



# Share Your Action With Local Leaders

## Find and Tag Local Leaders on Social Media

Identify local officials, leaders, and organizations and follow their Facebook and Twitter pages. Tag them in the following social media messages and graphics.

Consider generating social media messages based on inequities and disparities on health outcomes specific to your city/county. You can find this information in your community health needs assessment, or by downloading a [Health Equity Report Card for your county](#). In the Report Card, you'll visually see local maps, gauges, and data that reveal the very inequities that are driving health disparities in your community. Data covers housing, transportation, education, food, environmental issues, socioeconomic status, social vulnerability and more.

## Model Social Media Messages (for Customizing)

Local leaders in cities across the country have been adopting formal resolutions declaring racism a public health crisis and committing to actions to combat racial inequities.  
[CITY/COUNTY] needs a resolution to declare racism a public health crisis and commit to action!

Understanding racism in America is challenging because historically racist policies and narratives have been disguised, sanctioned, and accepted as classist policies and narratives today. It's time to dismantle racism in [CITY/COUNTY].

Racism is a public health crisis. It's time to dismantle racism in [CITY/COUNTY], starting with a resolution to declare racism a public health crisis and commit to action.

We need [CITY/COUNTY] to

- 1 Recognize that systemic racial/economic injustice negatively impacts health
- 2 Identify sources of systemic racial/economic injustice
- 3 Make necessary change to remove the systemic barriers to health

### Salud America!

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[CITY/COUNTY] should dedicate more time and resources to removing systemic barriers to health rather than relying individual efforts to overcome those barriers.

After recognizing racism is a public health crisis, [CITY/COUNTY] should critique and dismantle systems, policies, and practices that lead to different outcomes by race and socioeconomic status.

Black people, Latinos, and other people of color face disparities in social and economic outcomes because systemic racial injustices created opportunity for some and barriers for others. [CITY/COUNTY] needs to eradicate implicit and explicit racial bias.

Local leaders in [CITY/COUNTY] need a better understanding of social and structural determinants of health to recognize and dismantle harmful policies and narratives and promote racial healing and health equity.

For far too long, racist policies, regulations, and laws have created inequitable communities that are disproportionately burdened by injury, disease, and premature death. [CITY/COUNTY] is not immune. Racism is a public health crisis here, too.

It's time to call on [CITY/COUNTY] officials to declare racism to be a public health crisis and commit to action to dismantle systemic racial injustices.

[CITY/COUNTY] should take specific actions to dismantle racism, starting with recognizing it is a public health crisis and ensuring racially and economically mixed neighborhoods through transportation planning and land use policy.

[CITY/COUNTY] should take specific actions to dismantle racism, starting with recognizing it is a public health crisis and reviewing policies and procedures to both eradicate implicit and explicit racial bias and to build racial equity.

[CITY/COUNTY] should take specific actions to dismantle racism, starting with recognizing it is a public health crisis and critiquing policies and practices across various departments and agencies, such as housing, transportation, and law enforcement.

[CITY/COUNTY] should take specific actions to dismantle racism, starting with an accurate retelling of local and national history.

[CITY/COUNTY] should take specific actions to dismantle racism, starting with recognizing it is a public health crisis and acknowledging the role racism has played in the evolution of unequal neighborhoods, schools, and workplaces.

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We cannot begin to address inequities in infant mortality that threaten Black and Latino families in [CITY/COUNTY] unless we are honest about the systemic racial injustices that created the inferior schools, neighborhoods, and workplaces.

THE FOLLOWING CAN BE USED TO REPLY OR SHARE/RETWEET THE ABOVE

Racism operates on systemic, institutional, and interpersonal levels, all of which operate throughout time and across generations. We need to dismantle racism, starting with a resolution to declare racism a public health crisis.

Beyond sharing data on inequities in social, economic, and health outcomes, we must also recognize the role racism has played in the evolution of unequal neighborhoods, schools, and workplaces.

We cannot begin to address inequities in infant mortality that threaten Black and Latino families unless we are honest about the systemic racial injustices that created the inferior social and economic conditions for neighborhoods of color and low-income neighborhoods.

Health and racism are inextricably linked, harming individuals and communities of color, including unequal access to quality education, livable wages, healthy food, affordable housing, and safe transportation options. Racism is a public health crisis.

Health and racism are inextricably linked because systemic racism hinders access to opportunity. However, many racist practices persist under the guise of classism. Thus, it is time to critique and remove ALL systemic barriers to health equity.

Why is racism a public health crisis? Racist practices created unequal neighborhoods, and the social and economic conditions of our neighborhoods are a better predictor of our quality and length of life than our genetics.

Historical racism continues to negatively impact educational achievement for Black and Latino residents, whose neighborhoods are more likely to be burdened with underperforming school systems. Racism is a public health crisis.

The cumulative experience of racism throughout one's life can induce chronic stress and increase susceptibility to chronic health conditions that lead to otherwise preventable deaths. Racism is a public health crisis.

Black people, Latinos, and other people of color are disproportionately burdened by chronic disease and are dying at higher rates because systemic injustices continue to create inequities in social and economic conditions.

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Systemic injustices continue to create inequities in social and economic conditions, like housing, transportation, education, healthcare, and public safety. These systemic inequities increase risk factors for and reduce protective factors to stay healthy and thrive.

Inequitable schools, neighborhoods, and workplaces make people more vulnerable to chronic and infectious disease. These inequities are not random but are the result of systemic racial injustices that concentrated disadvantage.

Although many oppose explicit racism and seek justice, many are unaware of the multifaceted ways in which racism has been systematically weaved into public policies, institutional practices, and cultural representations today.

On average, white households have nearly 7x the wealth of black families and 5x the wealth of Latino families. Disparities in economic security are rooted in systemic racial injustices and connected to worse health outcomes. This makes racism is a public health crisis.

Decades of discriminatory housing and highway policies have resulted in low-income renters facing higher housing and transportation cost burden than middle-income renters, but fewer opportunities, thus worse child development and health and reduced earnings as adults.

Police brutality and murders against U.S. Black citizens have contributed to systemic inequities and individual burdens that worsen health. Racism is a public health crisis.

Racism is a risk factor for toxic stress, a root cause of some of the most harmful, persistent and expensive health challenges facing our nation. Racism is a public health crisis.

When discussing inequity, there is an important distinction between poverty and poor people. The problem is concentrated poverty and disadvantage due to a racist legacy that has yet to be uprooted because it has been disguised, sanctioned, and accepted as classism.

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# Model Social Media Images

