

# Social Media Toolkit

## ***NCDHHS 2024 Health Disparities Analysis Report***

### **Background for Toolkit**

The North Carolina Department of Health and Human Services (NCDHHS) has published a new [Health Disparities Analysis Report](#). This data report offers a full view of health disparities across North Carolina.

The NCDHHS Office of Health Equity encourages partner organizations to use these messages on their social media platforms to bring more attention to health disparities and to encourage more dialogue around the important work that community organizations are doing to address the health needs of their communities.

### **Customizable Graphics**

#### **1. Access to Health Care**

What Matters to You?

Did you know that low-income, African Americans/Blacks, Hispanic/Latinx, and multiracial individuals in North Carolina report they are more likely to avoid the doctor due to cost?

*Caption Description: Access and quality of health care matters. Tell us what matters to you.*

*#NCDHHSOHE*

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## 2. Aging Adults

What Matters to You?

Did you know that 83% of individuals in North Carolina who are 65 years of age or older have at least one chronic disease?

*Caption Description: Aging adults have unique health needs. Tell us what matters to you.*

#NCDHHSOHE

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**What Matters to You?**

Did you know that 83% of individuals in North Carolina who are 65 years of age or older have at least one chronic disease?



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## 3. Child and Adolescent Health

What Matters to You?

Did you know that African American/Black, American Indian, and Hispanic/Latinx children in North Carolina are three times more likely to be in poverty than white children?

*Caption Description: An individual's early childhood and youth experiences can have a lifelong impact on their health. Tell us what matters to you.* #NCDHHSOHE

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**What Matters to You?**

Did you know that African-American/Black, American Indian, and Hispanic/Latinx children in North Carolina are three times more likely to be in poverty than white children?



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#### 4. Chronic Disease

What Matters to You?

Did you know that chronic diseases are some of the leading causes of death in North Carolina?


*Caption Description: Chronic diseases, such as cardiovascular disease, cancer, injuries, diabetes, and more, are diseases that people may develop based on genetics, lifestyle behaviors, and environmental factors. Tell us what matters to you. #NCDHHSOHE*

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**What Matters to You?**

Did you know that chronic diseases are some of the leading causes of death in North Carolina?



#### 5. Communicable Disease

What Matters to You?

Did you know that people of color in North Carolina are much more likely to be diagnosed with a communicable disease than whites?

*Caption Description: Some of our best tools for reducing communicable diseases are vaccinations, risk reduction services, education, and behavior changes, and addressing stigma. Tell us what matters to you. #NCDHHSOHE*

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**What Matters to You?**

Did you know that People of Color in North Carolina are much more likely to be diagnosed with a communicable disease than whites?





## 6. Economic Wellbeing

What Matters to You?

Did you know that African American/Black, American Indian, and Hispanic/Latinx individuals are over two times more likely to be in poverty than whites?

*Caption Description: Socioeconomic status, education level, employment, income, and wealth influence the opportunities we have to be healthy. Tell us what matters to you.*

#NCDHHSOHE

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**What Matters to You?**

Did you know that African-American/Black, American Indian, and Hispanic/Latinx individuals are over two times more likely to be in poverty than whites?

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## 7. Health of People with Disabilities

What Matters to You?

Did you know that people with disabilities, regardless of race/ethnicity, are much more likely to have heart disease, diabetes, COPD, stroke, and depression than people without disabilities?

*Caption Description: Discrimination, unequal access, and limited resources contribute to health disparities for people with disabilities. Tell us what matters to you. #NCDHHSOHE*

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**What Matters to You?**

Did you know that people with disabilities, regardless of race/ethnicity, are much more likely to have heart disease, diabetes, COPD, stroke, and depression than people without disabilities?

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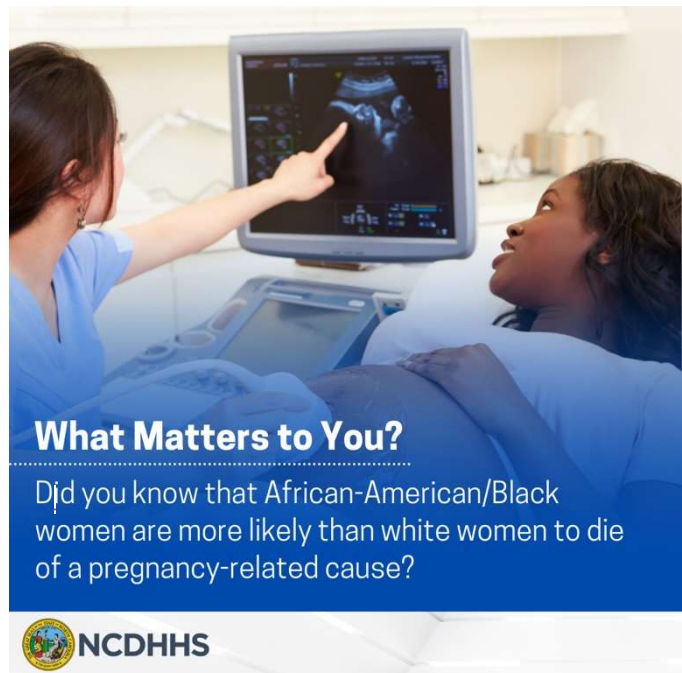
## 8. Maternal and Infant Health

What Matters to You?

Did you know that African American/Black women are more likely than white women to die of a pregnancy-related cause?

*Caption Description: Improving the health and well-being of parents and infants determines the health of our next generation. Tell us what matters to you. #NCDHHSOHE*

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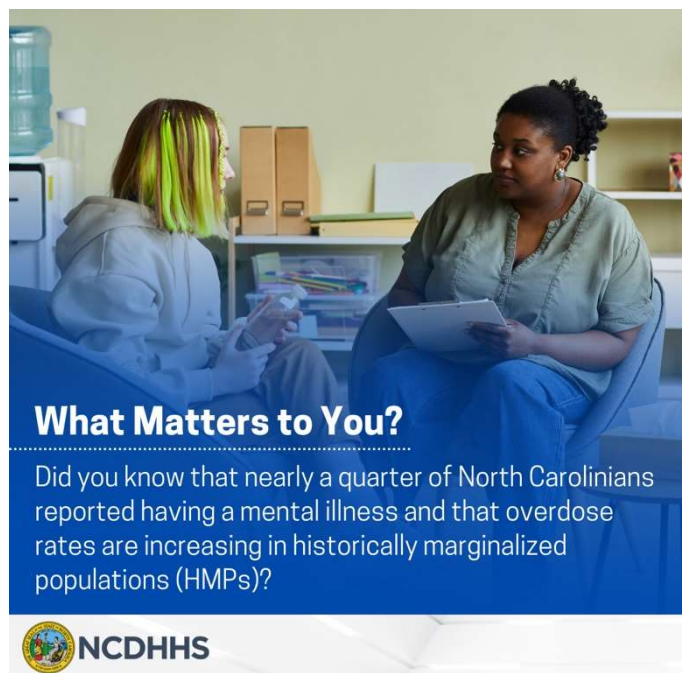
## 9. Mental and Behavioral Health

What Matters to You?

Did you know that nearly a quarter of North Carolinians report having a mental illness, and overdose rates are increasing in historically marginalized populations (HMPs)?

*Caption Description: Mental and behavioral health remains a priority for the state of North Carolina. Tell us what matters to you. #NCDHHSOHE*

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## 10. Rural Health

What Matters to You?

Did you know that 74 counties in North Carolina have a shortage of primary care providers?

*Caption Description: A person's zip code can actually have a large impact on their health outcomes. Tell us what matters to you. #NCDHHSOHE*

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**What Matters to You?**

Did you know that 74 counties in North Carolina have a shortage of primary care providers?

 **NCDHHS**


## 11. Social Drivers of Health

What Matters to You?

Did you know that over 1.6 million North Carolinians, 47% of which are people of color, live in a food desert?


*Caption Description: Many environmental and social factors can create or limit opportunities for good health, however you choose to define it. Tell us what matters to you. #NCDHHSOHE*

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**What Matters to You?**

Did you know that over 1.6 million North Carolinians, 47% of which are People of Color, live in a food desert?

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## 12. General Graphic 1

Everyone has a role to play. Here's ours.

NCDHHS just released the Health Disparities Analysis Report, pinpointing key areas to focus on over the next 3-5 years. Our mission: eliminate health gaps for marginalized groups across NC. Discover our strategies and resources through the Office of Health Equity.

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 **NCDHHS**



## 13. General Graphic 2

NCDHHS just shared a report on health disparities in NC. We're working hard to close health gaps for everyone, especially those who need it most. Check out how we're making a difference with our programs and resources!

#HealthEquity #NCDHHSOHE

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 **NCDHHS** **#HealthEquity #NCDHHSOHE**

### 14. General Graphic 3

Everyone has a role to play.

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#HealthEquity #NCDHHSOHE

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 **NCDHHS** #HealthEquity #NCDHHSOHE

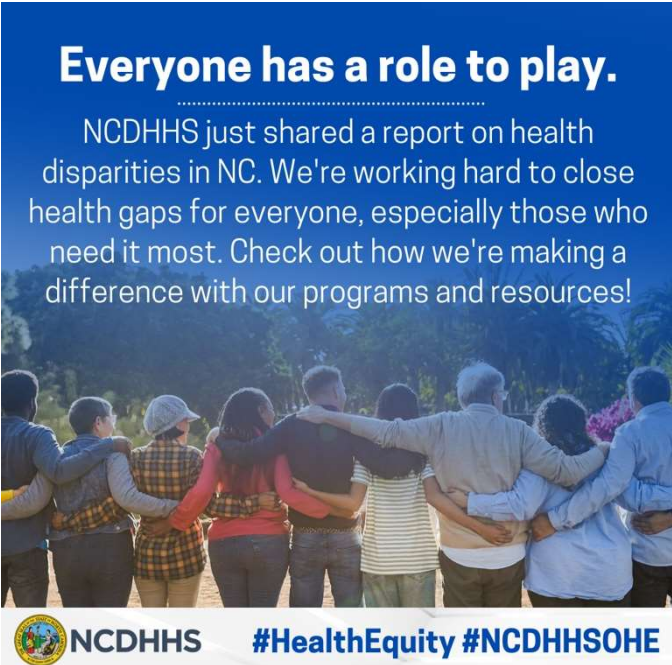
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#HealthEquity #NCDHHSOHE

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 **NCDHHS** #HealthEquity #NCDHHSOHE



## 16. General Graphic 5

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#HealthEquity #NCDHHSOHE

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 **NCDHHS** #HealthEquity #NCDHHSOHE


## 17. Customizable Graphic


Everyone has a role to play. Here's ours:

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**Everyone has a role to play.**

**HERE'S OURS:**



 **NCDHHS**

## **How to Personalize**

The downloadable graphics in this toolkit can be edited to add in personalized touches. In the blank spots on the graphics, consider:

- Sharing what data from the report matters the most to you.
- Sharing personal stories
- Sharing organizational or community data
- Sharing your reason, passion, or purpose for the work
- Sharing success stories
- Sharing community strengths

### **Hashtags**

Use the following hashtag when you post each graphic: *#NCDHHSOHE* and *#HealthEquity*

### **Tags**

Consider tagging the following accounts when you post each graphic:

- Instagram: @NCDHHS
- Facebook: [NC Department of Health and Human Services | Facebook](#)
- X (Twitter): [NCDHHS \(@NCDHHS\)](#)

### **Challenge**

We challenge everyone to share what they are doing to reduce and eliminate health disparities.

Be sure to tag other community partners as part of the challenge! If choosing to engage in the challenge, add the following to your caption: “Everyone has a role to play. What’s yours?”