institutions in LA: @TulaneNews @TulaneSPHTM @LSU @LSUHealthNO @Loyola_NOLA @SUShreveport

Tag the state's senators and key member[s] of Congress: @BillCassidy @senJohnKennedy @SteveScalise

 #DidYouKnow: #Louisiana researchers are studying why #Ebola is so deadly, in hopes of unlocking new ways to fight the virus. Learn how Louisiana is supporting #globalhealth R&D & how this is paying economic & health dividends for the state bit.ly/ROI-LA #innovate4health

 US investments in #globalhealth research are fueling breakthrough discoveries, while spurring economic growth & creating jobs for #Louisiana. bit.ly/ROI-LA #innovate4health

Missouri

In [images](#), tag the following top global health research institutions in MO: @WUSTL @SLU_Official @UMKansasCity @Mizzou @UMSL

Tag the state's senators and key member[s] of Congress: @clairecmc @RoyBlunt @USRepLong @RepAnnWagner

 #Missouri researchers are studying whether a malaria drug could help prevent transmission of #Zika from other to fetus. Learn how Missouri is supporting #globalhealth R&D & how this is delivering benefits to the state. bit.ly/ROI-MO #innovate4health

 Investments in #globalhealth innovation are good for the world AND good for #Missouri: bit.ly/ROI-MO #innovate4health

Alabama

In [images](#), tag the following top global health research institutions in AL: @UABNews @SoResearchNews @AuburnU @ASUHornestNation

Tag the state's senators and key member[s] of Congress: @SenDougJones @SenShelby @RepMarthaRoby @Repmobrooks

 #DidYouKnow: #Alabama researchers are working to develop drugs for #chikungunya, #dengue, and other deadly global diseases. Learn how Alabama is supporting #globalhealth R&D & how this is paying dividends for the state. bit.ly/ROI-AL #innovate4health

 The side effect of US investment in #globalhealth drugs & vaccines? Jobs & economic growth in #Alabama and a healthier state & world. bit.ly/AL-ROI #innovate4health

Tennessee

In [images](#), tag the following top global health research institutions in TN: @VanderbiltU @VUMC_Vaccines @VUglobalhealth @StJude @UTHSC @MeharryMedical

Tag the state's senators and key member[s] of Congress: @SenBobCorker @SenAlexander @RepChuck @MarshaBlackburn

 US investments in #globalhealth research are fueling breakthrough discoveries, while spurring economic growth, creating new jobs, and improving health for #Tennessee. bit.ly/ROI-TN #innovate4health

 #DidYouKnow: #Tennessee researchers are using bacteria to stop mosquitoes from spreading deadly diseases. Learn how Tennessee is supporting #globalhealth R&D & how this is paying economic & health dividends for the state. bit.ly/ROI-TN #innovate4health

SUGGESTED FACEBOOK MESSAGES

- From saving lives in the world's poorest places, to generating economic and health returns across American states, global health R&D delivers a tremendous return on investment. Check out a new online tool from the @GHTCBreakthroughs to learn how global health R&D is benefitting your state. bit.ly/StateROI
- Global health R&D matters globally and benefits you locally. Find out how US investments in global health R&D are paying economic and health dividends in your state. bit.ly/StateROI
- A new online tool from the @GHTCBreakthroughs shows that #globalhealth R&D is a best buy for America. It improves lives worldwide, while also paying economic and health dividends across American states. Learn more. bit.ly/StateROI
- #Globalhealth innovation is good for the world, good for America, and good for your state. Check out a new online tool from the @GHTCBreakthroughs to learn more about the #ROI of global health R&D in your state. bit.ly/StateROI