



# SOCIAL MEDIA TOOLKIT

## Section 504 of Rehabilitation Act of 1973: Disability Rights are Civil Rights.

### Background

On May 1st 2024, HHS finalized a rule that prohibits discrimination against people with disabilities. This rule advances equity and bolsters protections for people with disabilities under Section 504 of the Rehabilitation Act of 1973 (Section 504). The rule clarifies and strengthens civil rights protections for people with disabilities, addresses discrimination in medical treatment, adds standards for accessible medical equipment, and requires accessible web content and mobile

apps. The rule advances the promise of the Rehabilitation Act and helps protect people with disabilities from experiencing discrimination in any program or activity receiving funding from HHS.

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

### Talking Points

- Disability rights are civil rights.
- No one with a disability should miss an appointment due to an inaccessible website, no cancer should go undetected due to inaccessible mammogram, and no life should be valued less due to disability.
- The Section 504 final rule removes physical, digital, and other barriers experienced by people with disabilities in accessing critical health care and social services and prohibits actions based on assumptions and stereotypes about people with disabilities. Removing these barriers advances justice for people with disabilities who have for too long been subject to discrimination.

### Key Messages

Here are some key messages for your use when communicating about the 2024 Section 504 final rule:

#### 1 **Disability rights are civil rights.**

The Rehabilitation Act was the first piece of civil rights legislation protecting the civil rights of people with disabilities. HHS' Section 504 rule affirms these civil rights in health care and human services programs.

#### 2 **Ensuring accessibility advances justice for people with disabilities.**

For far too long, people with disabilities have been subject to discrimination. HHS' Section 504 final rule helps to remove physical, digital, and other barriers to health care and human services ranging from hospitals to child welfare agencies. Because no-one with a disability should miss an appointment due to an inaccessible website, no cancer should go undetected due to inaccessible mammogram, and no parent should lose custody due to disability.

#### 3 **No life should be valued less due to disability.**

Biases about disability can lead to significant health disparities and poorer health outcomes for individuals with disabilities. This rule requires that medical treatment decisions - from organ transplantation to life-sustaining treatment – are not based on biases or stereotypes about people with disabilities, judgments that a person with a disability will be a burden on others, or erroneous beliefs that the life of an individual with a disability has less value than the life of a person without a disability.

#### 4 **The HHS Office for Civil Rights is here to protect your right to accessible health care and human services.**


If you believe that your rights have been violated under Section 504 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 will work to ensure that all people have access to health care free from discrimination and bias

### Tags

#504 #DisabilityRightsAreCivilRights

## Sample Social Media Posts

Format/Channel	Copy	Assets
Facebook & IG story (1920x1080)	<p>Did you know? You have the right to health care and human services that are:</p> <ul style="list-style-type: none"><li>- Physically and digitally accessible to you.</li><li>- Free from bias and harmful stereotypes about disability.</li></ul> <p>It's true! Section #504 of the Rehab Act protects the civil rights of people with disabilities in health care and human services. Learn more at <a href="https://hhs.gov/ocr">hhs.gov/ocr</a></p>	

Format/Channel	Copy	Assets
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General Graphic  
1:1 for FB/X/IG  
(1080x1080px)

Did you know? You have the right to health care and human services that are:

- Physically and digitally accessible to you.
- Free from bias and harmful stereotypes about disability.

It's true! Section #504 of the Rehab Act protects the civil rights of people with disabilities in health care and human services. Learn more at [hhs.gov/ocr](https://hhs.gov/ocr)



General Graphic  
16:9 for LinkedIn  
(1200x675px)

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## Links to Learn More

- [Section 504 of the Rehabilitation Act of 1973 Part 84 Final Rule: Fact Sheet | HHS.gov](#)
- HHS OCR Director's YouTube video in [English](#) | [Spanish](#)