Stand Against Racism Communication Tools

LINK
bit.ly/3uaw6M9

THEME
From Declarations to Change: Addressing Racism as a Public Health Crisis,

HASHTAGS
#SAR
#StandAgainstRacism
#RacismIsAPublicHealthCrisis

GRAPHICS:
Click here for SAR graphics

GENERAL POSTS

<table>
<thead>
<tr>
<th>At YWCA, we are declaring that #RacismIsAPublicHealthCrisis. Racism spreads when we fail to address it. Therefore, it requires the collective community to eradicate this virus. Together we must #StandAgainstRacism.</th>
</tr>
</thead>
</table>
| Today, decide to take a stand!

#DYK that Black Americans are 3.23x more likely to be killed by police? To #StandAgainstRacism, we must declare #RacismIsAPublicHealthCrisis. Visit standagainstracism.org to join @YWCAUSA April 22-25 as we work to promote #RacialJustice and eliminate all forms of #racism. |
| It’s time to take a stand!

#DYK as of November 2020, #COVID19 cases were 1.8x greater among Native Americans? But COVID-19 isn’t the only pandemic. #RacismIsAPublicHealthCrisis and we invite you to join us in taking a stand. Visit standagainstracism.org to take the pledge and learn how you can promote #RacialJustice in your community. |
Have you joined us yet in the movement to declare that #RacismIsAPublicHealthCrisis? Visit standagainstracism.org to receive tools to address institutional and systemic racism in your community.

Your voice matters; you can declare change!

Latinx women are 20% more likely to have cervical cancer and 19% more likely to die from cervical cancer than white women. Today, we must take a stand against systemic and institutional #racism. Join @YWCAUSA in the movement to #StandAgainstRacism. Visit standagainstracism.org to sign the pledge and receive tools to address #racism in your community.

Together we must #StandAgainstRacism. Join us April 22-25 as we declare change. standagainstracism.org

“I am no longer accepting the things I cannot change; I am changing the things I cannot accept.”

Like Angela Davis, @YWCAUSA says “no more!” We declare that #RacismIsAPublicHealthCrisis and invite you to join us in the campaign to #StandAgainstRacism. Visit standagainstracism.org to download resources to address structural and institutional racism in your community.

**SAMPLE ISSUE-SPECIFIC POSTS**

**Homeownership**

**Instagram**

#Redlining ended, yet its effects persist with Black and Latinx families being more likely to be turned down for mortgages. The Black homeownership gap is larger today than it was in 1960. In 2020, 76% of white families owned their homes, compared to 61% of Asian, 51% of Latinx, and 46% of Black families.

Homeownership is one path to intergenerational wealth. As we pursue equity, we must stand against housing and mortgage practices that negatively impact BIPOC communities at a disproportionate rate.

#RacismIsAPublicHealthCrisis #StandAgainstRacism

**LinkedIn & Facebook**

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Join YWCA in the declaration to change by signing our pledge at standagainstracism.org

#RacismIsAPublicHealthCrisis #StandAgainstRacism

**Twitter**
Race should not be a determinant of homeownership, yet today the Black homeownership gap is larger than it was in 1960. This must end! Join @YWCAUSA in the movement to #StandAgainstRacism by signing the pledge at standagainstracism.org

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**Maternal Health**

**Instagram**
#DYK: In the U.S., Black women are 2-3x more likely to die in childbirth than white women?

Today, @YWCAUSA is taking a stand. These disproportionate outcomes are unacceptable, and we are calling for racism to be treated as a public health crisis. Join us and communities across the country in taking a #StandAgainstRacism. Check out our #LinkInBio to learn how you can access resources to address structural racism in your community.

#RacismIsAPublicHealthCrisis #StandAgainstRacism

**Facebook & LinkedIn**
#DYK: In the U.S., Black women are 2-3x more likely to die in childbirth than white women? These disproportionate outcomes are unacceptable and @YWCAUSA is calling for racism to be treated as a public health crisis. Join us and communities across the country in the declaration for change by taking our pledge at standagainstracism.org

#RacismIsAPublicHealthCrisis #StandAgainstRacism

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**Education**

**Facebook**
Plessy v. Ferguson was overturned nearly 67 years ago, yet its heritage of institutional racism persists. Race should not determine the value of a student’s education, academic achievement, and lifetime earning potential.
YWCA is taking a stand against these structural issues. To learn how you can declare change in your community, visit standagainstracism.org to join the movement and download our toolkit.

#RacismIsAPublicHealthCrisis #StandAgainstRacism

LinkedIn
Education can only be an equalizer when education is equitable.

@YWCAUSA is making a declaration for change and we invite you to join us in declaring that #RacismIsAPublicHealthCrisis. Join us in the movement to #StandAgainstRacism by visiting standagainstracism.org. There you will find tools to help you address issues of institutional and structural racism in your community.

Instagram
Plessy v. Ferguson was overturned nearly 67 years ago, yet its heritage of institutional racism persists. Race should not determine the value of a student’s education, academic achievement, and lifetime earning potential. YWCA is taking a stand against these structural issues. Click the #LinkInBio to learn about our movement to #StandAgainstRacism.

Twitter
Race should not determine the value of a student’s education, academic achievement, and lifetime earning potential. It’s time we all take a stand against this structural inequity. Visit standagainstracism.org to join us in the work to end racism.

COVID-19

Facebook & LinkedIn
People of color overrepresent the nation’s #FrontlineWorkers—such as domestic workers; caregivers; health care professionals; and food, beverage, retail, and travel industry workers—and are at a higher risk of contracting #COVID19.

As we take a #StandAgainstRacism, we must advocate for the rights and protection of #FrontlineWorkers. Join @YWCAUSA as we declare #RacismIsAPublicHealthCrisis and visit standagainstracism.com to learn how you can use your voice to advocate for racial justice in your community.

Instagram
Standing Against Racism means protecting the health and rights of #FrontlineWorkers.

People of color overrepresent the nation’s #FrontlineWorkers—such as domestic workers; caregivers; health care professionals; and food,
beverage, retail, and travel industry workers—and are at higher risk of contracting #COVID19.

Join @YWCAUSA as we declare #RacismIsAPublicHealthCrisis. Click the #LinkInBio to learn more.