



# Toolkit for Defending Public Health in the Face of EPA Rollbacks

## Debrief (Here's the context)

As a [recent series of investigative reports](#) from the Associated Press has revealed, the consequences of gutting EPA protections are neither abstract nor distant; they are immediate, measurable, and deadly. From increased asthma attacks in children to thousands of premature deaths caused by toxic air pollution, the stakes of the Trump administration's [environmental rollback agenda](#) are profoundly human.

This social media toolkit is designed to help advocates, organizations, and community leaders amplify the truth: slashing EPA's budget and dismantling critical protections puts American lives and communities at risk. These rollbacks ignore decades of scientific consensus, undermine the rule of law, and disproportionately harm the most vulnerable among us, especially low-income families and communities of color living near polluting industries. At a time when science, public health, and environmental justice are under attack, we must raise our voices with clarity and urgency.

Use the messaging and social media content in this toolkit to highlight what's at stake, push back against misinformation, and affirm a simple truth: clean air, clean water, and a livable environment are not partisan luxuries; they are fundamental rights. Remember: attribute the story and any of its content to the Associated Press!

## Toolkit Contents

- Topline messaging
- Direct links to the AP series
- Social media copy and graphics:
  - "The numbers"

- Expert voices
- Human impact

## Topline Message

### The High Cost of Cuts: How Slashing EPA Protections Endangers American Health and Communities

- **The Environmental Protection Agency's mission is clear: protect human health and the environment.** But, deep budget cuts and regulatory rollbacks now threaten this mission, putting lives, public health, and long-term economic stability at risk.
- **Public health protections grounded in science, especially clean air and water rules, have saved hundreds of thousands of lives.** These safeguards are not abstract: They prevent asthma attacks, reduce cancer risks, and keep children and seniors safe from toxic exposure.
- **Proposed rollbacks under the Trump administration could erase decades of progress.** They would reintroduce dangerous levels of fine particulate matter, mercury, and other pollutants into communities across the country, often without fully accounting for the human or economic cost.
- **The numbers speak for themselves:** Up to 10,000 additional U.S. deaths annually could result from EPA weakened rules, putting over \$200 billion in annual health-related and economic benefits at risk. For example, a single soot pollution rule was projected to save 4,500 lives and prevent 800,000 asthma attacks each year while key vehicle emission standards alone deliver over \$138 billion yearly in net benefits through reduced pollution and improved public health.
- **The burden of pollution is not evenly shared.** Low-income communities and communities of color, already more likely to live near highways, factories, and power plants, face the most harm when protections are weakened.
- **Environmental policy is not just science; it is lived experience.** Real people in communities nationwide are already seeing the impacts of these rollbacks. Their stories of illness, lost loved ones, and renewed fear underscore what's at stake.
- **This is not a partisan issue.** Clean air, clean water, and a healthy environment have historically enjoyed bipartisan support. The rollback of EPA protections undermines that legacy and threatens the safety of every American household.

- **Bottom line:** Protecting environmental and public health rules isn't just the right thing to do; it's essential for safeguarding lives and ensuring economic resilience for future generations.

## Sample Social Media Posts

### "The Numbers"

LinkedIn/Facebook



The Trump EPA is moving to dismantle over 30 major environmental, science-based safeguards — rules that reduce tailpipe emissions, power plant pollution, and toxic particles linked to premature death.

An Associated Press investigation, using EPA's own analyses, peer-reviewed science, and expert interviews, reveals the cost of this rollback agenda:

- 10,000 more U.S. deaths each year
- Over 100 million asthma attacks by 2025 avoided, now at risk
- \$200 billion in health benefits at risk

These aren't speculative numbers. They come from decades of consistent federal methodology and expert analysis across administrations.

What's at stake isn't just policy; it's breathable air, drinkable water, and livable climate conditions. Undoing these protections would erase decades of progress and, as experts warn, cost tens of thousands of lives each year.

Dive into the full AP investigation:

<https://buff.ly/WVyulHU>

#SaveEPA

## Twitter/Bluesky/Threads



Trump's EPA aims to roll back 30+ environmental rules.

AP's analysis:

- ➔ 10,000 more U.S. deaths/yr.
- ➔ 100 million asthma attacks avoided thru 2025 now at risk
- ➔ \$200 billion in health benefits at risk

Read the full AP story:

<https://buff.ly/WVyuJHU> #SaveEPA

## Instagram



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#SaveEPA

## Expert Voices

LinkedIn/Facebook



"This administration is endangering all of our lives — ours, our children, our grandchildren." —Christine Todd Whitman, who led EPA under George W. Bush.

Rolling back power plant rules could cause:

- ! 3,700 more premature deaths every year
- ! 3 million more asthma attacks annually

By contrast, enforcing stricter soot standards would:

- ✓ Prevent 4,500 premature deaths
- ✓ Avoid 800,000 asthma attacks yearly
- ✓ Save \$46B in health costs, and cost just \$614M to run

Clean air isn't optional. It's life-saving.

Read the AP story:

<https://buff.ly/InWl1uC>

#SaveEPA

#CleanAir

Twitter/Bluesky/Threads



Rolling back power plant rules:

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Stronger soot rules:

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Instagram





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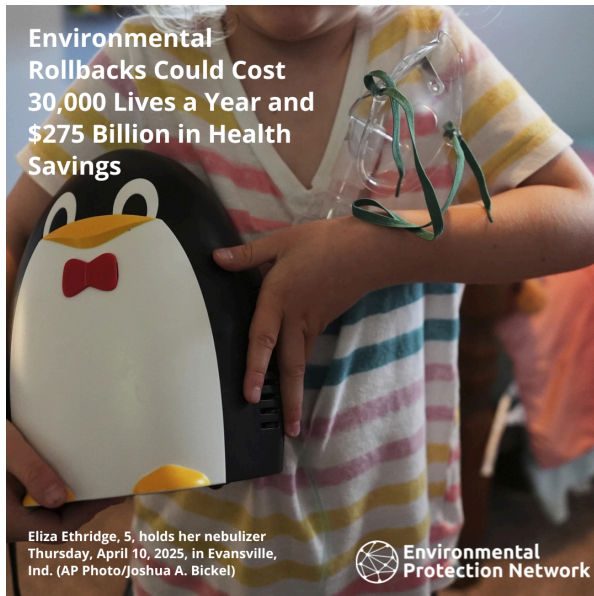
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#SaveEPA #CleanAir

## Human Impact

LinkedIn/Facebook



The Trump administration's EPA has launched a sweeping effort to eliminate dozens of environmental rules, many of which are saving lives and money, according to an investigation by the Associated Press.

Among the targets:

- ➡ Clean car rules (risking \$100B/year in benefits)
- ➡ Power plant pollution limits (3,700 lives/year on the line)
- ➡ Soot standards (4,500 lives/year at risk)

The AP reviewed thousands of pages of EPA documents, scientific literature, and public health data. Its conclusion: repealing these rules will likely result in more pollution, more respiratory illness, and thousands of premature deaths annually.

Former Republican EPA leaders call it dangerous. Public health experts call it scientifically unjustified. The current EPA calls it necessary "deregulation."

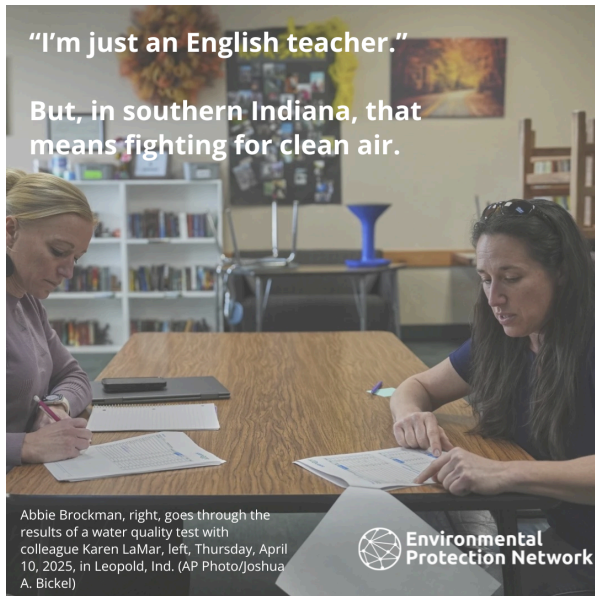
This isn't deregulation. It's deadly.

Read the full AP story:

<https://buff.ly/lnWl1uC>

#SaveEPA #CleanAir





In a rural corner of Indiana, middle school teacher Abbie Brockman is doing more than grading essays; she's helping track pollution in her community.

Coal-fired power plants in the region have long contributed to poor air quality. Thanks to a federal rule that required large facilities to report their emissions, local pollution dropped significantly over the last decade.

Now that rule is at risk of being rolled back.

The Greenhouse Gas Reporting Program, which covers nearly 11,000 polluters nationwide, has been instrumental in tracking emissions and encouraging accountability. Without it, experts warn, communities could lose one of the few tools they have to understand what they're breathing.

That's why Brockman joined a local environmental group to install air and water monitors herself, bringing data and attention to a place often overlooked.

"I'm just an English teacher," she says. But, in communities like hers, public health depends on everyday people speaking up.

Read the AP story:

<https://buff.ly/qwx8wxk>

#SaveEPA #CleanAir

Twitter/Bluesky/Threads



Trump's EPA is moving to dismantle rules projected to save 30,000 lives & \$275B annually. Experts say more smog, soot & toxins will follow, endangering public health, especially children. This isn't deregulation. It's deadly. Read the full AP story:

<https://buff.ly/InWI1uC>

#SaveEPA



In rural Indiana, a middle school teacher is helping track pollution as federal rules face rollback.

If EPA ends emissions reporting, communities could lose a critical tool for clean air and accountability.

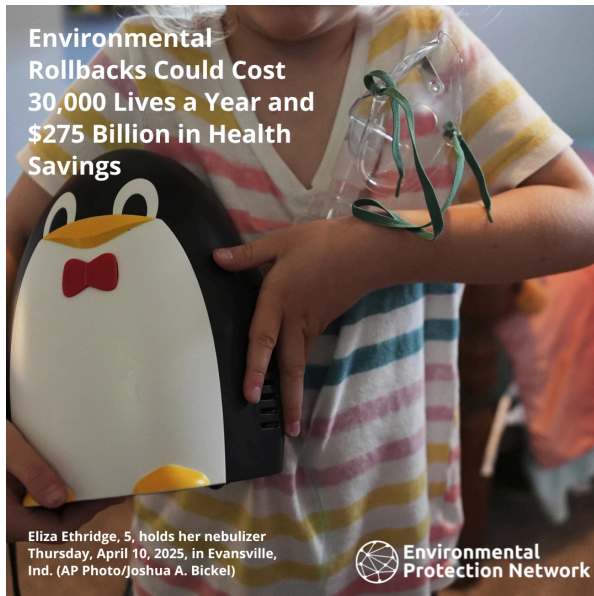
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Instagram



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