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## KAISER PERMANENTE STRIKE SOLIDARITY MEMBER DIGITAL TOOLKIT

Digital organizing is an important tool in our labor struggles. Not only can it be used to help spread education and awareness about our issues, it can also expand the platform we have to tell our own stories as workers.

And it can give people outside of our immediate workplace community opportunities to support us online. Digital organizing is a great way for people who can't show up for us on the picket line to show their solidarity by amplifying our voices.

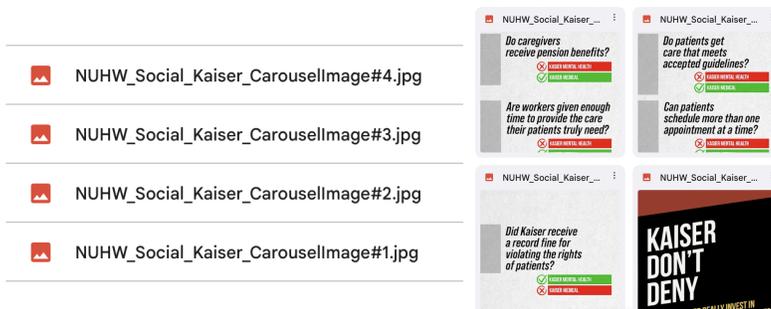
Part of us taking our fight public MUST include spreading awareness digitally. Below are graphics and messages that we can share via text message, email, facebook, instagram, x/twitter, threads, and more! Be sure to share with your colleagues, friends and family! Together, we can continue to make our demands known!

This toolkit is a resource for NUHW Kaiser member to amplify their voices and their demands at Kaiser Permanente Southern California and to raise awareness about their ongoing struggle

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### TOOLKIT INCLUDES:

- Union Handles & Hashtags
- [Graphics/Images for Download](#) (some of these images are part of a carousel, please include all those images in a single post)



- [Media Coverage](#): Links to stories about the strike
- [Resources](#): File a complaint, know your rights, share a story

## UNION HANDLES

- Instagram: [@nuhwunion](#)
- TikTok: [@nuhwunion](#)
- Facebook: [@NationalUnionofHealthcareWorkers](#)
- LinkedIn: [@NationalUnionofHealthcareWorkers](#)
- X: [@NUHW](#)

## HASHTAGS:

- #EndTheInequity
- #KaiserDontDeny
- #KaiserStrike2024
- #MentalHealthMatters

**LINKS: \*\* Please note\*\*** For instagram, you'll need to add the link to your bio. For FB, LinkedIn and X you can post the link directly.

- **Graphics/Images for Download:**  
<https://drive.google.com/drive/u/1/folders/1yfigtKBCfW1VYkwGmUzzzYlvEy0Bd4-0>
- **Kaiser Don't Deny:** <https://kaiserdontdeny.org/>
- **Kaiser Patient Resources Page:**  
<https://kaiserdontdeny.org/know-your-rights-ca/>
- **News Stories:**  
[https://docs.google.com/spreadsheets/d/11lfs3gPR1eJtROZbLcnfY53HgVo7YTiQWG2ykkQoq-U/edit?usp=share\\_link](https://docs.google.com/spreadsheets/d/11lfs3gPR1eJtROZbLcnfY53HgVo7YTiQWG2ykkQoq-U/edit?usp=share_link)
- **Go Fund Me:** <https://gofund.me/5850dff1>

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## DIGITAL CONTENT

\*\*This content was drafted to help support the public narrative campaign in our contract battle with Kaiser and ensure member voices are at the forefront of this fight. Feel free to modify to fit your voice but be sure we're accurately and fully representing the issues. Please choose a corresponding image from [this folder](#) and post using the links and hashtags included.

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## **GENERAL MEMBER POSTS (PRIMARILY THERAPISTS)**

**POST 1** –\*\*For Instagram put "Link in bio" posting the link in the text won't work.

**IMAGE:** [Choose image from this folder](#)

**COPY:**

- I love treating my patients at Kaiser, but I won't be silent about how Kaiser underfunds mental health care. If Kaiser is serious about transforming its mental health care system, it has to give us the same amount of time and resources to help our patients get better as it does for its other caregivers. Learn more about our struggle at the link: <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 2** –\*\*For Instagram put “Link in bio” posting the link in the text won't work.

**IMAGE:** [Choose image from this folder](#)

**COPY:**

- Providing mental health care isn't just about seeing patients, it's also about having time to consider how best to treat them. Kaiser doesn't give us anywhere close to enough time to do that work, and our patients suffer because of it. As therapists, we're fighting to change that. Learn more: <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 3** –\*\*For Instagram put “Link in bio” posting the link in the text won't work.

**IMAGE:** [Choose image from this folder](#)

**COPY:**

- Kaiser was fined \$50 million last year for violating California mental health access laws. Instead of fixing its system, Kaiser is STILL violating state law and STILL paying us far less than our peers. We're calling for Mental Health Equity at Kaiser. Our patients deserve better and so do we. Read more about why we're fighting to #EndTheInequity. <https://kaiserdontdeny.org/> #KaiserDontDeny #MentalHealthMatters

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**POST 4** –\*\*For Instagram put “Link in bio” posting the link in the text won't work.

**IMAGE:** [Choose image from this folder](#)

**COPY:**

- Kaiser says it's transforming its mental health care system, but as a Kaiser therapist I see patients struggle to get the care they need, and I don't get enough time to provide it. We're fighting to change the system. Full story: <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 5** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- As a Kaiser therapist, I don’t just treat patients, I advocate for them. My colleagues and I are ready to strike to make Kaiser value our patients as much as we do. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 6** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- Kaiser is failing patients seeking mental healthcare and my 2,400 coworkers and I across Southern California are ready to strike to make sure we can provide the care our patients need. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 7** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- Kaiser would rather pay millions in fines for violating mental health access laws than actually provide the timely access to mental health care that its patients so desperately need. As a Kaiser therapist, I’m ready to strike with my 2,400 coworkers to make Kaiser finally fix its mental healthcare system. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 8** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- As a Kaiser mental health therapist in Southern California, I get paid less than my counterparts in Northern California and get only half as much time to help my patients in their recovery. Fixing Kaiser’s broken mental health system starts in Southern California, and we’re ready to strike to make it happen. Learn about our equity platform and our fight for mental health parity. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 9** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- We’re ready to strike in Southern California, because this is where Kaiser shortchanges mental health care the most. As therapists, Kaiser singles us out for lower pay, poorer benefits and less time to perform critical patient care duties. Our patients are suffering, and we’re ready to strike <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 10** –\*\*For Instagram “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- The state of California fined Kaiser \$50 million for not having enough therapists to meet the needs of its patients. Instead of fixing the problem, Kaiser still pays us so much less than comparable Kaiser employees that it will never be able to fully staff its clinics. We demand that Kaiser bargain a fair contract. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 11** –\*\*Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- Nearly all Kaiser employees receive a pension – except those of us who provide mental health care in Southern California. Kaiser will never achieve parity for mental health care as long as it singles out its therapists for unequal treatment. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 12** –\*\* Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- I’m ready to strike because Kaiser has a separate and inferior mental health system in Southern California. Compared to Northern California, we have fewer therapists serving more patients, and we have far less time to fully care for our patients. It’s time to #EndTheInEquity. Learn more about how to

support: <https://kaiserdontdeny.org/> #KaiserDontDeny  
#MentalHealthMatters

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## **HEMOCARE, PSYCH RNS AND MEDICAL SOCIAL WORKERS**

**POST 1** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- I’m a Medical Social Worker/Psychiatric RN at Kaiser. We are understaffed and don’t have enough time to finish our work. Our patients are suffering, and we’re ready to strike for fair treatment. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 2** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- I provide behavioral healthcare for Kaiser patients in their homes. I see firsthand how patients suffer because we’re understaffed and under-resourced, and I’m ready to strike to make sure the problem finally gets fixed. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 3** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- As a Kaiser behavioral health professional, I see how little Kaiser executives respect our work and the needs of our patients. It’s not OK for Kaiser to claim it’s fixing its mental healthcare system, while insisting on giving us dramatically lower pay and poorer benefits than other Kaiser workers. That harms patients, and we’re ready to strike to put an end to it. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 4** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- Why are we, the behavioral health care workers at Kaiser, having to fight SO hard to get better resources to care for our patients? Kaiser has billions in profits, pays millions in fines and STILL refuses to do the right thing. It's time for Kaiser to end the inequity. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 5** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- I’m a Medical Social Worker at Kaiser, and I am ready to strike for better staffing so I can fully support hospitalized patients and their family members, instead of racing from patient to patient to meet an unrealistic quota. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 6** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- I’m a Medical Social Worker at Kaiser, and I am tired of shortchanging patients because I have to take on two assignments at once. I’m ready to strike for better staffing and better patient care. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 7** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- I am a psychiatric nurse unable to complete my work because Kaiser cannot find RNs who will work for the inferior pay and benefits they pay us compared to other RNs at Kaiser. I am ready to strike so Psych RNs are treated equitably and staffed adequately. <https://kaiserdontdeny.org/> #EndTheInequity #KaiserDontDeny #MentalHealthMatters

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## **HARDSHIP FUND**

**POST 1** –\*\*For Instagram put “Link in bio” posting the link in the text won’t work.

IMAGE: [Choose image from this folder](#)

COPY:

- Kaiser patients are struggling to get mental health care that meets their needs and we're ready to strike for as long as it takes to make Kaiser fix the system. Here's how you can help: <https://gofund.me/5850dff1>  
#EndTheInequity #KaiserDontDeny #MentalHealthMatters

**POST 2** –\*\*For Instagram put “Link in bio” posting the link in the text won't work.

**IMAGE:** [Choose image from this folder](#)

**COPY:**

- Last year, Kaiser was fined \$50 million for delaying and denying mental health care. My colleagues and I are ready to strike to make Kaiser finally prioritize mental health care. Support our fight. Donate today:  
<https://gofund.me/5850dff1> #EndTheInequity #KaiserDontDeny  
#MentalHealthMatters

**POST 3** –\*\*For Instagram put “Link in bio” posting the link in the text won't work.

**IMAGE:** [Choose image from this folder](#)

**COPY:**

- I am one of 2,400 Kaiser mental health care workers ready to go on strike for as long as it takes to make Kaiser finally fix its broken mental healthcare system. Learn more and donate: <https://gofund.me/5850dff1>  
#EndTheInequity #KaiserDontDeny #MentalHealthMatters