**Clean Cars Rollback Hearings: Digital Response Guide**

Donald Trump and his Dirty Deputies EPA Acting Administrator Andrew Wheeler and Deputy NHTSA Administrator Heidi King are attacking #CleanerCars standards. The rollback of these standards would pollute our air, put lives at risk, and force consumers to spend hundreds of billions more dollars at the gas pump. The EPA and DOT will be hosting three different hearings on the Trump administration’s plan to roll back our #CleanerCars standards in Fresno, California, Dearborn, Michigan and Pittsburgh, Pennsylvania, which will give the American people a chance to speak out against this reckless rollback. Whether you are driving to the hearing, live tweeting from the hearing, or want to speak up about the hearings from afar – we have provided social guidance for all possibilities!

**Suggested Hashtags**: #CleanerCars, #StopEPARollbacks, #WheelerDealer, #DefendClimate

**Hearing Specific Hashtags**: #EPAinCA, #EPAinMI, #EPAinPA

 **Social for Traveling to the Hearing**

**TWITTER:**

* I’m supporting #CleanerCars standards by traveling from [STATE OR CITY] to make my voice heard at the [LOCATION] hearing. #StopEPARollbacks
* I’m traveling to [LOCATION] to support #CleanerCars standards because my family deserves to breathe clean air. #StopEPARollbacks
* I’m traveling to [LOCATION] to support #CleanerCars standards because I care about our climate and our health. #StopEPARollbacks
* I’m traveling to the [LOCATION] #CleanerCars hearing to speak up for my family’s health in [HOME STATE OR CITY]. #StopEPARollbacks

**FACEBOOK:**

* I’m supporting #CleanerCars standards by traveling from [STATE OR CITY] to make my voice heard at the [LOCATION] hearing. #StopEPARollbacks
* I’m traveling to [HEARING LOCATION] to speak up for #CleanerCars standards that protect our health and wallets. #StopEPARollbacks

*If you can’t make it to a hearing but still want to speak out in support of #CleanerCars standards use the social found below in “General #CleanerCars Social” section.*

**Social for During the Hearing**

**STATE AUTHORITY FOCUS**

**TWITTER:**

* I’m at today’s [LOCATION] #CleanerCars hearing because @realDonaldTrump and @EPAAWheeler must respect states’ authority to protect their residents’ health and keep their air clean. #StopEPARollbacks
* Air pollution doesn’t obey state lines. [STATE] should be able to protect residents like my family and me – that’s why I’m speaking out in support of #CleanerCars standards. #StopEPARollbacks
* I’m at today’s [LOCATION] #CleanerCars hearing because @realDonaldTrump and @EPAAWheeler are attacking states’ authority to protect their residents. That is a direct attack on the Clean Air Act and our health. #StopEPARollbacks

**FACEBOOK:**

* I’m at today’s [LOCATION] hearing because states must have the authority to protect their residents from dangerous tailpipe pollution, something Ronald Reagan fought for. #CleanerCars
* I’m at today’s [LOCATION] #CleanerCars hearing because [TAG] Donald Trump and [TAG] Andrew Wheeler are attacking states’ authority to protect their residents. We won’t let them succeed. #StopEPARollbacks

**PUBLIC HEALTH FOCUS**

**TWITTER:**

* I’m speaking out for #CleanerCars standards at today’s [LOCATION] hearing because @realDonaldTrump and @EPAAWheeler’s proposed rollback puts our health at risk. #StopEPARollbacks
* #CleanerCars standards help the over 26 million Americans with asthma breathe easier. I’m standing up for those who will suffer from @realDonaldTrump and @EPAAWheeler’s rollback of these health safeguards at today’s [LOCATION] hearing. #StopEPARollbacks
* I traveled to the [LOCATION] #CleanerCars hearing because @realDonaldTrump and @EPAAWheeler are putting our health at risk by rolling back standards. #StopEPARollbacks
* Rolling back #CleanerCars standards not only puts our health at risk – it would cost us more at the gas pump. That is why I’m fighting to keep them at today’s [LOCATION] hearing.

**FACEBOOK:**

* I’m speaking out for #CleanerCars standards at today’s [LOCATION] hearing because [TAG] Donald J. Trump and [TAG] Andrew Wheeler’s proposed rollback puts our health at risk. #StopEPARollbacks
* #CleanerCars standards help the over 26 million Americans with asthma breathe easier. I’m standing up for those who will suffer from @realDonaldTrump and @EPAAWheeler’s rollback of these health safeguards at today’s [LOCATION] hearing. #StopEPARollbacks

**JOBS & MANUFACTURING FOCUS**

**TWITTER:**

* I’m speaking up for #CleanerCars standards at today’s [LOCATION] hearing because they help keep our air clean, create jobs, and save us money at the gas pump. #StopEPARollbacks
* I’m at the #CleanerCars hearing in [LOCATION] because these standards save us money at the gas pump. We can’t afford @realDonaldTrump and @EPAAWheeler’s costly rollback.
* I’m in [LOCATION] fighting for #CleanerCars standards because they save American families money at the gas pump and are vital to creating innovative American manufacturing jobs. #StopEPARollbacks
* I’m fighting for #CleanerCars standards at today’s [LOCATION] hearing because they encourage automakers to invest in American workers. #StopEPARollbacks
* Auto suppliers want to protect industry jobs and compete globally. I’m at [LOCATION] hearing today because strong #CleanerCars standards help them do that. #StopEPARollbacks <https://bit.ly/2nZlNu1>
* Suppliers – who employ 2.5x more Americans than the auto companies – rely on strong, long-term #CleanerCars standards to protect their investments. #StopEPARollbacks <https://bit.ly/2nZlNu1>
* I’m at the [LOCATION] #CleanerCars hearing today because @realDonaldTrump and @EPAAWheeler’s proposed rollback of these vital standards would cost 60,000 American jobs. #StopEPARollbacks
* Unacceptable: @realDonaldTrump and @EPAAWheeler’s #CleanerCars rollback will cost 60,000 American jobs. That’s why I’m in [LOCATION] speaking out for these vital standards. #StopEPARollbacks
* I’m in [LOCATION] today because #CleanerCars standards spur technological innovation, catalyze competitiveness and support jobs. #StopEPARollbacks

**FACEBOOK:**

* I’m at the #CleanerCars hearing in [LOCATION] because these standards save us money at the gas pump. We can’t afford [TAG] Donald J. Trump and [TAG] Andrew Wheeler’s costly rollback.
* I’m in [LOCATION] fighting for #CleanerCars standards because they save American families money at the gas pump and are vital to creating innovative American manufacturing jobs. #StopEPARollbacks
* I’m at the [LOCATION] #CleanerCars hearing today because [TAG] Donald J. Trump and [TAG] Andrew Wheeler’s proposed rollback of these vital standards would cost 60,000 American jobs. #StopEPARollbacks

**General #CleanerCars Social**

**HEARING SPECIFIC SOCIAL FROM AFAR**

**TWITTER:**

* I’m not able to testify in [LOCATION] today but I care about #CleanerCars standards because my family deserves to breathe clean air. #StopEPARollbacks
* I’m not able to testify in [LOCATION] today but I care about #CleanerCars standards because I care about our climate and our health. #StopEPARollbacks
* I’m not able to testify in [LOCATION] today but I care about #CleanerCars standards because they protect our health and our pocketbooks. #StopEPARollbacks

**FACEBOOK:**

* I’m not able to testify in [LOCATION] today but I care about #CleanerCars standards because my family deserves to breathe clean air. #StopEPARollbacks
* I’m not able to testify in [LOCATION] today but I care about #CleanerCars standards because I care about our climate and our health. #StopEPARollbacks
* I’m not able to testify in [LOCATION] today but I care about #CleanerCars standards because they protect our health and our pocketbooks. #StopEPARollbacks

**SOCIAL TO TAKE ACTION**

**TWITTER:**

* #CleanerCars standards keep our families healthier. That’s why I’m letting @EPA and @NHTSAgov know that I support these protections. Are you in? #StopEPARollbacks [COMMENT/ACTION LINK]
* Even if you can’t make it to today’s [LOCATION] #CleanerCars hearing, you can still hold @EPA and @NHTSAgov accountable to protect our health and our pocketbooks. #StopEPARollbacks [COMMENT/ACTION LINK]

**FACEBOOK:**

* #CleanerCars standards keep our families healthier while saving us money at the pump. That’s why I’m letting the [TAG] U.S. Environmental Protection Agency and [TAG] NHTSA know that I support these protections. Are you in? #StopEPARollbacks [COMMENT/ACTION LINK]
* Even if you can’t make it to today’s [LOCATION] #CleanerCars hearing, you can still hold the [TAG] U.S. Environmental Protection Agency and [TAG] NHTSA accountable to protect our health and our pocketbooks. #StopEPARollbacks [COMMENT/ACTION LINK]

**EPA PUSHBACK FOCUS**

**TWITTER:**

* .@EPAAWheeler’s own staff say his reckless #CleanerCars rollback will cost lives, jobs and “have a net negative impact of $83 billion.” #StopEPARollbacks (via @washingtonpost)<https://wapo.st/2PbVsFs>
* .@EPAAWheeler you said you “respect” @EPA staff. Since when does that mean blatantly ignoring them with your #CleanerCars rollback? #StopEPARollbacks<https://wapo.st/2PbVsFs>
* .@EPAAWheeler’s #CleanerCars rollback is so reckless that his OWN @EPA staff “pushed for the @EPA’s name to be taken off the document altogether.” #StopEPARollbacks (via @washingtonpost)<https://wapo.st/2PbVsFs>
* You know your #CleanerCars rollback is bad when your own staff doesn’t want their name on it… @EPAAWheeler 👀<https://wapo.st/2PbVsFs>
* “Indefensible” and “erroneous and otherwise problematic” are just a few terms @EPAAWheeler’s own staff used to describe his #CleanerCars rollback. #StopEPARollbacks (via @washingtonpost)<https://wapo.st/2PbVsFs>

**FACEBOOK:**

* [TAG] Andrew Wheeler’s own staff say his reckless #CleanerCars rollback will cost lives, jobs and “have a net negative impact of $83 billion.” #StopEPARollbacks (via [TAG] Washington Post)<https://wapo.st/2PbVsFs>
* “Indefensible” and “erroneous and otherwise problematic” are just a few terms [TAG] Andrew Wheeler’s own staff used to describe his #CleanerCars rollback. #StopEPARollbacks (via [TAG] Washington Post)<https://wapo.st/2PbVsFs>

**NATIONAL SECURITY FOCUS**

**TWITTER:**

* Military officials know that climate change is a threat to our national security. We must continue to reduce carbon pollution with #CleanerCars standards to protect our country. #ClimateSecurity <https://bit.ly/2NlH1l3>
* #CleanerCars standards help protect our country. By reducing carbon pollution and our dependence on oil, these protections can significantly improve our national security. #ClimateSecurity <https://bit.ly/2mAPyRd>
* #Cleanercars standards improve the health of our families and economy by making us less reliant on dirty oil. #ClimateSecurity <https://bit.ly/2mAPyRd>

**FACEBOOK:**

* Military officials know that climate change is a threat to our national security. We must continue to reduce carbon pollution with #CleanerCars standards to protect our country. #ClimateSecurity <https://bit.ly/2NlH1l3>
* #CleanerCars standards help protect our country. By reducing carbon pollution and our dependence on foreign oil, these protections can significantly improve our national security. #ClimateSecurity <https://bit.ly/2mAPyRd>

**CONSUMER CHOICE FOCUS**

**TWITTER:**

* #CleanerCars protections don’t limit consumer choice; they expand it. #StopEPARollbacks <https://bit.ly/2MLEAEd>
* #CleanerCars standards maximize consumer choice – ensuring fuel efficient options no matter what kind of car, SUV, or truck you need. <https://bit.ly/2MLEAEd>
* Rolling back #CleanerCars standards wouldn’t benefit American consumers – it would force families to spend more money at the gas pump. <https://bit.ly/2MLEAEd>

**FACEBOOK:**

* Rolling back #CleanerCars standards wouldn’t benefit American consumers – it would force families to spend more money at the gas pump. <https://bit.ly/2MLEAEd>
* #CleanerCars standards maximize consumer choice – ensuring fuel efficient options no matter what kind of car, SUV, or truck you need. <https://bit.ly/2MLEAEd>

**SAFETY FOCUS**

**TWITTER:**

* Earth to @EPAAWheeler: when @EPA career scientists and staff are telling you that your #CleanerCars rollback is “detrimental to safety, rather than beneficial,” you should listen. #StopEPARollbacks <https://bloom.bg/2nFkGji>
* .@EPA scientists on the #CleanerCars rollback: the “proposed standards are detrimental to safety, rather than beneficial.” Hear that, @EPAAWheeler? #StopEPARollbacks <https://bloom.bg/2nFkGji>

**FACEBOOK:**

* Earth to [TAG] Andrew Wheeler: when [TAG] U.S. Environmental Protection Agency career scientists and staff are telling you that your #CleanerCars rollback is “detrimental to safety, rather than beneficial,” you should listen. #StopEPARollbacks <https://bloom.bg/2nFkGji>
* [TAG] U.S. Environmental Protection Agency scientists on the #CleanerCars rollback: the “proposed standards are detrimental to safety, rather than beneficial.” Hear that, [TAG] Andrew Wheeler? #StopEPARollbacks <https://bloom.bg/2nFkGji>

**CLIMATE CHANGE FOCUS**

**TWITTER:**

* UNACCEPTABLE: @realDonaldTrump and @EPAAWheeler want to dismantle the best policy we have on the books to fight climate change. We need #CleanerCars. #DefendClimate <https://bit.ly/2wpc6Mv>
* #CleanerCars standards are our best shot at addressing the climate change that puts our communities at risk. #DefendClimate <https://bit.ly/2wpc6Mv>

**FACEBOOK:**

* UNACCEPTABLE: [TAG] Donald J. Trump and [TAG] Andrew Wheeler want to dismantle the best policy we have on the books to fight climate change. We need #CleanerCars. #DefendClimate
* #CleanerCars standards are our best shot at addressing the climate change that puts our communities at risk. #DefendClimate <https://bit.ly/2wpc6Mv>

**Public Health Focus**

**TWITTER:**

* WATCH: @LungAssociation says @realDonaldTrump and @EPAAWheeler’s #CleanerCars rollback puts our children at risk. #StopEPARollbacks<https://bit.ly/2NFRHuk>
* WATCH: Children’s lungs can’t afford @EPAAWheeler’s dangerous #CleanerCars rollback. Thanks to @LungAssociation for fighting back. #StopEPARollbacks<https://bit.ly/2NFRHuk>
* ICYMI: Powerful @LungAssociation ad highlights that @EPAAWheeler’s #CleanerCars rollback is a direct attack on our health. #StopEPARollbacks<https://bit.ly/2NFRHuk>
* More than 26 million Americans – including more than 6 million children – suffer from asthma. @realDonaldTrump and @EPAAWheeler’s reckless rollback of #CleanerCars standards won’t let them breathe any easier. #StopEPARollbacks<https://bit.ly/2NFRHuk>
* WATCH: According to the @LungAssociation, @EPAAWheeler’s #CleanerCars rollback puts polluter profits over our children's health. #StopEPARollbacks<https://bit.ly/2NFRHuk>

**FACEBOOK:**

* WATCH: Powerful ad from the [TAG] American Lung Association highlights the health risks for children that [TAG] Donald J. Trump and [TAG] Andrew Wheeler’s #CleanerCars rollback poses. #StopEPARollbacks<https://bit.ly/2NFRHuk>
* ICYMI: [TAG] American Lung Association says children’s lungs would be harmed by [TAG] Andrew Wheeler’s dangerous #CleanerCars rollback. #StopEPARollbacks<https://bit.ly/2NFRHuk>