



U.S. Senator Chuck Schumer
SENATE MAJORITY LEADER



CHAIRMAN RAUL RUIZ, M.D.
36TH CONGRESSIONAL DISTRICT OF CALIFORNIA



GREENLATINOS
Luchando por la Liberación Ambiental



hispanicfederation

UNIDOSUS
ACTION FUND



Latino Groups, Congressional Leaders Hold Climate Day of Action


*CLIMATE PROVISIONS IN THE BUILD BACK BETTER
ACT WILL HELP LATINOS*


OVERVIEW On November 19, 2021, the House of Representatives passed the historic Build Back Better Act, the United States' biggest climate and social spending plan in a century. BBBA will create jobs, cut taxes, lower costs for middle-class families, and make historic investments to combat climate change and advance environmental justice. Now as the Senate takes up the bill, the office of Senate Majority Leader Chuck Schumer, the Congressional Hispanic Caucus, and GreenLatinos, Hispanic Federation, Unidos Action Fund, HECHO Mi Familia Vota, Corazon Latino, PoderLatinx and Farmworker Justice are coming together on a day of action to highlight the climate provisions in BBBA and how they will directly benefit Latino communities.


More on how BBBA helps Latino communities [here](#). More on the tangible benefits of BBBA's climate investments [here](#).

INSTRUCTIONS On Wednesday, December 15th at 2:00 p.m. ET, Senate Majority Leader Chuck Schumer, the Congressional Hispanic Caucus, and GreenLatinos, Hispanic Federation, Unidos Action Fund, HECHO Mi Familia Vota, Corazon Latino, PoderLatinx and Farmworker Justice will host a tweetstorm to highlight the climate provisions in the Build Back Better Act and how they will directly benefit Latino communities. We ask you to join us in sharing the significance of this unprecedented bill and build momentum for its passage.

PROMOTIONAL TWEETS

Twitter:  TWITTERSTORM WEDNESDAY 2PM ET - CLIMATE DAY OF ACTION! Please join! We are rising to make it known the #BuildBackBetter Act -must- be passed and include climate protections Latino families need. TOOLKIT: [POST LINK] [ADD PHOTO]

Facebook:  TWITTERSTORM WEDNESDAY 2PM ET - CLIMATE DAY OF ACTION! We are rising to make it known the #BuildBackBetter Act -must- be passed and include climate protections Latino families need. TOOLKIT: [POST LINK] [ADD PHOTO]

Instagram:  TWITTERSTORM WEDNESDAY 2PM ET - CLIMATE DAY OF ACTION! We are rising to make it known the #BuildBackBetter Act -must- be passed and include climate protections Latino families need. TOOLKIT: [POST LINK] [ADD PHOTO]

LAUNCH GRAPHICS TO GO OUT MONDAY



SOCIAL MEDIA GRAPHICS



This toolkit includes hashtags to use, main handles to tweet at, sample tweets, and graphics (for Twitter, Facebook, and Instagram), as well our contact information.

HASHTAGS

#BuildBackBetterAct
#BuildBackBetter
#NoHayPlanetaB
#EJ4Latinx
#EnvironmentalLiberation

MAIN HANDLES

@SenSchumer
@HispanicCaucus
@GreenLatinos
@SenateDems

SAMPLE TWEETS

- We stand with @SenSchumer & @SenateDems as we fight to address climate change and pass the historic #BuildBackBetterAct!
- **SPANISH:** ¡Estamos con @SenSchumer & @SenDemocrats en la lucha por detener el cambio climático y pasar la histórica ley #BuildBackBetter!
- The #BuildBackBetterAct will put the U.S. on the path to cutting our climate pollution in half by 2030, investing directly in #Latino communities and creating good-paying union jobs. #LCJFProject
- **SPANISH:** La ley #BuilBackBetter pondrá a Estados Unidos en camino a reducir la contaminación ambiental a la mitad para 2030, además de invertir en comunidades latinas y crear trabajos sindicalizados bien pagados. #NoHayPlanetaB
- Fossil fueled ships, trucks, trains, & equipment have polluted largely working class #Latino communities near ports. The #BuildBackBetterAct will address this injustice with \$3.5 billion for cleaning up our ports. #LCJFProject #NoHayPlanetaB
- **SPANISH:** Por mucho tiempo, los sistemas de transporte a base de combustible fósil han contaminado a comunidades latinas de clase trabajadora que viven cerca de puertos. La ley #BuildBackBetter abordará esta injusticia al destinar 3 mil millones de dólares para limpiar estos puertos.
- Climate change is a top concern for Latinos because it is negatively impacting our very communities. The #BuildBackBetterAct invests in tackling climate with renewable energy, clean vehicles, and a green industrial revolution. #NoHayPlanetaB
<https://www.pewresearch.org/fact-tank/2021/10/04/most-u-s-latinos-say-global-climate-change-and-other-environmental-issues-impact-their-local-communities/>
- **SPANISH:** El cambio climático es una gran prioridad para los latinos porque está afectando nuestras comunidades. La ley #BuildBackBetter abordará este problema. #NoHayPlanetaB
<https://www.pewresearch.org/fact-tank/2021/10/04/most-u-s-latinos-say-global-climate-change-and-other-environmental-issues-impact-their-local-communities/>
- Latinos are disproportionately affected by the consequences of climate change. We must pass the #BuildBackBetterAct to address these inequalities and make historic investments in our communities.
- **SPANISH:** Las consecuencias del cambio climático son muy grandes para los latinos. Debemos pasar la ley #BuildBackBetter para abordar estas desigualdades y hacer inversiones históricas en nuestras comunidades. #NoHayPlanetaB
- Latinos care about jobs. A Civilian Climate Corps in #BuildBackBetterAct will create millions of good-paying union jobs that will deliver environmental justice, particularly for poor communities and communities of color.
- **SPANISH:** A los latinos nos interesa tener trabajo. El Cuerpo Civil Climático en la ley #BuildBackBetter creará millones de trabajos sindicalizados bien pagados, particularmente en comunidades de color y de bajos ingresos. #NoHayPlanetaB

- By protecting the health of our planet, we are protecting our own health. The #BuildBackBetterAct will address the climate crisis head-on and advance environmental justice in ways our country has never seen before.
- **SPANISH:** Al proteger la salud del planeta, estamos protegiendo nuestra propia salud. La ley #BuildBackBetter abordará la crisis climática y promoverá la justicia ambiental como nunca antes se ha visto en nuestro país. #NoHayPlanetaB
- For Latinos and other communities of color who bear the cost of environmental injustice, the #BuildBackBetterAct represents an unprecedented effort to address the climate crisis while making investments in jobs, transportations systems, and resources we depend on.
- **SPANISH:** Para latinos y comunidades de color que sufren mayormente por la injusticia ambiental, la ley #BuildBackBetter es un esfuerzo sin precedentes para afrontar la crisis climática e invertir en trabajos, sistemas de transporte y recursos de los que dependemos. #NoHayPlanetaB
- The #BuildBackBetterAct will address climate change issues that disproportionately affect communities of color, including many Hispanic communities across our nation.
- **SPANISH:** La Ley #BuildBackBetter abordará los problemas del cambio climático que afectan de manera desproporcionada a las comunidades de color, incluidas muchas comunidades hispanas en toda nuestra nación. #NoHayPlanetaB
- Addressing climate change means jobs, jobs, jobs. The #BuildBackBetterAct will bring good-paying union jobs to Latino communities across America while reducing emissions.
- **SPANISH:** Enfrentar el cambio climático significa empleos, empleos y más empleos. La ley #BuildBackBetter traerá trabajos sindicalizados que paguen bien en comunidades latinas en todo el país, al mismo tiempo que reducirá emisiones. #NoHayPlanetaB

CONTACT INFORMATION

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