



#DEFEND340B

Oregon Legislative Session Toolkit

BACKGROUND

The 340B Drug Pricing Program encourages pharmaceutical manufacturers to provide discounted prescription drug prices to eligible healthcare facilities (*covered entities*). These discounts are similar to the federally mandated Medicaid Reimbursement rates. Covered entities can provide discounted medications to their patients through their in-house pharmacies or contractual pharmacies in their communities.

340B is a lifeline for Oregonians—particularly patients in rural areas and those with chronic health conditions—because it expands access to affordable, life-saving medications.

The pharmaceutical industry will collapse this valuable resource, decrease access to medications, and create even higher drug costs. The threats to 340B are severe and worsening, and patients are suffering. Drug manufacturers and pharmacy benefit managers' actions threaten the viability of the 340B program. This valuable program ensures patients of community health centers and other safety net providers can access affordable prescription drugs.

SOCIAL MEDIA RESOURCES & CAPTIONS

Sample graphics and messaging on the following pages can be posted to your Facebook, X (previously Twitter), Instagram, and LinkedIn accounts.

<p>Hashtag(s)</p>	<p>#340Bthankful #Defend340B #CHCAvocate</p>
<p>Tag OPCA</p>	<p>FB/LinkedIn: @OregonPrimaryCareAssociation X (previously Twitter): @OregonPCA Instagram: @oregon_pca</p>

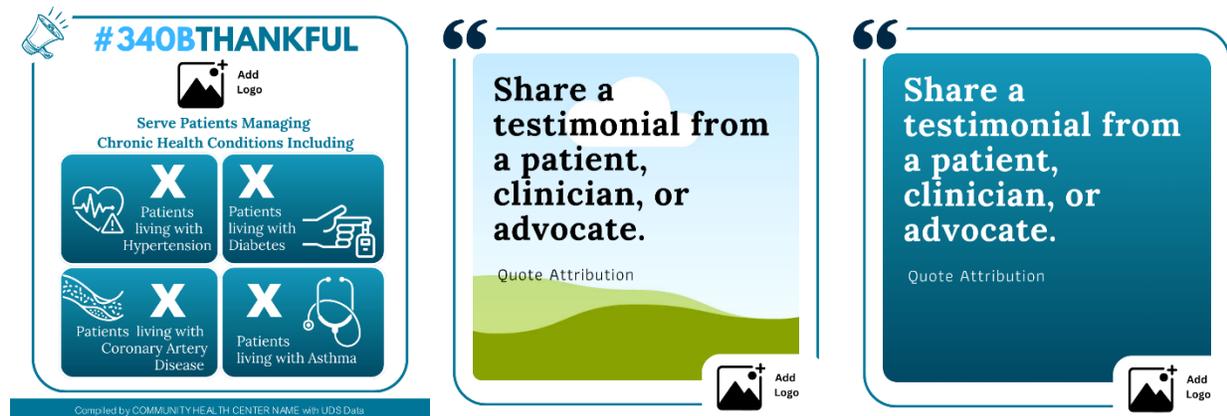
OPCA created a customizable Canva Template and a PowerPoint Template so CHCs and advocates can recreate graphics with their brand colors and/or logo.

[Click here to access the Canva Template](#)

[Click here to access the PowerPoint Template](#)

Mix and match the graphic templates for Carousel posts on Facebook and LinkedIn to create a narrative specific to your CHC!

Graphics for Posts on FB, IG, X, and LinkedIn



#340BTHANKFUL

Serve Patients Managing Chronic Health Conditions Including

- X Patients living with Hypertension
- X Patients living with Diabetes
- X Patients living with Coronary Artery Disease
- X Patients living with Asthma

Quote Attribution

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Additional Resources from Community Voices for 340B

Community Voices for 340B (CV340B) has several ready-to-use infographics, banners, and flyers to share at your health center or on social media. [Access CV340B resources.](#)

Tweets for X

- 340B protects access to affordable, life-saving medication for the people in your community. Say no to pharmaceutical companies pickpocketing your friends and family! #Defend340B #CHCAvocate
- We must choose to put the lives of Oregonians above the bottom line of pharmaceutical companies. #Defend340B #CHCAvocate
- #340B is critical to health centers' ability to provide affordable drugs & other services to underserved individuals. #340Bthankful #Protect340B #CHCAvocate

Captions for Facebook, Instagram, and LinkedIn

- What's 340B? The 340B program helps covered entities, like Federally Qualified Health Centers, support patients in managing chronic health conditions by increasing access to affordable, life-saving medication. #340Bthankful #Defend340B #CHCAvocate
- Protecting 340B means ensuring necessary funds are reinvested into Oregonians. Health centers use 340B revenue to help lower the cost of prescription medications, expand dental services, hire additional providers, and many more services that directly benefit our local communities. #340Bthankful #Defend340B #CHCAvocate

QUESTIONS?

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