

On Tuesday, April 21, The Rockefeller Foundation is launching its National Covid-19 Testing Action Plan.

Background

With the first wave of infections from the Covid-19 pandemic cresting in much of the country, American political and business leaders are considering plans to reopen the economy. The Rockefeller Foundation has created a National Covid-19 Testing Action Plan intended to serve as a resource guide to safely achieve that all-important project.

The goal of the action plan is to build a state-led national program of Covid-19 testing that supports reopening the economy through workforce monitoring, early detection of recurrent outbreaks, and diagnostic and home testing. This would be the largest public health testing program in American history. Success will depend on the active engagement of the government, business, philanthropy, and the public.

Our Ask

We hope you will join us in sharing key points from the plan to spread the word that the U.S. needs to scale up testing – urgently and intelligently – to fight Covid-19 and responsibly reopen the economy.

This toolkit contains a series of tweets and visual assets related to the launch of The Rockefeller Foundation's newly-released National Covid-19 Testing Action Plan. Below, you will find the following:

- Social posts that you can use to share the action plan.
- Graphics that illustrate the key points from the action plan.

Key hashtags:

- #MeetingThisMoment
- #DataSavesLives
- #EquityIsOpportunity

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Relevant Links

- [Action Plan Landing Page](#)
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The Rockefeller Foundation on Social

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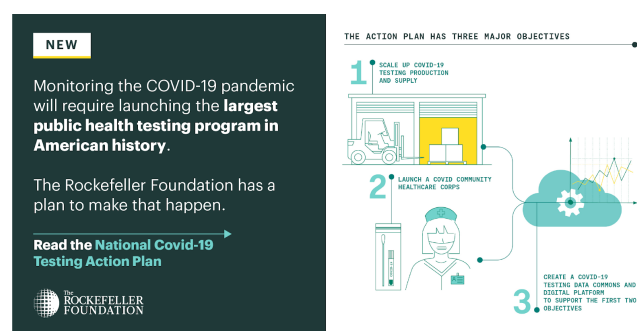
Twitter Copy & Graphics

As the U.S. considers plans for reopening, how can the country strike a balance between increasing economic activity & lowering #COVID19 infection rates? Testing, testing, testing. Read @RockefellerFdn's new national action plan: <https://bit.ly/2zimd7R> #MeetingThisMoment



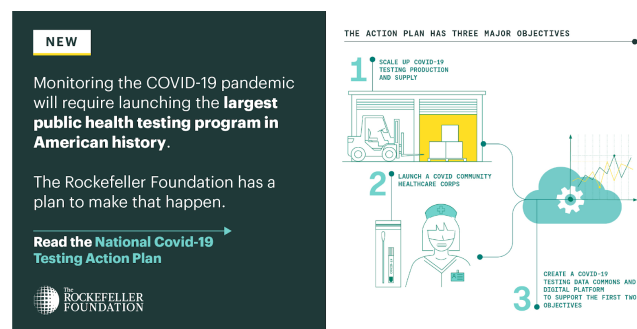
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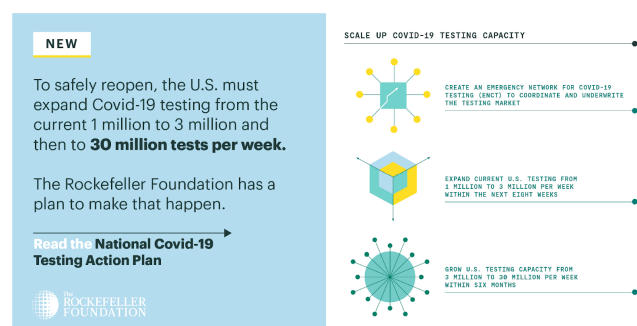
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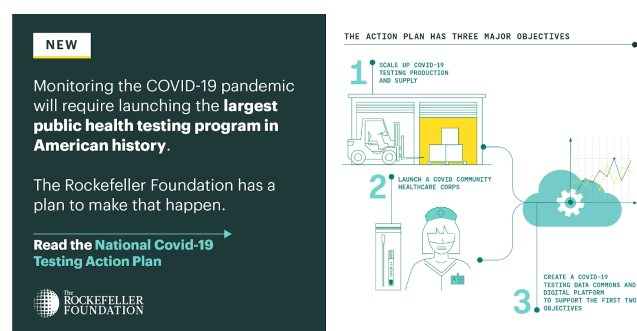
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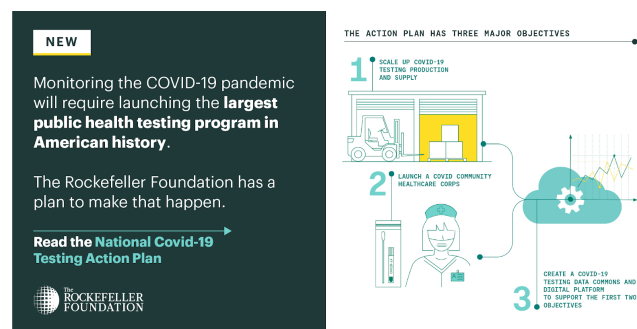
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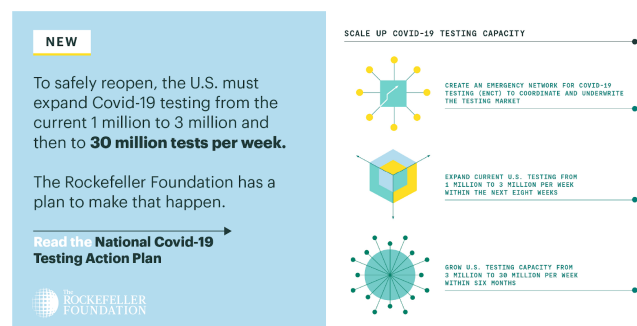
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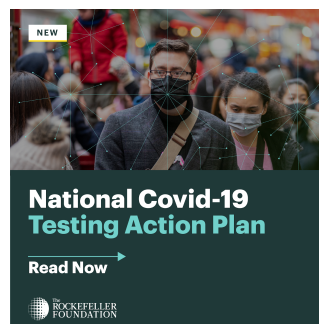
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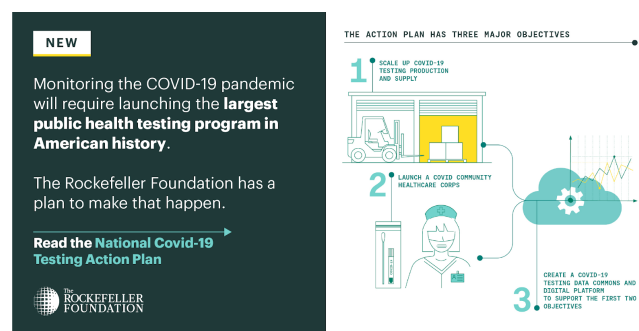
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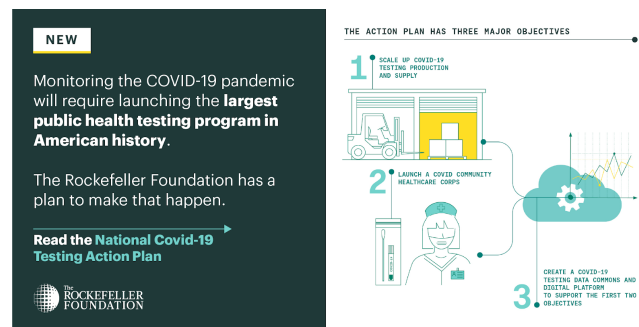
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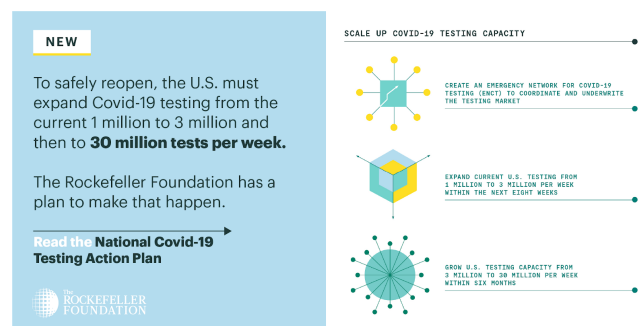
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