#ModernaVax2PH Campaign Toolkit



Hashtags:

#ModernaVax2PH
#AccelerateAccess
#ShotsSoonerSavesLives
#PhilippinesStrong

The following toolkit serves as a reference for the **#ModernaVax2PH**. Of the 20 million Moderna vaccine doses that have been ordered and paid for by the Philippines, FYLPRO is **asking for at least 3 million to be expedited from the proposed timeline of June-July to May**. We appeal for humanitarian assistance for the longest COVID-19 emergency and enhanced lockdown that is now occurring in the Philippines.

There are close to 5 million Filipino Americans with close ties to their relatives in the Philippines; and also 300,000 American citizens residing in the country. Hospitals are full and there is a dire need for therapeutics, ventilators, preventive education, PPEs, disinfection protocols, and vaccines.

To Participate:

- 1. Date to post: April 22, 2021
- 2. Send a Letter We urge you to email *five* separate appeal letters (drafts for individuals and organizations below) to the following US elected officials asking them to urge President Biden to approve the immediate release of at least 3 million US Moderna vaccines, that have already been purchased, for the Filipino people:
 - 1. President Biden
 - individual or organizational

The White House

https://www.whitehouse.gov/contact/

- 2. Acting Administrator Gloria Steele
 - <u>individual</u> or <u>organizational</u>
 US Agency for International Development https://www.usaid.gov/contact-us
- 3. Secretary Antony Blinken
 - individual or organizational

US State Department

https://register.state.gov/contactus/contactusform

Attn: John C. Law, Charges d'affairs via ACSInfoManila@state.gov

- 4. BOTH U.S. Senators representing your state
 - individual or organizational https://www.senate.gov/senators/senators-contact.htm
- 5. Your House Representative
 - individual or organizational https://www.house.gov/representatives/find-your-representative

Please also copy <u>president@fylpro.org</u> on your organization's appeal.

- 3. Post to your social media
 - a. use hashtags #ModernaVax2PH #3MillionToStart #AccelerateAccess #ShotsSoonerSavesLive #PhilippinesStrong

- b. Tag @FYLPRO
- c. Sample messaging and Sample tweets
- d. Add an Image
 - Facebook/ Instagram post, Instagram story, Facebook cover, Twitter post
- 4. Inform you family, friends, coworkers, fellow community advocates, etc!
 - a. Facts and information
- 5. **Let us know** if you sent letters or you want to sign-on to the FYLPRO letter via this form

Why are we asking you to do this?

There are close to 5 million Filipino Americans with close ties to their relatives in the Philippines; and also 300,000 American citizens residing in the country. Hospitals are full and there is a dire need for therapeutics, ventilators, preventive education, PPEs, disinfection protocols, and vaccines.

On behalf of 4,000 supporters of FYLPRO, a national Filipino American organization, we appeal to you to authorize the early humanitarian release of 20 million Moderna vaccine doses that the Philippines has paid for.

Please consider an initial export release of three million vaccine doses this May-rather than in June or July. Your early decision will save thousands of lives in the Philippines. There are more than 10,000 daily new cases of Filipinos infected with COVID-19. More than 15,000 have died from the pandemic - more than double the fatalities of super Typhoon Haiyan in 2013, the most powerful ever recorded.

Philippine hospital beds are full. The healthcare system is in crisis with dire need for medicines, ventilators, preventive supplies, PPEs, and vaccines, according to PH Ambassador Jose Romualdez. Thousands of Filipino frontliners have fallen victim. With the longest COVID-19 emergency lockdown in the world, five million Filipinos have been laid off.

More than four million Filiipino Americans will deeply appreciate your timely assistance.

Facts and Information

Covid-19

10,000 to 15,000 new reported covid cases daily in PH

Over 15,000 deaths related to COVID-19 (Typhoon Haiyan had 8,000 killed and 8,000 missing) * 2nd highest death rate in Southeastern Asian countries

4.5 million Filipinos unemployed due to the pandemic economic contraction

Philippines' COVID-19 active cases hit record-high 193,476 (Apr. 16)

Vaccines Needed

Moderna Announces New Supply Agreement with the Philippines for 7 Million Additional Doses of COVID-19 Vaccine Moderna | Moderna, Inc.

Lorenzana asks US counterpart to expedite release of 20M doses of Moderna vaccines to PH

Country comparison

Mexico will receive 2.7 Million donated unused US vaccines (127 M Mexico population)

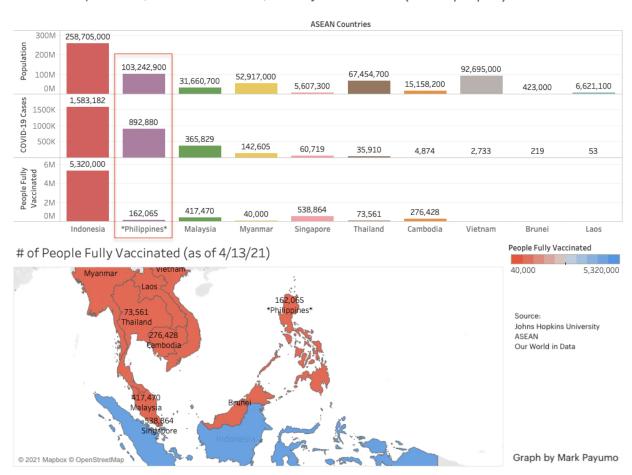
Canada will get 1.5 Million vaccine doses on a "loan" basis

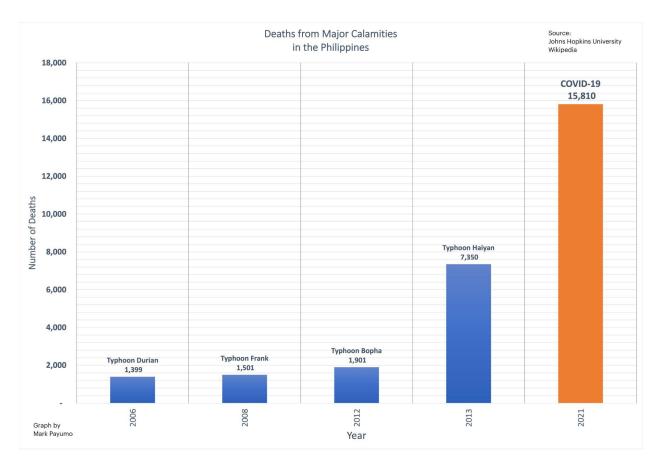
Philippines is LAST among the ASEAN nations in obtaining contracts and commitments from top US/EU vaccine makers

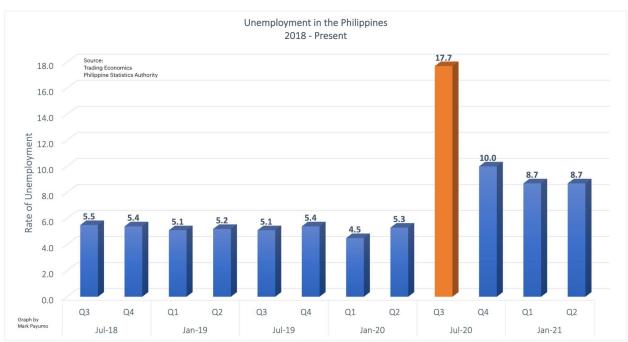
Filipino American

- 4.5 million estimated pinoys in the US
- Filipinos make up 4% of nurses in the US, but 31.5% of nurse deaths from COVID-19
- America's Filipino nurses remain resilient pillars at home and abroad despite pandemic
- 300,000 estimated US citizens estimated living in the Philippines
- National security partnership: Mutual Defense Treaty, EDCA, VFA against Chinese government aggression in the West PH Sea.

ASEAN Population, COVID-19 Cases, & Fully Vaccinated (as of 4/15/21)







Sample Messaging

- Support your fellow Filipino Americans in writing a letter to five elected officials to bump up the proposed timeline for vaccines for the Philippines.
 20 million Moderna vaccine doses that have been ordered and paid for by the Philippine government. We are asking for a distribution of at least 3 million doses to be accelerated in their delivery from June-July to May.
 #ModernaVax2PH https://bitly.com/ModernaVax2PH
- There are many ways to support this #ModernaVax2PH campaign. Write a
 letter to both of your local representatives and state senators. 20 million
 Moderna vaccine doses that have been ordered and paid for by the
 Philippines. We are asking for a distribution of at least 3 million doses to be
 accelerated in their delivery from June-July to May.
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- Please repost this to your instagram feed and story. Tag your friends who
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- In the Philippines, hospitals are full and there is a dire need for therapeutics, ventilators, preventive education, PPEs, disinfection protocols, and vaccines. Learn more about the #ModernaVax2PH campaign. 20 million Moderna vaccine doses that have been ordered and paid for by the Philippines. We are asking for a distribution of at least 3

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- There are more than 10,000 daily new cases of Filipinos infected with COVID-19. More than 15,000 have died from the pandemic more than double the fatalities of super Typhoon Haiyan in 2013, the most powerful ever recorded. Learn more about the #ModernaVax2PH campaign. 20 million Moderna vaccine doses that have been ordered and paid for by the Philippines. We are asking for a distribution of at least 3 million doses to be accelerated in their delivery from June-July to May. https://bitly.com/ModernaVax2PH
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Sample Tweets (280 character limit)

- Learn more about the #ModernaVax2PH campaign. 20 million Moderna vaccine doses that have been ordered and paid for by the Philippines. We are asking for a distribution of 3 million doses to be accelerated in their delivery from June-July to May. https://bitly.com/ModernaVax2PH
- Support your FilAms in writing a letter to elected officials to bump up proposed timeline for vaccines for the Philippines. We are asking for a distribution of 3 million doses to be accelerated in their delivery from June-July to May. #ModernaVax2PH https://bitly.com/ModernaVax2PH
- There are many ways to support #ModernaVax2PH campaign. Write a
 letter to both of your representatives and state senators. We are asking for
 a distribution of 3 million doses to be accelerated in their delivery from
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- Please repost this to your instagram feed and story. Tag your friends who
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- Thousands of Filipino frontliners have fallen victims. With the longest COVID-19 emergency lockdown in the world, 5M Filipinos have been laid off. Learn abt #ModernaVax2PH. Asking for 3M doses to be accelerated in their delivery from June-July to May. https://bitly.com/ModernaVax2PH

Graphics

Facebook/ Instagram post [download here]

#MODERNAVAX2PH



Please join FYLPRO in asking for at least 3 million purchased vaccines to be expedited to the Philippines

20 million Moderna vaccine doses have been ordered and paid for by the Philippines. We are **asking for distribution to be May** vs. the current proposed timeline of June-July.



WAYS TO TAKE ACTION

Write a letter to your local representative and senator. Post, reshare, tag! Inform your friends, family, coworkers.

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Instagram story [download here]



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Send a Letter

Individual: President Biden DRAFT

Dear President Biden,

I write to you about an urgent situation that presently affects the wellbeing of many of the almost 5M FilAm in the US with deep familial and cultural ties to the PH, as well as the approx. 3K US citizens residing in the latter.

The FilAm community appeals for humanitarian assistance in equipping public health officials in the PH. It has come to our attention that despite the 20M COVID-19 vaccines by Moderna, Inc. have been purchased by the Philippines, the National Defense Production Act currently prevents US companies from exporting any product until domestic requirements have been met, which according to your admin's projections would be around June to July..

In light of these circumstances, we urge you to consider using your executive authority to expedite the release of this initial batch of fully paid vaccines to save a significant no. of lives in the PH upfront.

As we look ahead to the 75th anniv. of diplomatic ties between the US and PH this July and having just commemorated the 79th anniv. of the Battle of Bataan earlier this month, we need not further elaborate on the strength of our common bonds spanning the vast Pacific.

We applaud your admin's swift, decisive, and evidence-based pandemic response efforts since taking office. It is our sincere and concerned entreaty that the White House, in concert with relevant officials such as Secretary of State Antony Blinken and USAID Acting Administrator Gloria Steele, apply its lawful authority in making the eminently reasonable decision to dispatch the 3M Moderna doses being requested. The FilAm community is also writing both the majority and minority leaders on Capitol Hill for a non-partisan appeal to the US Senate and House of Rep. Here is an opportunity to spare a significant no. of human lives, and we implore your admin to take urgent action on this matter.

Sincerely,

Individual: Blinken DRAFT

Dear Secretary Blinken,

I write to you about an urgent situation that presently affects the wellbeing of many of the almost 5 million Filipino Americans in the United States with deep familial and cultural ties to the Philippines, as well as the approximately 300,000 U.S. citizens residing in the latter. As you and your advisors are aware, the COVID-19 pandemic has hit the Philippines especially hard, and as of this moment hospitals there are at capacity and there is a dire need for therapeutics, ventilators, preventive education, PPE, disinfection protocols, and vaccines.

To this last item in particular, the Filipino American community appeals for humanitarian assistance in equipping public health officials in the Philippines with an essential tool for controlling the devastation wrought by the novel coronavirus. Like many countries, the Philippines has arranged for its people to secure access to various COVID-19 vaccines being manufactured by companies across the globe, including an order of 20 million doses from Moderna, Inc. that has already been paid for in full by the Philippines. While the initial expectation was for these vaccines to be delivered in July, the current coronavirus emergency highlights the importance of accelerating access to the doses as soon as possible. A reasonable proposal that has emerged calls for the immediate release of a small fraction of the Moderna purchase, namely 3 million doses. However, it

has come to our attention that despite the sales transaction having been completed, the National Defense Production Act currently prevents U.S. companies from exporting any product until domestic requirements have been met, which according to the administration's projections would be around mid-May to June.

In light of these extraordinary circumstances, we urge you to consider using your resources to expedite the release of this initial batch of fully paid vaccines to save a significant number of lives in the Philippines upfront. So many personal tragedies can be averted if we act sooner rather than later. The numbers are staggering: as of April 16, the number of active COVID-19 cases in the Philippines hit an all-time record of 193,476, and in terms of both overall reported cases (926,052) and deaths (15,810) ranks, the country ranks second in all of Southeast Asia.

As we look ahead to the 75th anniversary of diplomatic ties between the U.S. and the Philippines this July (not to mention a shared history that stretches back even further) and having just commemorated the 79th anniversary of the Battle of Bataan earlier this month, we need not further elaborate on the strength of our common bonds spanning the vast Pacific. Nevertheless, we cannot help but highlight this relationship given the contemporaneous experiences of fellow U.S. allies. For example, during the last month Mexico received 2.7 unused AstraZeneca vaccine doses from the U.S., while Canada was shipped 1.5 million doses of the same on loan. By contrast, our Filipino American community, which includes the 4% of total U.S. nurses who have simultaneously made up 31.5% of COVID-19 related nurse deaths, looks on as their relatives in the Philippines, many of whom are economically supported by remittances from the Filipino diaspora, longingly wait for live-saving vaccines that are already spoken for by their government's leaders.

We applaud the federal government's swift, decisive, and evidence-based pandemic response efforts since President Biden took office. It is our sincere and concerned entreaty that the White House, in concert with your office and other relevant officials such as the U.S. Agency for International Development (USAID) Acting Administrator Gloria Steele, apply its lawful authority in making the eminently reasonable decision to dispatch the 3 million Moderna doses being requested. The Filipino American community is also writing both the majority and minority leaders on Capitol Hill for a non-partisan appeal to the U.S. Senate and House of Representatives. Here is an opportunity to spare a significant number of human lives, and we implore the executive branch to take urgent action on this matter.

Sincerely,

Individual: Steele DRAFT

Dear Acting Administrator Steele,

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Sincerely,

Individual: Senate DRAFT

Dear Senator ______,

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In light of these extraordinary circumstances, we urge your office to draw upon the resources it commands to help expedite the release of this initial batch of fully paid vaccines to save a significant number of lives in the Philippines upfront. So many personal tragedies can be averted if we act sooner rather than later. The numbers are staggering: as of April 16, the number of active COVID-19 cases in the Philippines hit an all-time record of 193,476, and in terms of both overall reported cases (926,052) and deaths (15,810) ranks, the country ranks second in all of Southeast Asia.

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We applaud the federal government's swift, decisive, and evidence-based pandemic response efforts these past few months. It is our sincere and concerned entreaty that legislators call upon the White House, in concert with relevant officials such as Secretary of State Antony Blinken and U.S. Agency for International Development (USAID) Acting Administrator Gloria Steele, apply its lawful authority in making the

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Individual: House DRAFT

Dear Representative	
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Sincerely,

Organizational: President Biden DRAFT

Dear President Biden,

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We applaud the federal government's swift, decisive, and evidence-based pandemic response efforts since President Biden took office. It is our sincere and concerned

entreaty that the White House, in concert with your office and other relevant officials such as Secretary of State Antony Blinken, apply its lawful authority in making the eminently reasonable decision to dispatch the 3 million Moderna doses being requested. The Filipino American community is also writing both the majority and minority leaders on Capitol Hill for a non-partisan appeal to the U.S. Senate and House of Representatives. Here is an opportunity to spare a significant number of human lives, and we implore the executive branch to take urgent action on this matter.

Sincerely,

Organizational: Blinken DRAFT

Dear Secretary Blinken,

[Name of organization] is [description of organization]. We write to you about an urgent situation that presently affects the wellbeing of many of the almost 5 million Filipino Americans in the United States with deep familial and cultural ties to the Philippines, as well as the approximately 300,000 U.S. citizens residing in the latter.

The Filipino American community appeals for humanitarian assistance in equipping public health officials in the Philippines with an essential tool for controlling the devastation wrought by the coronavirus. The Philippines has arranged for its people to secure access to various COVID-19 vaccines including an order of 20 million doses from Moderna, Inc. that has been paid for in full by the Philippines. While the initial expectation was for these vaccines to be delivered in July, the current emergency highlights the importance of accelerating access to the doses as soon as possible. A reasonable proposal that has emerged calls for the immediate release of a small fraction of the Moderna purchase, namely 3 million doses.

In light of these extraordinary circumstances, we urge you to consider using your resources to expedite the release of this initial batch of fully paid vaccines to save a significant number of lives in the Philippines upfront. So many personal tragedies can be averted if we act sooner rather than later. The numbers are staggering: as of April 16, the number of active COVID-19 cases in the Philippines hit an all-time record of 193,476, and in terms of both overall reported cases (926,052) and deaths (15,810) ranks, the country ranks second in all of Southeast Asia.

As we look ahead to the 75th anniversary of diplomatic ties between the U.S. and the Philippines this year, with a shared history that stretches back even further, and having

just commemorated the 79th anniversary of the Battle of Bataan earlier this month, we need not further elaborate on the strength of our common bonds spanning the vast Pacific.

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We applaud the federal government's swift, decisive, and evidence-based pandemic response efforts since President Biden took office. It is our sincere and concerned entreaty that the White House, in concert with your office and other relevant officials such as U.S. Agency for International Development (USAID) Acting Administrator Gloria Steele, apply its lawful authority in making the eminently reasonable decision to dispatch the 3 million Moderna doses being requested. The Filipino American community is also writing both the majority and minority leaders on Capitol Hill for a non-partisan appeal to the U.S. Senate and House of Representatives. Here is an opportunity to spare a significant number of human lives, and we implore the executive branch to take urgent action on this matter.

Sincerely,

Organizational: Senate DRAFT

Dear Senator	,
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[Name of organization] is [description of organization]. We write to you about an urgent situation that presently affects the wellbeing of many of the almost 5 million Filipino Americans in the United States with deep familial and cultural ties to the Philippines, as well as the approximately 300,000 U.S. citizens residing in the latter. As you and your advisors are aware, the COVID-19 pandemic has hit the Philippines especially hard, and as of this moment hospitals there are at capacity and there is a dire need for therapeutics, ventilators, preventive education, PPE, disinfection protocols, and vaccines.

To this last item in particular, the Filipino American community appeals for humanitarian assistance in equipping public health officials in the Philippines with an essential tool for controlling the devastation wrought by the novel coronavirus. Like many countries, the

Philippines has arranged for its people to secure access to various COVID-19 vaccines being manufactured by companies across the globe, including an order of 20 million doses from Moderna, Inc. that has already been paid for in full by the Philippines. While the initial expectation was for these vaccines to be delivered in July, the current coronavirus emergency highlights the importance of accelerating access to the doses as soon as possible. A reasonable proposal that has emerged calls for the immediate release of a small fraction of the Moderna purchase, namely 3 million doses. However, it has come to our attention that despite the sales transaction having been completed, the National Defense Production Act currently prevents U.S. companies from exporting any product until domestic requirements have been met, which according to your administration's projections would be around mid-May to June.

In light of these extraordinary circumstances, we urge your office to draw upon the resources it commands to help expedite the release of this initial batch of fully paid vaccines to save a significant number of lives in the Philippines upfront. So many personal tragedies can be averted if we act sooner rather than later. The numbers are staggering: as of April 16, the number of active COVID-19 cases in the Philippines hit an all-time record of 193,476, and in terms of both overall reported cases (926,052) and deaths (15,810) ranks, the country ranks second in all of Southeast Asia.

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We applaud the federal government's swift, decisive, and evidence-based pandemic response efforts these past few months. It is our sincere and concerned entreaty that legislators call upon the White House, in concert with relevant officials such as Secretary of State Antony Blinken and U.S. Agency for International Development (USAID) Acting Administrator Gloria Steele, apply its lawful authority in making the eminently reasonable decision to dispatch the 3 million Moderna doses being

requested. The Filipino American community is also writing both the majority and minority leaders on Capitol Hill for a non-partisan appeal to the U.S. Senate and House of Representatives in their entirety. Here is an opportunity to spare a significant number of human lives, and we implore your partnership in taking urgent action on this matter.

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Organizational: House DRAFT

Dear	Representative	

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