

2021 Stand Against Racism Social Media Toolkit

| General Posts | |
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|  <p>RACISM IS A PUBLIC HEALTH CRISIS April 22 - 25, 2021</p> <p>STAND AGAINST RACISM <small>eliminating racism empowering women</small> ywca</p> <p>JOIN YWCA PRINCETON AND COMMUNITY LEADERS IN A SERIES OF ANTI-RACISM PROGRAMS TO RAISE AWARENESS AND INSPIRE ACTION.</p> <p>Learn more about our speakers, and register for our Thought-Provoking Thoughts Panel and Youth Rally: www.ywcaprinceton.org/SAR21</p> | <p>At @YWCAPrinceton, 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.</p> |
| YW Princeton Event Promotional Posts | |
| <p>YWCA PRINCETON PRESENTS</p> <p>THOUGHT-PROVOKING TALKS</p> <p><i>A panel discussion on racism as a health crisis and its impact at the individual, communal, and state level.</i></p> <p>THURSDAY, APRIL 22ND 7:00 - 8:30 PM VIA ZOOM</p>  <p>Lisa Asare <i>NJ Department of Health</i></p> <p>Dr. Nathalie Edmond <i>Mindful and Multicultural Counseling</i></p> <p>Ryan P. Haygood <i>NJ Institute for Social Justice</i></p> <p>Gwendolyn Krol <i>Municipality of Princeton</i></p> <p>Moderated by YWCA Princeton Board of Directors, Laila Wilson and Melanie Lowe-Hoffman Register and learn more about our panelists at www.ywcaprinceton.org/SAR21</p>  | <p><i>Thought-Provoking Talks</i></p> <p>Join @YWCAPrinceton for a panel discussion on how systemic racism contributes to health disparities and the impact on communities of color locally, across our state, and beyond. Learn more about the panelists, and register at www.ywcaprinceton.org/SAR21.</p> |

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|  <p>STAND AGAINST RACISM</p> <p>YOUTH RALLY & OPEN MIC</p> <p>RACISM is a PANDEMIC too</p> <p>APRIL 23, 2021 4:00 - 5:30 PM </p> <p>Youth in Mercer County and beyond are invited to step up to the (virtual) mic to share their thoughts, feelings, and experiences related to systemic racism in a safe space.</p> <p>Register at www.ywcaprinceton.org/SAR21</p> | <p>Youth Rally and Open Mic</p> <p>@YWCAPrinceton invites youth in #MercerCounty and beyond to step up to the (virtual) mic! Come share your thoughts, feelings, and experiences related to racism through poetry or any creative expression. This Youth Rally & Open Mic is free and open to the public on April 23rd from 4:00 – 5:30 pm. Register at www.ywcaprinceton.org/SAR21.</p> |
| <p>Issue-specific Posts</p> | |

Maternal Health (national statistics)



Instagram

In the US, Black women are 2-3x more likely to die in childbirth than white women. Today, @YWCAUSA and @YWCAPrinceton are 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

In the US, Black women are 2-3x more likely to die in childbirth than white women. These disproportionate outcomes are unacceptable and @YWCAUSA and @YWCAPrinceton are 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

LinkedIn

NJ Spotlight News recently held a virtual roundtable highlighting Nurture NJ, a strategic plan led by First Lady Tammy Murphy to provide equitable resources for pregnant and postpartum mothers throughout New Jersey. Watch the recording of the roundtable at the link below to learn more about this crucial initiative to reduce disparities in maternal health in NJ:

<https://www.njspotlight.com/2021/04/we-are-seeking-not-just-equality-but-equity-in-maternal-health/>

Maternal Health cont'd.



COVID-19 Disparities



@YWCAPrinceton #StandAgainstRacism

Twitter

In the US, Black women are 2-3x more likely to die in childbirth than white women. @YWCAUSA and @YWCAPrinceton is taking a #StandAgainstRacism. Join us and visit standagainstracism.org to learn how you can access resources to address structural racism in your community.

Any Platform

A Black baby in New Jersey is three times more likely than a white baby to die before his or her first birthday, and recent data shows that Black women are seven times more likely than white women to die from pregnancy-related deaths. @YWCAPrinceton and I believe this is absolutely unacceptable. There are numerous, interconnected factors responsible for these disparities, yet they all stem from inequity and the byproducts of systemic racism. That's why I #StandAgainstRacism and am joining the YW in the call for racism to be defined as a public health crisis.

Facebook & LinkedIn

People of color over represent the nation's #FrontlineWorkers—caregivers; healthcare professionals; and food, beverage, and retail 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 me, @YWCAUSA, and @YWCAPrinceton as we declare #RacismIsAPublicHealthCrisis and visit standagainstracism.org to learn how you can use your voice to advocate for racial justice in our community.

Instagram

Standing against racism means protecting the health and rights of #FrontlineWorkers. People of color over represent the nation's #FrontlineWorkers—domestic workers; caregivers; healthcare professionals; and food, beverage, retail, and travel industry workers—and are at higher risk of contracting #COVID19. Join me, @YWCAUSA, and @YWCAPrinceton as we declare #RacismIsAPublicHealthCrisis. #StandAgainstRacism

