Social Media Toolkit: Transform Rural Health

About
At the heart of the Transform Rural Health campaign is the belief that every person, regardless of where they live, deserves access to the resources and support necessary to achieve good health.

A long history of economic disinvestment, under-resourcing, and other systemic factors have led to poor health outcomes in many rural communities across New York State. People in rural areas face limited or unaffordable health care coverage, closure of health care facilities and a lack of physicians and other health care workers, inadequate transportation, limited food access, few career pathways, and housing shortages, among other barriers.

To help raise awareness of these issues and influence systemic change, the Health Foundation has launched this campaign to uplift the voices and stories of the people who live in, work in, and serve the rural communities of western and central New York.

How You Can Help

Help share these stories, add your own, and bring awareness of these issues to our elected officials and the public.

1. Share your own story on social media using the hashtag #TransformRuralHealth.
2. Let your elected officials know that rural health needs to be a priority.
[Contact NYS Assemblymembers](https://nyassembly.gov/mem/search/) | [Contact Gov. Hochul](https://www.governor.ny.gov/content/governor-contact-form)
3. Use the following graphics and copy to spread the word.

Post 1:
Rural New Yorkers deserve good health, but funding for critically important rural programs keeps getting cut. @GovKathyHochul: Invest in rural communities, fund rural futures, and #TransformRuralHealth. <https://hfwcny.org/what-we-do/community-health-capacity/the-campaign-to-transform-rural-health/?mc_cid=37aa157af6&mc_eid=UNIQID>

Post 2: New York State funding for rural health networks has been slashed nearly 50 percent since 2016. Together we need to #TransformRuralHealth. <https://hfwcny.org/what-we-do/community-health-capacity/the-campaign-to-transform-rural-health/?mc_cid=37aa157af6&mc_eid=UNIQID>

Post 3: #DYK: Rural residents are more likely to die from the five leading causes of death? New York needs broad investment and infrastructure change in order to #TransformRuralHealth. <https://hfwcny.org/what-we-do/community-health-capacity/the-campaign-to-transform-rural-health/?mc_cid=37aa157af6&mc_eid=UNIQID>

See sample graphics on the following page.

Graphics:



