

A black and white portrait of a Black man with short hair, looking directly at the camera with a serious expression. He is wearing a dark V-neck shirt with small buttons at the collar. The background is dark and out of focus.

NAACP

#WeAreDoneDying

SOCIAL MEDIA TOOLKIT

Please join our **#WeAreDoneDying** campaign in solidarity with the Black community. This pandemic has exposed the inequities embedded into not just the healthcare system, but the underlying fabric of our nation as a whole. With a crumbling economic infrastructure, our community members are forced to make tough choices as access to food, good jobs, and a quality education slips further away.

These issues have been compounded by the lack of strong leadership from the White House, and the cost of this absence of effective guidance has been Black lives. We will no longer stand idle as our people are discriminated against, marginalized and offered as disposable for poor decisions by this Administration. We are done being quiet, done being overlooked, done settling—**#WeAreDoneDying**

MESSAGING TALKING POINTS:

- This deadly pandemic has no boundaries, but its impact on the Black community reflects deeply-rooted inequality. Stark disparities have long existed in health care, such as lack of access to hospitals, insurance and affordable health care. African Americans are more likely to be uninsured and live in communities with inadequate health care facilities. These are compounded by environmental, economic and political factors.
- The United States has more confirmed COVID-19 cases than any other country. There are over 1 million cases. More than 70,000 Americans have died. The numbers continue to rise each day.
- As the incidence of COVID-19 cases and deaths rises, we see shocking numbers that the Black community is experiencing the worst outcomes. In almost every location reporting data, African Americans are harmed—both in infections and fatalities—in higher percentages.
- African Americans hold more of the low paying jobs in the service industry, including grocery store workers and bus drivers, where they are exposed first and more often. Fewer than 20% of Black workers are able to work from home compared with 1/3 of white counterparts.
- We cannot allow our people to fall into debt or destroy their financial futures as a result of this manmade pandemic. Housing and student-debt remain massive expenses facing most Americans, that far exceeds the slow growth of wages.
- Before any state can re-open, the nation requires aggressive testing and contact-tracing operations in place so that new cases can be isolated and treated. We are nowhere near that. Federal guidelines advise states to show a sustained decrease in COVID-19 cases over a 14-day period before easing restrictions. That hasn't happened anywhere.

NAACP DEMANDS:

Healthcare:

- Demand that the Center for Disease Control (CDC) immediately release comprehensive and consistent information by race on COVID-19 testing, cases and outcomes.
- Demand state leaders dismiss or reconsider any notion of reopening their state until we have developed streamlined, aggressive testing and contract-tracing operations in place so that new cases can be isolated and treated.
- Demand legislators expand eligibility for affordable health care options and invest in long-term health care and health care education in the areas where people live.

Criminal Justice:

- Demand legislators and officials to identify those who should be immediately released to ensure jails and prisons do not become epicenters for outbreak and take action to secure such release.

Economic:

- Demand legislators support black-owned small business specific economic relief funding in the upcoming stimulus relief packages, and increase safety nets for workers and families, and take sweeping measures to eliminate individual and family debt.

Voting:

- Demand state and local officials adopt multiple measures to ensure voting is safe and accessible and that voters and poll workers are not sacrificing personal safety and health in order to participate the democratic process.

Education:

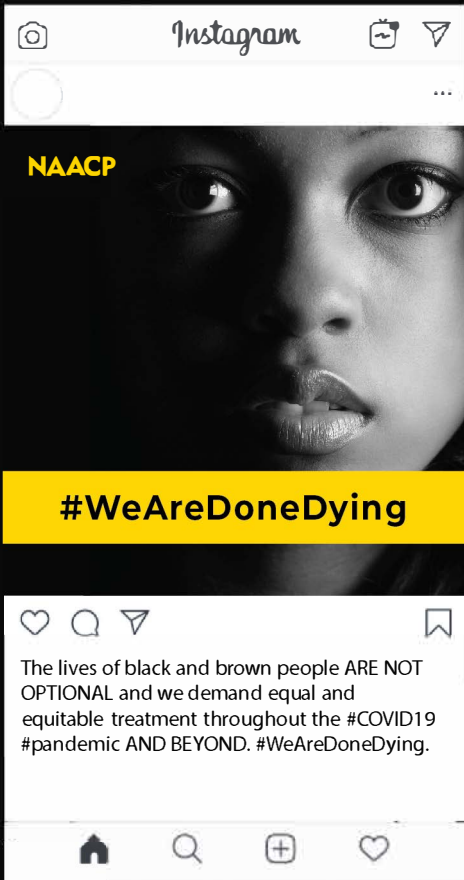
- Demand legislators expand broadband access across the country, with particular investments in rural and low-income communities, to establish a national standards for distance learning that meets quality and accessibility requirements.

SHARE THE MESSAGE:



1. Develop your own customized posts to share out the content— feel free to offer stories, data, and quotes to the suggested social media posts below
2. Add the #WeAreDoneDying hashtag to your social media posts.
3. Encourage your followers to share their own messages on how this pandemic is impacting our black communities disproportionately.
4. Follow @NAACP on Twitter, Instagram, and Facebook and share our content via your personal or organizational accounts.

SUGGESTED SOCIAL MEDIA POSTS:

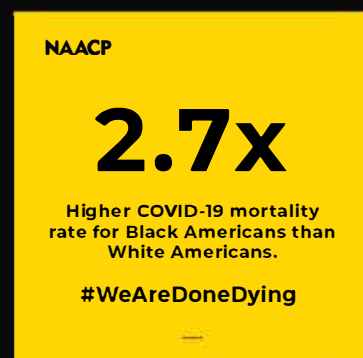
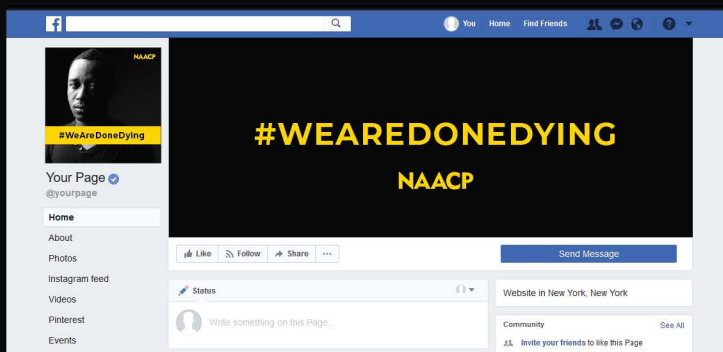


- The lives of black and brown people ARE NOT OPTIONAL and we demand equal and equitable treatment throughout the #COVID19 #pandemic AND BEYOND. **#WeAreDoneDying.**

- The African American community is often underrepresented but overly affected by the ills of this nation! Stand with us or STAND ASIDE because **#WeAreDoneDying**

- When American has a cold #BlackAmerica has pneumonia; the current #COVID19 reality is no different. Stand w/ us and tell your representatives **#WeAreDoneDying**

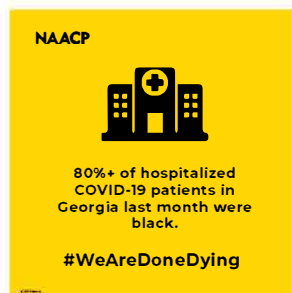
- The #Coronavirus may be an act of nature but it's disproportionate affects on the African American community is COMPLETELY man made and curable. Tell your representatives that the blatant disregard for the lives of African Americans STOPS NOW! **#WeAreDoneDying**



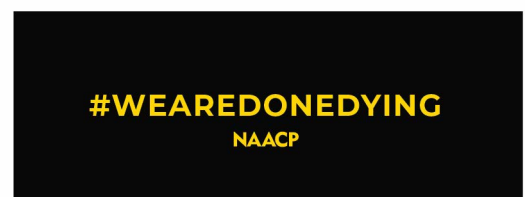
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