



SOCIAL MEDIA TOOLKIT

Section 1557 of the Affordable Care Act: Fighting Discrimination, Promoting Health.

Background

On April 26, 2024, the HHS Office for Civil Rights (OCR) issued a final rule under Section 1557 of the Affordable Care Act (ACA) advancing protections against discrimination in health care. Section 1557 prohibits discrimination on the basis of race, color, national origin, sex, age, or disability in health care programs or services that get money from the federal government and state-based health insurance Exchanges. It is one of the federal government's most powerful tools to ensure nondiscriminatory access to health care.

By taking bold action to strengthen protections against discrimination, this rule reduces language access barriers, requires physical and digital accessibility, tackles bias in health technology, and much more.

Please use the materials in this social media toolkit to educate, inform, and ensure access to high-quality information about this rule.

Talking Points

- Section 1557 is the heart and soul of the Affordable Care Act.
- You don't shed your civil rights at the hospital door.
- All people deserve health care that is free from discrimination.
- The Section 1557 final rule affirms your right to be free from discrimination in health care on the basis of race, color, national origin, sex, age, and disability.

Pursuant to decisions by various courts regarding the 2024 Final Rule implementing Section 1557, entitled Nondiscrimination in Health Programs and Activities, 89 Fed. Reg. 37,522 (May 6, 2024) ("2024 Final Rule"), certain provisions are stayed or enjoined as indicated at www.hhs.gov/1557.

Key Messages

Here are some key messages for your use when communicating about the 2024 Section 1557 final rule:

1 Section 1557 is the heart and soul of the Affordable Care Act.

Meaningful access to health care requires that all people regardless of who they are or where they come from are not discriminated against when it comes to seeing the doctor or getting health insurance.

2 You don't shed your civil rights at the hospital door.

Section 1557 of the ACA prohibits health care providers, hospitals, insurers and more from discriminating against you because of your race, color, national origin, sex, age, or disability.

3 All people deserve health care that is safe, culturally competent, and free from discrimination.

This rule helps increase meaningful access to health care for communities across the country. The rule makes clear that health care should be accessible to people with disabilities, requires qualified interpreters and translators for individuals with limited English proficiency, and protects against discrimination as a result of the use of artificial intelligence.

4 Section 1557 is one of the federal government's strongest tools to protect the right to nondiscrimination in health care for everybody and every body.

If you believe that your rights have been violated under 1557, you can file a complaint online via OCR's Complaint Portal at <https://ocrportal.hhs.gov/>

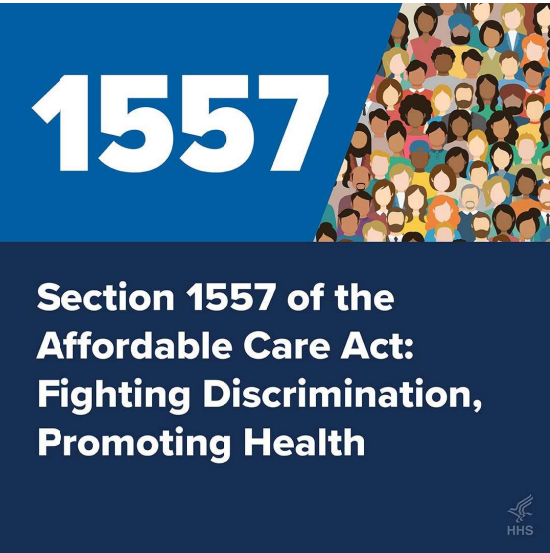
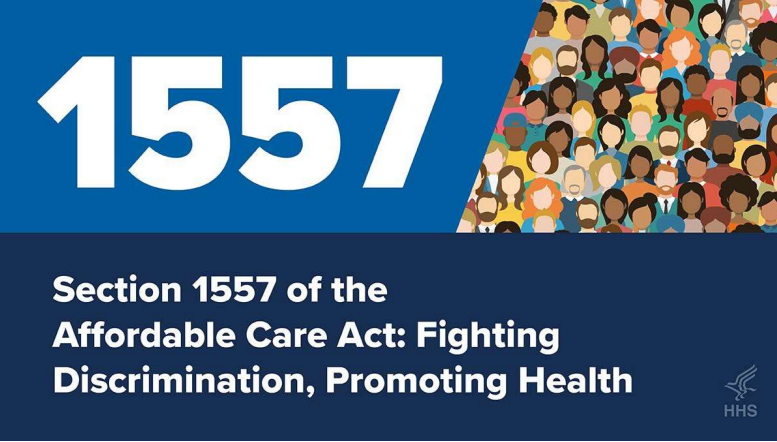
HHS OCR is here to protect your rights and ensure that all people have access to health care, free from discrimination.

Tags

#1557 #FightDiscrimination #PromoteHealth

Sample Social Media Posts

Format/Channel	Copy	Assets
Facebook & IG story (1920x1080)	All people deserve health care that is safe, culturally competent, and free from discrimination. Section #1557 of the ACA says regardless of who you are, or where you come from, you cannot be discriminated against when it comes to seeing the doctor or getting insurance. Learn more at HHS.gov/1557 #FightDiscrimination #PromoteHealth	

Format/Channel	Copy	Assets
General Graphic 1:1 for FB/X/IG (1080x1080px)	All people deserve health care that is safe, culturally competent, and free from discrimination. Section #1557 of the ACA says regardless of who you are, or where you come from, you cannot be discriminated against when it comes to seeing the doctor or getting insurance. Learn more at HHS.gov/1557 #FightDiscrimination #PromoteHealth	
General Graphic 16:9 for LinkedIn (1200x675px)	All people deserve health care that is safe, culturally competent, and free from discrimination. Section #1557 of the ACA says regardless of who you are, or where you come from, you cannot be discriminated against when it comes to seeing the doctor or getting insurance. Learn more at HHS.gov/1557 #FightDiscrimination #PromoteHealth	

Links to Learn More

- [Strengthening Nondiscrimination Protections and Advancing Civil Rights in Health Care through Section 1557 of the Affordable Care Act: Fact Sheet](#)
- [Section 1557 Final Rule: Frequently Asked Questions](#)
- [Section 1557 Final Rule: Full Text](#)