

Social Media Toolkit to Help Get the Word Out About Virtual ITUP Regional Equity Collaboratives

Here are tools ITUP has created to help get the word out about the upcoming Virtual Regional Equity Collaboratives. There are graphics and copy for social media outreach, newsletter feature copy, and more information so you can share about the collaboratives with your network. You may also share this toolkit with the communications team at your organization.

About ITUP Regional Equity Collaboratives:

ITUP is hosting a statewide conversation on the topic of an equitable health workforce. ITUP will convene local leaders on Zoom to discuss present health workforce challenges and opportunities available to secure a workforce reflective of the communities served. As California expands its health care coverage, ITUP will engage with the local and regional health ecosystem in a discussion on how to adapt to a changing system as newly insured Medi-Cal beneficiaries enter the health system.

Regional equity collaborative discussions inform ITUP's policy work and future convenings, including panel topics and speakers at the ITUP annual statewide conference, Policy Forums, publications. **You can learn more about the virtual ITUP Regional Equity Collaboratives and register [HERE](#).**

Collaborative attendees include local clinics, hospitals, and medical groups; service providers; consultants and academics; consumer advocates; and state and county staff.

Dates:

July 16: [San Diego](#)

July 16: [Central Valley](#)

July 18: [Humboldt](#)

July 18: [Mendocino](#)

July 23: [Inland Empire](#)

July 23: [Central Coast](#)

August 6: [Shasta](#)

August 6: [Bay Area](#)

August 13: [North Central](#)

August 28: [Orange County \(In-person\)](#)

Social Media Features:

Twitter: Join the virtual 2024 @ITUP Regional Equity Collaboratives for a discussion with local and regional leaders about present health workforce challenges and how to adapt to a changing system as newly insured Medi-Cal beneficiaries enter the health system.

Register today: <https://pulse.ly/4g0r4+>

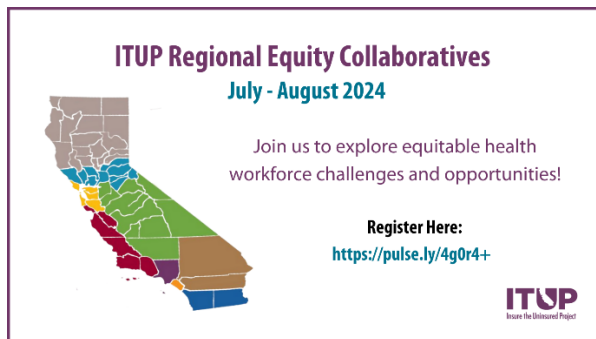
Facebook: Join @insuretheuninsuredproject virtually at the 2024 Regional Equity Collaboratives! The collaboratives will delve into the present health workforce challenges and how to adapt to a changing system as newly insured Medi-Cal beneficiaries enter the health system.

Register here: <https://pulse.ly/4g0r4+>

LinkedIn: Join @insure-the-uninsured-project virtually at the 2024 Regional Equity Collaboratives! The collaboratives will delve into the present health workforce challenges and how to adapt to a changing system as newly insured Medi-Cal beneficiaries enter the health system.

Register here: <https://pulse.ly/4g0r4+>

Graphics: Download by clicking image below



(For use on Twitter)



(For use on Facebook, LinkedIn, Website, Email, and Newsletter)

Newsletter/Website/Email Features:

Join Insure the Uninsured Project (ITUP) for their virtual 2024 Regional Equity Collaboratives convening local and regional leaders on a discussion about present health workforce challenges and how to adapt to a changing system as newly insured Medi-Cal beneficiaries enter the health system.

Insure the Uninsured Project (ITUP) Regional Equity Collaboratives Toolkit

Discuss with local clinics, hospitals, and medical groups; service providers; consultants and academics; consumer advocates; and state and county staff about opportunities available to secure a health workforce reflective of the communities served. Attend virtually and share your perspective! Register here: <https://pulse.ly/4g0r4+>

For more information, please visit the ITUP website [here!](#)

For more information on how to use this toolkit, please contact ITUP Communications Manager, Sandra Hernandez, at sandra@itup.org