

P-5 POLICY NETWORK

Message in a Baby Bottle Campaign

Social Media Toolkit

June 4, 2025

Thank you for supporting the Message in a Baby Bottle campaign, which raises the voices of babies, families and advocates and opposes the reconciliation bill entitled, “One Big Beautiful Bill Act,” which is currently moving in the Senate after passing the House by one vote.

On June 4, we will be delivering dozens of baby bottles filled with real stories, heartfelt messages and urgent data directly to lawmakers on Capitol Hill. These bottles carry the voices of those with the most to lose: babies, toddlers, young children and the families who care for them.

Quick fact: Centering expectant parents, babies and young children in advocacy messages is a compelling strategy for protecting programs that serve people of all ages and demographics.

This updated toolkit is here to support your continued advocacy. Below, you’ll find ready-to-use social media posts, messaging prompts and visuals to oppose cuts to Medicaid, SNAP and TANF, threats to maternal mental health services and increased funding for deportations.

We’re so grateful to work alongside you in this collective action. Your voice is helping to ensure that babies, toddlers and their families are front and center in every policy conversation. Thank you for all you do to protect and support them.

When you post, we encourage you to tag your members of Congress and use the hashtag **#MessageinaBabyBottle across social platforms.**

Topline Message

The “One Big Beautiful Bill Act”—also referred to as the reconciliation bill—cuts programs that babies, young children and their families need.

By investing in these early years, our nation can place babies, toddlers and young children on the best possible trajectory for lifelong success, ultimately creating stronger communities and a more resilient workforce.

P-5 POLICY NETWORK

Digital Assets:

Graphics to use in your social media posts or Instagram Reels can be found here: [Dropbox in the toolkit folder](#)

Additional assets will be uploaded throughout the week as we continue to get photos from the baby bottle drop. We invite you to use the graphics on Wednesday, June 4 and in the days following.

Music suggestion for IG Reels:

- [Title: Power On \(Instrumental\)](#), Artist: Giulio Cercato
- Title: [It's In The Air](#), Artist: TRC Orchestral, Vestevent
- Title: [It's A Kid's World \(Instrumental\)](#), Artist: Global Genius


Key Senators / States to Highlight:

SENATOR	STATE	MOC Twitter	MOC Facebook
Lisa Murkowski	AK	LisaMurkowski	SenLisaMurkowski
John Boozman	AR	JohnBoozman	JohnBoozman
Mike Crapo	ID	MikeCrapo	mikecrapo
Mitch McConnell	KY	McConnellPress	mitchmcconnell
Bill Cassidy	LA	SenBillCassidy	susancollins
Susan Collins	ME	SenatorCollins	
Amy Klobuchar	MN	SenAmyKlobuchar	
Thom Tillis	NC	SenThomTillis	SenatorThomTillis
Ben Ray Lujan	NM	SenatorLujan	
Ron Wyden	OR	RonWyden	sen.johncornyn
John Cornyn	TX	JohnCornyn	
Mark Warner	VA	MarkWarner	MarkRWarner
Bernie Sanders	VT	SenSanders	senatorsanders

P-5 POLICY NETWORK

INSTAGRAM POSTS

Option One

 Capitol Hill, Washington, DC

Today, we delivered baby bottles and the truth.

The One Big Beautiful Bill Act would cut Medicaid, SNAP and other programs families count on most.

Inside each bottle are messages from families, stats lawmakers can't ignore, and a clear ask:

Protect Medicaid. Invest in SNAP. Help families survive and thrive.

Add your voice. Head to our (*link in bio/stories*) to deliver your own message to Congress.


CTA:


thinkbabies.org/budgetcuts (*or your org action link*)

#MessageinaBabyBottle

Option Two

If babies could talk, their first words to Congress might be: "Don't take away what keeps me alive."

 "Protect my health."

 "Make sure I have enough to eat."

We just delivered these messages, inside baby bottles, to members of Congress.

Right now, Medicaid (which covers 41 percent of all births), is on the chopping block.

SNAP, which feeds 4.5 million kids under five, is under threat.

Babies need Medicaid. Moms need mental health care. Families need SNAP. And they need it now.

Add your voice. Head to our (*link in bio/stories*) to deliver your own message to Congress.

CTA:

P-5 POLICY NETWORK

thinkbabies.org/budgetcuts (or your org action link)

#MessageinaBabyBottle

X/Bluesky/Threads POSTS

Option One


We just delivered baby bottles with messages to Congress, asking: “Don’t cut the programs that keep me healthy and fed.”

The One Big Beautiful Bill Act slashes Medicaid, SNAP and more. Families can’t afford these cuts. Add your voice: thinkbabies.org/budgetcuts

#MessageinaBabyBottle.


Option Two

Today we told Congress:

 41 percent of births are covered by Medicaid

 One in three families with kids under five are food insecure

We asked Congress: Don’t cut what babies & families rely on. Add your voice: thinkbabies.org/budgetcuts (or your org action link)

#MessageinaBabyBottle 

FACEBOOK POSTS

Option One

Today we delivered baby bottles filled with real stories, real data, and real fears, from babies and families who rely on Medicaid and SNAP and the providers that work with them.

While families struggle to afford food, health care child care, and housing, Congress is considering “The One Big Beautiful Bill Act”, a proposal that cuts programs babies and families rely on.

P-5 POLICY NETWORK

 We won't let Congress ignore them.


Add your voice. Deliver your own message to Congress: thinkbabies.org/budgetcuts *(or your org action link)*


#MessageinaBabyBottle

Option Two

Today, we brought the voices of babies to the steps of Congress.

Our #MessageinaBabyBottle included :

 A story from a parent who can't afford formula without SNAP

 A plea from a nurse who's seen too many NICU stays covered by Medicaid

Legislation considered on the Hill isn't abstract. It will cost babies and families – making it harder to afford diapers, doctor visits and food. And we won't let lawmakers forget that.

Add your voice. Deliver your own message to Congress: thinkbabies.org/budgetcuts *(or your org action link)*


#MessageinaBabyBottle

LINKEDIN POSTS

Option One

Today, we delivered baby bottles to Congress, filled with the truth.

 That Medicaid pays for nearly half of births in rural America.

 That SNAP keeps 4.5 million young children fed.

These bottles represent more than advocacy. They remind us that policy is personal, especially in the earliest, most fragile years of life.

P-5 POLICY NETWORK

We are proud to stand with the babies, families, and supporters who made their voices heard today. Amplify their voices and deliver your own message to Congress:

thinkbabies.org/budgetcuts (or your org action link)

#MessageinaBabyBottle

Option Two

Today, we hand-delivered baby bottles to members of Congress.

Each bottle contained a powerful message:

🍼 Protect Medicaid—41 percent of U.S. births depend on it

🍼 Preserve SNAP—it feeds 4.5 million young children

The “One Big Beautiful Bill Act” threatens to cut Medicaid and reduce SNAP access, programs that families cannot afford to lose.

These are the building blocks of a healthy workforce and strong society.

We showed up. We delivered the data. Now, we need policymakers to deliver for families.

Join the movement and deliver your own message to Congress: thinkbabies.org/budgetcuts

#MessageinaBabyBottle


Additional posts for any of the above channels:

Post One:

Congress is considering major cuts to basic needs programs that will directly harm babies and young children.

- 41 percent of all births in the US are covered by Medicaid
- More than 62 percent of SNAP participants are in families with children

Families need help affording the high costs of food, housing and child care. Today’s #MessageinaBabyBottle calls for rejecting harmful cuts to programs babies and their families need to survive and thrive.

 Tell lawmakers: Protect Medicaid and SNAP: thinkbabies.org/budgetcuts (or your org action link)


P-5 POLICY NETWORK

Post Two:


Today, we delivered baby bottles to Congress - while babies can't walk into lawmakers' offices, they deserve a voice in Washington, D.C.

While families struggle to afford food, health care, child care and housing, Congress is considering cuts to the very programs that keep them afloat.

Inside each bottle included:

 Real stories.

 Real data.

 A clear message: Do not cut what babies and families need to survive.

Medicaid and SNAP aren't luxuries. They are lifelines.

Deliver your message to Congress: thinkbabies.org/budgetcuts (or your org action link)

An Additional Way to Add Your Voice

Record a statement or fact about why these programs matter and send to ZERO TO THREE via this link: <http://zerotothree.memfox.io/miab>

- Example: "Medicaid provides 56 percent of all federal funding to states."
- Example: "4.5 million children under age five receive SNAP"
 - *Please state your name and org at the end of your recording*

Key Stats to Strengthen the Message

Medicaid Matters

- Medicaid provides 56 percent of all federal funding to states.
- It covers 41 percent of all births nationwide.
- Nearly 40 percent of U.S. children are covered by Medicaid.
- In rural and small towns, 47 percent of children rely on Medicaid coverage.

P-5 POLICY NETWORK

Source: [*Medicaid: 50-State Snapshots – Center For Children and Families*](#)

Includes state snapshots

Could also use this for [Medicaid State Fact Sheets | KFF](#)

SNAP Saves Families

- One in three families with children under 5 reported food insecurity in 2024.
- 4.5 million children under age five receive SNAP, including 1.7 million infants and 2.8 million toddlers.
- Households with young children receive 32 percent of all monthly SNAP benefits.
- A household with a preschool-aged child receives an average of \$140 in monthly SNAP support.
- Source: [*A Closer Look at Who Benefits from SNAP: State-by-State Fact Sheets | Center on Budget and Policy Priorities*](#)
 - *Includes state by state snapshots*