

KAISER MENTAL HEALTH STRIKE

NUHW SOCIAL MEDIA TOOLKIT

Kaiser Permanente says it wants to be the best place to give and receive mental health care, but the facts tell a different story. Chronic understaffing in Kaiser's mental health clinics forces vulnerable patients with diagnoses such as depression and bipolar disorder to wait weeks, even months, for their next treatment appointments.

That's why 4,000 mental health clinicians and health care professionals are set to begin an open-ended strike across California on June 11.

One way to support our strike is to share our message through your social media channels. This guide will provide you with sample posts to use on Twitter, Facebook, and Instagram.

Just copy, paste, and post. We've also created social media graphics you can download and share.

Visit our social media channels for strike updates and content to share. Find us on [Facebook](#), [Twitter](#), and [Instagram](#).

CAMPAIGN HASHTAGS

Primary Hashtags

#KaiserDontDeny
#DontDenyMe
#FindYourWords
#NUHW

Secondary Hashtags

#MentalHealthAwareness
#MentalHealthMatters
#UnionStrong
#WeAreNUHW

SAMPLE POSTS FOR FACEBOOK AND INSTAGRAM

1. This is why Kaiser Permanente mental health clinicians are on strike. 17-year-old Elizabeth Brown was cutting herself when she first saw a Kaiser therapist. Because Kaiser understaffs its mental health clinics, she couldn't be seen again for at least six weeks. She died by suicide less than two years later. <https://www.facebook.com/healthcareworkers/videos/434038930674589/>
2. Everyone who cares about mental health care should support striking Kaiser Permanente psychologists, therapists and social workers. They are fighting Kaiser so their patients no longer have to wait a month or more for treatment appointments. <https://www.facebook.com/healthcareworkers/videos/634258456972227/>
3. The biggest mental health strike in U.S. history is underway. Nearly 4,000 Kaiser Permanente psychologists, therapists, social workers and psychiatric nurses are demanding true mental health parity for their patients who are made to wait up to four months for treatment appointments. To learn more, go to: <https://nuhw.org/kaiser-dont-deny/>
4. Kaiser Permanente mental health clinicians are on strike to prevent tragic suicides like Brennen Smith's. He reached for help with depression and was told he'd have to wait 29 days to see a therapist. <https://www.facebook.com/healthcareworkers/videos/409562043133028/>
5. Kaiser Permanente mental health clinicians are on strike because Kaiser has no plan to fully staff its clinics so patients no longer have to wait up to four months to see their therapists. <https://www.facebook.com/healthcareworkers/videos/349871212387160/>
6. If you believe mental health care is a human right, support striking Kaiser Permanente psychologists, social workers, therapists and psychiatric nurses. They are fighting for their patients who are being forced to wait up to four months for appointments. <https://www.facebook.com/healthcareworkers/videos/975373809331008/>

FACEBOOK PROFILE PICTURE FRAME

We have created a frame you can apply to your Facebook profile photo to show your support:

https://www.facebook.com/profilepicframes/?selected_overlay_id=857189687975954



7. No one should have to wait up to four months to see their therapist! Support striking Kaiser Permanente mental health clinicians. <https://www.facebook.com/healthcareworkers/videos/975373809331008/>
8. This is why Kaiser Permanente psychologists, therapists, social workers and psychiatric nurses are on strike. People shouldn't have to have their elected representatives intervene to help get their child a timely mental health care appointment. <https://www.facebook.com/healthcareworkers/videos/338690616788873/>

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SAMPLE POSTS FOR TWITTER

1. No one should have to wait up to four months to see their therapist! Support striking @kpthrive mental health clinicians. <https://youtu.be/th8nKdjozQk> #KaiserDontDeny #MentalHealth @NUHW
2. Mental health clinicians are striking @kpthrive to defend people like Seong Brown, whose daughter died by suicide. <https://youtu.be/zg9tYGr8TdQ> #KaiserDontDeny #MentalHealth @NUHW
3. Psychologists, social workers and therapists are striking @KPThrive to fight for their patients who must wait up to four months for appointments. <https://youtu.be/JikSrbgdtmY> #KaiserDontDeny #MentalHealth @NUHW
4. No one should have to call their elected representatives to get their child a Kaiser mental health appointment. Support striking @KPThrive mental health clinicians <https://youtu.be/Xp0alM3ggb8> #KaiserDontDeny #MentalHealth @NUHW
5. Support striking @KPThrive mental health clinicians. Kaiser has too much money to understaff clinics and make patients wait months to see their therapists. <https://youtu.be/YzOkQMx5Ye8> #KaiserDontDeny #Mental Health @NUHW
6. Mental health clinicians are striking @KPThrive to prevent tragic suicides like Brennen Smith's. He reached for help with depression and was told he'd have to wait 29 days to see a therapist. <https://youtu.be/tWtmuO4Y4nM>. #KaiserDontDeny #MentalHealth @NUHW

DOWNLOADABLE GRAPHICS

We have created a suite of social media memes counting down to the first day of the strike. Download and share in your social media channels: <https://drive.google.com/open?id=12a-b1zR2rBd-5wnovkNF9pDbK6PEtJv4>

Post these memes in the days LEADING UP to the strike:



Post on Thursday June, 6



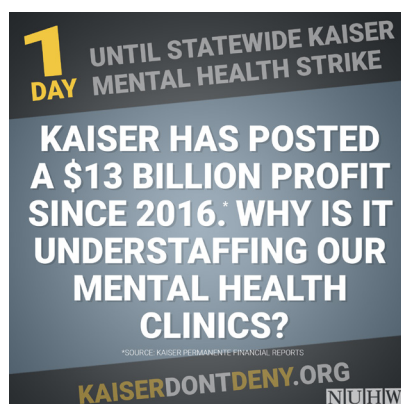
Post on Friday June, 7



Post on Saturday, June 8



Post on Sunday, June 9



Post on Monday June, 10

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DOWNLOADABLE GRAPHICS

Post these memes DURING the strike:

