



stoptheshortages.com

NATIONAL

**ESSENTIAL
MEDICINE
SHORTAGE**

AWARENESS DAY

SOCIAL MEDIA KIT

ABOUT

When Americans go to a hospital, visit a doctor, or need an ambulance, they expect the drugs that they need will be on the shelf — whether to treat an infection or save a life. But in reality, some of the most critical medicines we rely on are delayed or unavailable due to a poorly designed global supply chain that has resulted in shortages of our nation's most essential medicines. National Essential Medicine Shortage Awareness Day is designed to acknowledge a problem that many Americans will face at some point in their lives and work together toward a life-saving solution.

LET'S CREATE A
MORE SECURE
AND
SUSTAINABLE
ESSENTIAL
MEDICINE
SUPPLY CHAIN.



COLLABORATE WITH US TO #STOPTHESHORTAGES

Friday, September 8, 2023, marks **National Essential Medicine Shortage Awareness Day** (NEMSAD), and it doesn't need to end there. Please join us to continue to spread awareness and spur action. The purpose of **National Essential Medicine Shortage Awareness Day** is to get everyone talking, thinking, and learning about the ongoing essential medicine shortage crisis in the United States affecting hospitals across the country and to take action to solve this crisis

One of the best ways to draw attention to the essential medicine shortage crisis is on social media. Hashtags, posts, testimonials, quotes, "calls to action," and infographics on social media are some of the best ways to make as many individuals as possible aware of this issue and to motivate them to help.

What is included?

The 2023 Social Media Kit has everything you need to spread awareness about NEMSAD on your platforms. It includes:

- pg. 4** Creative and post copy to share prior to September 8th.
- pg. 5-6** Long-form creative and post copy to share on September 8th.
- pg. 7** Short-form creative and post copy to share prior to September 8th.
- pg. 8** Creative and post copy for the Children's Hospital Coalition to share.
- pg. 9** Creative and post copy for Government officials to share.

POST LEADING UP TO SEPTEMBER 8TH

LONGFORM COPY FOR LINKEDIN, FACEBOOK AND INSTAGRAM

- 1 *National Essential Medicine Shortage Awareness Day is just around the corner. Every year on September 8, we join our fellow Americans in an effort to raise awareness of essential medicine shortages and to inspire action, bold innovation, and collaboration. Join us as we create a more secure and sustainable essential medicine supply chain for all communities. #stoptheshortages*
- 2 *We invite you to join us on September 8, 2023, as (name of organization) observes National Essential Medicine Shortage Awareness Day. Together we can create a future where every American has access to the essential medicines they deserve. #stoptheshortages*



SHORTFORM COPY FOR TWITTER

- 3 *National Essential Medicine Shortage Awareness Day is just around the corner. Every year on September 8, we join our fellow Americans in an effort to raise awareness of essential medicine shortages and to inspire action. #stoptheshortages*
- 4 *Join us on September 8, 2023, as (name of organization) observes National Essential Medicine Shortage Awareness Day. Together we can create a future where every American has access to the essential medicines they deserve. #stoptheshortages*

POST ON SEPTEMBER 8TH

Longform Sample Copy

COPY FOR LINKEDIN, FACEBOOK AND INSTAGRAM

1 *We are dedicated to creating a future where every American has access to the essential medicines they deserve. We stand strong in our support of National Essential Medicine Shortage Awareness Day and are proud to be part of a shared movement designed to create domestic supply chain resiliency and reliability for our country's most vital medicines. Together, our country has an opportunity to completely re-imagine and reinvent our supply chain and create a reliable supply of high-quality essential medicines for all Americans. Learn more about National Essential Medicine Shortage Awareness Day at www.stopheshortages.com #stopheshortages*



2 *Today is National Essential Medicine Shortage Awareness Day, a day designed to not only raise awareness of essential medicine shortages but to inspire action, bold innovation, and collaboration. We call on every American – including our healthcare professionals, patient advocates, pharmaceutical manufacturers, supply chain participants, and lawmakers – to help create a more secure and sustainable essential medicine supply chain for all communities. #stopheshortages*

3 *Calling all Americans committed to a healthy future: Today is the 3rd annual National Essential Medicine Shortage Awareness Day – a day to acknowledge a critical problem and share in the response to it. Join us to continue to spread awareness and spur action to #stopheshortages. Learn more about National Essential Medicine Shortage Awareness Day at www.stopheshortages.com*

POST ON SEPTEMBER 8TH



Longform Sample Copy Continued...

COPY FOR LINKEDIN, FACEBOOK AND INSTAGRAM

- 1 *When Americans go to a hospital, visit a doctor, or need an ambulance, they expect the drugs that they need will be available. But that's not the reality in the U.S. today, due to shortages in our most essential medicines. Every one of us can play an essential role in protecting American families—and our country—from current and future public health emergencies by stopping shortages, collaborate with us to #stoptheshortages.*
- 2 Today, September 8th, marks the observance of National Essential Medicine Shortage Awareness Day to bring awareness of essential medicine shortages and create a shared solution. Collaborate with us to build a reliable supply of high-quality medicine for all Americans. Learn more about National Essential Medicine Shortage Awareness Day at www.stoptheshortages.com
- 3 National Essential Medicine Shortage Awareness Day is designed for collective action to bring an end to essential medicine shortages that impact all of us. Bold, new, innovative approaches are required to solve this chronic and critical health crisis. Please join us in sparking conversation and informing others about the ongoing essential medicine shortage crisis affecting hospitals across the country and inspire action. #stoptheshortages
- 4 *Solving America's drug shortages is essential. Take action to address our nation's vulnerabilities on this National Essential Medicine Shortage Awareness Day. Together we can protect America's medicine cabinet now and for generations to come. #stoptheshortages*

POST ON SEPTEMBER 8TH

Shortform Sample Copy

COPY FOR TWITTER

- 1 *(Insert name here) is dedicated to creating a future where every American has access to the essential medicines they deserve. We stand strong in our support of National Essential Medicine Shortage Awareness Day as we work together to create a reliable supply of essential medicines for all. #stoptheshortages*
- 2 Today is National Essential Medicine Shortage Awareness Day designed to raise awareness of essential medicine shortages. Let's inspire action, bold innovation, and collaboration to create a more secure future. #stoptheshortages
- 3 *Today is the 3rd annual National Essential Medicine Shortage Awareness Day – a day to acknowledge a critical problem and share in the response to it. Collaborate with us to #stoptheshortages.*
- 4 When Americans go to a hospital or visit a doctor, they expect the drugs that they need will be available. But that's not the reality in the U.S. today. Collaborate with us to #stoptheshortages.
- 5 Today marks the observance of National Essential Medicine Shortage Awareness Day to bring awareness of essential medicine shortages and create a solution. Collaborate with us to make high-quality medicine possible for all Americans. #stoptheshortages
- 6 National Essential Medicine Shortage Awareness Day is designed for collective action to bring an end to essential medicine shortages. Please join us in sparking conversation and informing others about the ongoing essential medicine shortage crisis affecting hospitals across the country. #stoptheshortages
- 7 Take action to address our nation's vulnerabilities on this National Essential Medicine Shortage Awareness Day. Together we can protect America's medicine cabinet now and for generations to come. #stoptheshortages



CHILDREN'S HOSPITAL COALITION POSTS FOR SEPTEMBER 8TH

LONGFORM COPY FOR LINKEDIN, FACEBOOK AND INSTAGRAM

- 1 *As a proud member of the first-in-kind Children's Hospital Coalition, (name of organization) invites other children's hospitals to join us in spreading awareness of National Essential Medicine Shortage Awareness Day, observed annually on September 8th. Together, we work with over 42 of the nation's leading hospitals and Phlow in a first-in-kind Children's Hospital Coalition to raise awareness about the broken essential medicines supply chain for pediatric patients and to help provide a solution. It is this kind of collective action that represents the spirit of National Essential Medicine Shortage Awareness Day and serves as an example of what is possible when we join forces to fix the nation's broken essential medicines supply chain. #stoptheshortages*
- 2 *(Insert Hospital Name) is a proud member of the first-in-kind Children's Hospital Coalition and we invite other children's hospitals to join us in spreading awareness of National Essential Medicine Shortage Awareness Day, observed annually on September 8th. We are proud to work with over 42 of the nation's leading hospitals and Phlow in a first-in-kind Children's Hospital Coalition that brings together some of the top children's hospitals in the nation to raise awareness about the broken essential medicines supply chain for pediatric patients and to help provide a solution. It is this kind of collective action that represents the spirit of National Essential Medicine Shortage Awareness Day and serves as an example of what is possible when we work together to fix the nation's broken essential medicines supply chain. #stoptheshortages*

SHORTFORM COPY FOR TWITTER

- 1 *(Insert Hospital Name) is a proud member of the Children's Hospital Coalition and we invite other children's hospitals to join us in spreading awareness of National Essential Medicine Shortage Awareness Day on September 8th. #stoptheshortages*
- 2 *Today is National Essential Medicine Shortage Awareness and we are proud to work with the nation's leading children's hospitals and Phlow in a first-in-kind Children's Hospital Coalition to provide a solution for pediatric patients. #stoptheshortages*



U.S. GOVERNMENT POSTS FOR SEPTEMBER 8TH

LONGFORM COPY FOR LINKEDIN, FACEBOOK AND INSTAGRAM

- 1 *Today is National Essential Medicine Shortage Awareness Day! As a [Title i.e. Senator], it is my duty to advocate for policies and resources that work towards making essential medicines available to every citizen. Let's collaborate with stakeholders, medical professionals, and the public to make a difference in people's lives. It is this kind of collective action that represents the spirit of National Essential Medicine Shortage Awareness Day and serves as an example of what is possible when we join forces to fix the nation's broken essential medicines supply chain. Learn more about National Essential Medicine Shortage Awareness Day at www.stopheshortages.com #stopheshortages*
- 2 *As your [Title i.e. Senator], I feel it is crucial to emphasize the impact that these shortages have on our healthcare system and the well-being of our communities. Today, let us focus on raising awareness about this issue and committing to find practical solutions. Over the past couple of weeks, we have witnessed firsthand how a natural disaster can disrupt production and lead to a scarcity of critical medications. This should serve as a wake-up call; we must proactively address the vulnerabilities in our supply chains to prevent or mitigate such emergencies. Together, we can build a healthier and more equitable world for all #stopheshortages*

National Essential Medicine Shortage Awareness Day is an opportunity for us to join forces and recognize the significance of this problem. Many individuals across the nation are suffering due to a lack of access to essential medications, a situation that can create dire consequences for their health and well-being.

Therefore, it is our duty to work together and advocate for strategic measures to ensure a stable and reliable supply of medications. We need to support both our pharmaceutical companies and federal agencies in implementing disaster preparedness plans, alternative production sites, and early warning systems.

Additionally, we must explore ways to promote domestic production and reduce our dependence on overseas manufacturing. By investing in our national drug production capabilities, we can foster innovation, create jobs, and have greater control over our medicine supply. Together, we can ensure a safer and more resilient future for our healthcare system. #stopheshortages

SHORTFORM COPY FOR TWITTER

- 1 *Join me in spreading the word about National Essential Medicine Awareness Day and the importance of affordable and accessible healthcare! Together, we can build a healthier and more equitable world for all #stopheshortages*
- 2 *I commit to fighting for legislation that helps solve the the ongoing medicine shortage crisis to ensure that our US drug supply chain is resilient. Let us work together to protect the health and well-being of all Americans. #StopTheShortages*
- 3 *Today is National Essential Medicine Shortage Awareness Day! As we face ongoing shortages of crucial medications, it is imperative that we raise awareness about this alarming issue. The health and well-being of our citizens are at stake, and we must take immediate action to combat these drug shortages. #stopheshortages*



GET SOCIAL!

Join us to help build momentum for the day and spread awareness

NATIONAL

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AWARENESS DAY



@stoptheshortages



stoptheshortages.com



#stoptheshortages