

Don't Delay Care - 2021 Communications Toolkit

Campaign Goal

Every second counts when it comes to time-sensitive conditions like stroke and heart attack. Unfortunately, since the outset of the pandemic, health care providers have seen an alarming drop in the number of patients seeking care for these and other conditions. Delaying care can have serious impacts on health in the short and long terms.

Medical emergencies are not the only reason to seek care during a pandemic. The presence of COVID-19 has created an unhealthy sense of fear around visiting hospitals, doctors and clinics for routine screenings and check-ups as well. However, the public should know that hospitals and medical professionals follow strict, science-based protocols in keeping facilities safe and prepared to serve their communities. As we continue to battle COVID-19, HASC's member hospitals want to remind our communities that they are committed to keeping patients protected and healthy. Our hospitals are open 365 days a year, 24 hours a day. Hospitals are open and ready for all people who need care.

How Can You Help?

As a member and/or partner of HASC and part of the health care community, you play a crucial role in providing resources that educate and guide people's health decisions. With the virus still present and changing, it's important to continue to share accurate information that reminds the public that hospitals are safe and that residents across

the region should get care – both preventative and when acutely needed. It's also important to collaborate among organizations to expand our reach across Southern California. HASC will take care of the content; all you need to do is share it with your audience via your social media platforms.

This Toolkit Includes:

- Current messaging from a trusted source.
- Downloadable graphic assets.
- Suggested social media messaging and hashtags.

Other Ways to Support:

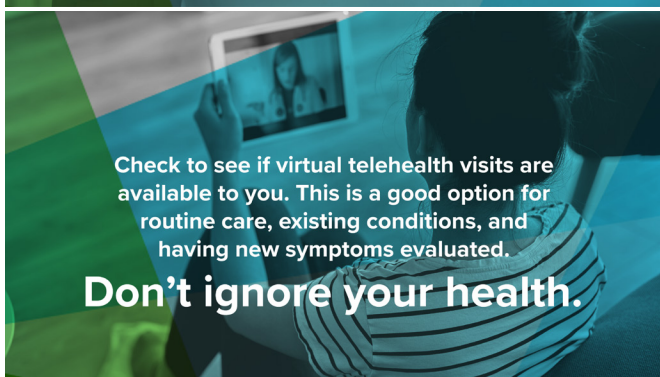
- Follow and tag HASC's social media accounts: [Twitter](#), [Facebook](#), and [LinkedIn](#).
- Re-share content directly from our social media accounts.
- Share our campaign images and hashtags on your social media platforms. [\[CLICK HERE\]](#)

Campaign Graphics

Images have been resized to fit Facebook, Twitter and LinkedIn.



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Link to Toolkit Images: [\[Click Here\]](#)

If you have issues accessing the Dropbox folder or if need the images to be reformatted for a different social media platform, please contact us.

Campaign Messaging

- We are here for you, whenever you are ready.
- Pandemic or no pandemic, our hospital doors remain open 24/7 for you.
- Our world may look a little different now, but our hospitals are still providing quality care.
- Even through a pandemic, our hospitals are still on the same mission: to ensure everyone who needs care receives care.
- Delaying your health care can be detrimental. Come in, our hospitals are here to take care of you.
- Our hospitals are following strict guidelines to ensure patients stay safe during their hospital visit.
- Our doors remain open. We are here and ready to care for you.
- Don't let fear take a bigger toll on your health. Stay healthy by scheduling routine check-ups.
- Choose "health" over fear. Don't delay your medical care.
- Our hospitals have been adapting well to the new normal to ensure quality care and safety.
- Don't wait until you receive your COVID-19 vaccine to get care. We're here for you.
- Regular check-ups are important, especially for people with chronic health conditions. Don't delay your care.

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- The progression of chronic health conditions can be detrimental. Don't delay your care.
- Do yourself a favor — don't delay your care.
- Let's normalize routine care, even during a pandemic.
- New year, same health conditions. Don't forget to follow-up and schedule a doctor's visit to ensure everything is in line.
- Chronic health conditions may not always be visible to the eyes, but they aren't going away this pandemic. Schedule a medical appointment to ensure you stay healthy.
- Medical check-ins go a long way for your health. If you can't remember the last time you spoke to your doctor, perhaps it's time to reach out and schedule a visit.
- Things to do while you wait for your turn to get a COVID-19 vaccine:
 - 1) Check in with your doctor.
 - 2) Schedule a check-up.
 - 3) Continue to follow public health guidelines.
- Make your health a priority. If you need care, schedule a check-up or visit your local hospital.

Hashtags

In an effort to add momentum to this campaign and allow members, partners and the general public to engage on social media, we'd like to capitalize on the following hashtags:

#DontDelayCare

#MyHealthMyPriority

Please reference them after each social media post.

Other Suggested Hashtags to Use:

- #YourHealthIsEssential
- #RoutineCare
- #HealthCare
- #YourActionsSaveLives
- #COVID19IsStillHere
- #SlowTheSpread
- #StopTheSpread

Hospitals have always had one goal in mind: to keep patients and staff safe and healthy.

Help us leverage our voice, expand our reach and remind patients that medical care and routine care are still important by sharing parts of our toolkit on your platforms.

Follow Us:

To stay engaged and up-to-date with HASC efforts, follow our social media accounts.



Contact

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