**Mercury Pollution Standards Rollback**

*Sample email, comment, and social guidance*

**Health-focused Email Template**

**Subject Lines:**

1. Help prevent 130k asthma attacks
2. Wheeler’s latest proposal is lethal
3. No one wants Wheeler’s poison plan

Dear [NAME] –

130,000 more asthma attacks. Up to 11,000 more premature deaths. Every. Single. Year.

That’s what’s at stake if Acting Environmental Protection Agency (EPA) Administrator Andrew Wheeler succeeds in sabotaging vital mercury pollution standards.

**This is serious – especially for our kids. Speak out to protect them. [LINK TO COMMENT]**

We know that mercury is dangerous, especially to pregnant women and communities of color. Pollution, including mercury, from coal- and oil-burning power plants is linked to brain, nervous system, and fetal development. The harsh reality is that this proposal will jeopardize the health of our communities and the future of our economy.

**We need your voice to stop Wheeler. Submit a comment here. [LINK TO COMMENT]**

No one asked for this proposal – even industry is opposed. They’ve already invested $18 billion to meet these standards. They’re as committed to protecting their investment as we are in protecting our kids’ chance to grow up healthy.

**Our health must come first. Will you tell Wheeler to stop his destruction? [LINK TO COMMENT]**

Thank you for speaking out,

[SIGNER]

**Communities of Color-focused Email Template**

**Subject lines:**

1. Andrew Wheeler is at it again
2. Wheeler is targeting communities of color
3. Protect our health – voice support for mercury pollution standards

[NAME] –

This is serious. Acting Environmental Protection Agency (EPA) Administrator Andrew Wheeler is desperately backpedaling to explain his racist social media history – all while blatantly targeting communities of color.

**Wheeler’s attempts to sabotage the mercury pollution standards put our communities at risk. It’s time to raise your voice: [LINK TO COMMENT]**

Here are the numbers:

* 130,000 more asthma attacks.
* Up to 11,000 more premature deaths.
* 5,700 more hospital visits.

Every. Single. Year.

That’s what’s at stake.. People of color are more likely to live near coal and oil-burning power plants – which means they’ll shoulder a disproportionate burden of the health impact from this pollution.

**Families across the country are under attack. Will you tell Wheeler to stop his destruction? [LINK TO COMMENT]**

Wheeler might “forget” his Facebook post, but his actions speak louder than words. **We need to speak out together against this attack on communities of color. [LINK TO COMMENT]**

Thank you for speaking out,

[SIGNER]

**Sample Landing Page Language**

**Title:** Donald Trump and Andrew Wheeler are Attacking our Health, Again

**Body:** Once again, President Donald Trump and Acting EPA Administrator Andrew Wheeler are putting communities across the country at risk. This time they’re taking the first step to sabotage safeguards that protect us from dangerous mercury and toxic pollution from power plants. We know that mercury pollution is dangerous – and the EPA itself agrees. **Make no mistake: by sabotaging these standards, Trump and Wheeler are attacking our health.**

130,000 annual asthma attacks. Up to 11,000 annual premature deaths. 5,700 annual hospital visits. That’s what’s at stake if Trump and Wheeler’s dangerous proposal moves forward. And the reality is no one wants this– not even power companies. If no one is asking for these vital protections to be undone, what’s motivating Trump and Wheeler?

We can’t afford to stay silent – there’s too much on the line. Make your voice heard in support of strong mercury pollution standards – **submit a comment to the EPA.**

**Sample Comment Language**

**To:** Acting EPA Administrator Andrew Wheeler

I strongly oppose any weakening of the Mercury and Air Toxic Standards (MATS). These vital safeguards are key to protecting American lives – especially pregnant women, young children, and communities of color. Mercury exposure can cause severe neurological damage, so by sabotaging mercury pollution standards, families like mine will be put at risk. Furthermore, plans to gut these rules jeopardize multi-billion-dollar investments from industry to comply with these common-sense standards.

The EPA’s solemn mission is to protect our health and environment. This proposal to sabotage mercury pollution standards is a stark divergence from that mission. I urge Acting Administrator Wheeler to reconsider this dangerous rollback and protect our families.

**Social Media Guidance**

**TWITTER:**

* Tell @EPAAWheeler that his attack on #mercury pollution standards puts our children at risk. #PoisonPlan [COMMENT LINK]
* #Mercury pollution standards that help keep our kids safe from neurotoxins are under attack – speak out and defend them today. #PoisonPlan [COMMENT LINK]
* Lives are on the line – speak out against @EPAAWheeler’s dangerous move to sabotage#mercury pollution standards NOW: [COMMENT LINK] #PoisonPlan
* .@EPAAWheeler’s proposal to sabotage #mercury pollution standards is a direct threat to pregnant women, communities of color, and children. Speak out today: [COMMENT LINK] #PoisonPlan
* .@EPAAWheeler’s attempt to sabotage #mercury pollution standards is a direct attack on communities of color. Submit a comment to keep our families safe: [COMMENT LINK] #PoisonPlan
* .@EPAAWheeler’s #PoisonPlan could result in up to 11,000 more premature deaths every year. Speak out to stop him: [COMMENT LINK] #mercury

**FACEBOOK:**

* Tell [TAG] Andrew Wheeler that his attack on #mercury pollution standards is an attack on our children. We won’t stand for it. #PoisonPlan [COMMENT LINK]
* Mercury pollution standards that help keep our kids safe from neurotoxins are under attack – speak out and defend them today. #PoisonPlan [COMMENT LINK]