**CHCANYS ADVOCACY DAY 2024 SOCIAL MEDIA TOOLKIT**

**HASHTAGS**

* #ValueCHCs
* #RaisetheRates
* #CHCTelehealthParity

**GENERAL MESSAGING**

* CHCs are the safety net and access point for healthcare services for New Yorkers who have nowhere else to go! @GovKathyHochul @YourLegislator Support CHCs in the NYS Budget! #ValueCHCs
* Ensure New Yorkers have access to affordable and quality healthcare by supporting CHCs in the NYS budget! #ValueCHCs @GovKathyHochul @YourLegislator
* Thousands of NYers rely on CHCs for affordable and quality primary care and preventive services! Support funding for CHCs in the NYS Budget @GovKathyHochul @YourLegislator #ValueCHCs!
* Behind every healthy community is a strong network of CHCs. To ensure everyone has access to quality healthcare @GovernorHochul @YourLegislator must #ValueCHCs in the NYS Budget!

**RATE REFORM MESSAGING**

* @YourLegislator @GovKathyHochul It’s been 24 years since NY set CHC Medicaid reimbursement rates. It’s time to #ValueCHCs and #RaisetheRates!
* An investment in community health centers is an investment in the well-being of our communities. @YourLegislator @GovKathyHochul #RaisetheRates to strengthen CHCs! #ValueCHCs 💙
* According to the Urban Institute, on average, CHC costs are 44% higher than the maximum allowable CHC Medicaid rate. @GovKathyHochul @YourLegislator NY must protect and expand CHCs’ comprehensive care model and #RaisetheRates
* Current CHC Medicaid rates were created in 1999 and have not kept up with rising costs. @GovKathyHochul @YourLegislator must #ValueCHCs and #RaisetheRates to ensure CHCs provide essential healthcare services to those who need it most.
* @YourLegislator @GovKathyHochul You can be the difference in someone's life. #RaisetheRates for CHCs! Healthier communities start with us #ValueCHCs
* In the heart of every community, there's a CHC making a difference. @GovKathyHochul @Your Legislator must #RaisetheRates to amplify their impact! #ValueCHCs 💚
* CHCs are the backbone of public health. To secure their future and ensure quality healthcare is accessible to everyone, everywhere @GovKathyHochul @YourLegislator must #RaisetheRates 💙
* The strength of a community lies in the health of its people. @GovKathyHochul @YourLegislator Stand with us to #RaisetheRates for CHCs and make a positive impact on countless lives.

**TELEHEALTH MESSAGING**

* CHC telehealth payment parity is vital to ensuring CHCs can continue to provide remote care. @GovKathyHochul @YourLegislator #ValueCHCs and ensure #CHCTelehealthParity regardless of patient/provider location in the NYS Budget!
* @GovKathyHochul @YourLegislator #CHCTelehealthParity regardless of modality & patient & provider location is vital to ensure all NYers have access to remote care!
* @YourLegislator @GovKathyHochul Telehealth services are not just a convenience—they are a lifeline for New Yorkers who would otherwise go without care. #CHCTelehealthParity regardless of patient/provider location is critical to ensuring CHCs can continue to provide telehealth services, enabling them to reach and serve patients wherever they are #ValueCHCs
* The importance of telehealth payment parity cannot be overstated. It empowers health centers to bridge gaps in access, making quality care accessible from a distance. That’s why @YourLegislator @GovKathyHochul you must prioritize #CHCTelehealthParity to ensure CHCs can continue to provide telehealth services #ValueCHCs
* @YourLegislator @GovKathyHochul Ensuring #CHCTelehealthParity is advancing health equity and expanding access to care. Telehealth decreases barriers that usually prevent patients from visiting providers like transportation and childcare, and increases healthcare workforce recruitment & retention.
* #CHCTelehealthParity ensures that remote care remains a viable and sustainable option, allowing CHCs to serve their communities effectively! @YourLegislator @GovKathyHochul Let's stand together for health equity and ensure CHCs can provide telehealth regardless of patient/provider location!

**WORKFORCE MESSAGING**

* @YourLegislator Supporting innovative workforce initiatives like allowing MAs to vaccinate is crucial to addressing the workforce shortage. Let's empower our healthcare providers to perform at their highest level and bridge the gaps in patient care. #ValueCHCs
* @YourLegislator The healthcare workforce shortage demands creative solutions! Workforce scope of practice reforms are crucial, including allowing MAs to vaccinate which enables other providers to practice at the top of their skills. It's time to empower our healthcare heroes and enhance access to quality care. #ValueCHCs
* NY must champion workforce innovation! By supporting the scope of practice reforms, including allowing MAs to vaccinate, we empower healthcare providers to excel in their roles. This is a pivotal step toward overcoming the workforce shortage and ensuring optimal patient care. @YourLegislator
* @YourLegislator New York must support innovative workforce initiatives and scope of practice reforms in this year’s budget to unleash the full potential of our healthcare professionals including allowing MAs to vaccinate. It's time for bold solutions! Together, we can tackle the workforce shortage and enhance patient care #ValueCHCs
* @YourLegislator NY must strengthen our healthcare workforce and better serve our communities by supporting bold workforce initiatives and scope of practice reforms! #ValueCHCs
* Significant investment in the healthcare workforce, including expanding CHC Medicaid billable providers, is required to ensure that CHCs can continue to provide quality accessible healthcare services for underserved communities and respond to rising challenges #ValueCHCs

**INFOGRAPHICS**

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