Between now and September 30, 2023, Veterans who deployed to a combat zone, never enrolled in VA health care, and left active duty between September 11, 2001 and October 1, 2013 are eligible to enroll directly in VA health care –without first applying for VA benefits. Veterans can [apply online](https://www.va.gov/health-care/apply/application/introduction) or in person at their [local VA facility](https://www.va.gov/find-locations/) until 11:59pm local time on September 30, 2023.

 Right now, we at VA are conducting a full-scale nationwide outreach campaign to connect with these Veterans and encourage them to enroll in VA health care before this deadline – including earned media, paid media, social media, events, and more. VA is the best, most affordable care in America for Veterans, and we want every Veteran to get the access they deserve.

**But we need your help to raise awareness about this deadline!** This social media toolkit includes key messages, draft posts, key resources, and FAQs – please use it to help you spread the word about this Special Enrollment Period. Thank you, as always, for your partnership and all your support.

***Key message:***

* *Are you a Veteran who deployed to a combat zone but never signed up for VA health care? If you left active duty between 9/11/01 and 10/1/13, you should apply today.*
* *There’s a special enrollment period right now that gives you a chance to enroll directly in VA health care without first applying for VA benefits.*
* *VA is the best, most affordable health care in America for Veterans – and this is your chance to sign up.*
* *Even if you don’t need this care today, you might need it tomorrow, or the next day, or 30 years from now. And once you’re in, you have access for life.*
* *Don’t miss this opportunity — the deadline is September 30. Get the care you deserve today at VA.gov/PACT.*

***Draft Social Media Copy***

***General options****:*

1. *Are you a Veteran who deployed to a combat zone but never signed up for VA health care?*

*If you left active duty between 9/11/01 and 10/1/13, you should sign up now!*

*But act fast—the deadline is September 30. Apply now at VA.gov/PACT.*

1. *Are you a Veteran who deployed to a combat zone but never signed up for VA health care? This is your chance.*

*VA is the best, most affordable health care in America for Vets – and once you’re in, you have access for life.*

*Don’t wait. Apply by now at VA.gov/PACT.*

1. *VA health care includes yearly physicals, prescriptions, care for issues related to military service, and much more.*

*If you deployed to a combat zone but never enrolled in VA care, you may be eligible to sign up today.*

*Don’t wait. Apply by now at VA.gov/PACT.*

***Post-9/11 Specific:***

*Attention post-9/11 Veterans! If you’ve deployed to a combat zone but never enrolled in VA health care, sign up TODAY.*

*But don’t wait — time is running out! Apply today at VA.gov/PACT.*

***Iraq and Afghanistan option:***

*Did you serve in Iraq or Afghanistan after 9/11?*

*If you’ve never signed up for VA health care, you should enroll TODAY.*

*But don’t wait — time is running out! Apply today at VA.gov/PACT.*

***Key Resources and Fact Sheets:***

* [*VA.gov/PACT*](http://www.va.gov/pact) *– the best place for Veterans and their families to learn about all things PACT Act and apply today.*
* [*VA’s Health Care Application Website*](https://www.va.gov/health-care/apply/application/introduction)
* [*VA Health Care Eligibility Website*](https://www.va.gov/health-care/eligibility/)
* [*SECVA twitter thread*](https://twitter.com/SecVetAffairs/status/1693964099498254426?s=20)
* [*Blog: How to Spread the Word about the PACT Act*](https://news.va.gov/109115/spread-word-pact-act-health-care-eligibility/) *(includes nearly 20 fact sheets in 10+ languages)*
* [*Video PSA for the special enrollment period*](https://www.youtube.com/watch?v=wX3krRp344k) *(*[*Downloadable versions in English and Spanish*](https://app.frame.io/reviews/f5f23f0a-15be-40e7-85cd-3717d535ab6d/d35cbb7d-3d75-424c-8ce8-a164c8644d9d)*)*
* [*Downloadable General PACT Act PSA 1*](https://app.frame.io/presentations/dee74082-a067-44c6-ae72-0e56f65f31d7)
* [*Downloadable General PACT Act PSA 2*](https://players.brightcove.net/pages/v1/index.html?accountId=2851863979001&playerId=default&videoId=6316492132112&autoplay=true)
* [*PACT Act VA Health Care Eligibility fact sheet*](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.va.gov%2Ffiles%2F2023-07%2FPACT%2520Act%2520VA%2520Health%2520Care%2520Eligibility%2520V7.13.23%25201400hrs.pdf&data=05%7C01%7C%7C5b856bcaf1404ef862c908db9db3fb5f%7Ce95f1b23abaf45ee821db7ab251ab3bf%7C0%7C0%7C638277168559021874%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=bxsPZL2nXKGwVzsIeJ%2BQ4BSjwH3MzyR5%2Bgryrqz%2F1u4%3D&reserved=0)