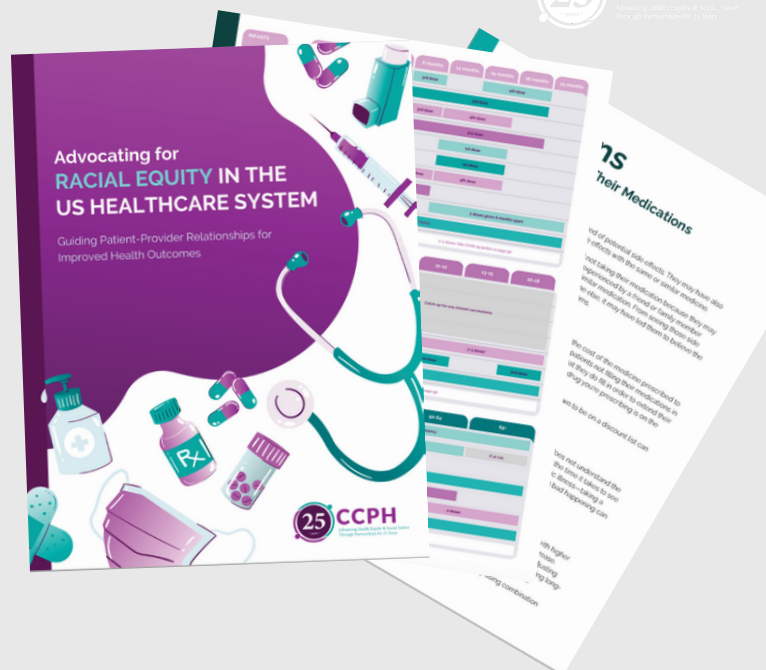


Promotional Toolkit

Use this guide to help promote this new resource: **Advocating for Racial Equity in the US Healthcare System**. If you have any questions, please reach out to CCPH's Communication Team at communications@ccphealth.org.



Email Messaging

- Copy for a promotional email [here](#).

Directions:

This content can be sent as an individual email or be inserted into a newsletter. Feel free to add a personal greeting at the beginning of your communications to introduce the resource and connect to your work. Please keep the body of the email and all links in their original form.

Postcard

- CCPH branded printable postcard [here](#).
- CCPH/RADx-UP branded printable postcard [here](#)

Directions for Printing:

1. Export the postcard as a PDF with bleed lines.
2. Print in a 5x7 size, double-sided.
3. Choose a matte finish.
4. Choose a paper weight of at least 65lb.
5. You can order prints online from companies like Shutterfly, Vistaprint, Smartpress, or others.

Weblinks

- [Community-Campus Partnerships for Health](#)
- [RADx-UP Engaging Black/African American Working Group](#)
- [Resource Guidebook](#)

Social Media

- CCPH branded post graphics [here](#).
- CCPH/RADx-UP branded post graphics [here](#).
- Social media caption copy available [here](#).

Tips:

1. All captions are ready to copy and paste. The only thing you need to do manually is tag the CCPH/RADx-UP social media accounts.
2. To tag accounts in your social media posts, type the '@' symbol first and then begin to type the account name.

Accounts to Tag in Your Social Media Post:

 [CCPH - Community-Campus Partnerships for Health](#)

 [@CCPH_News](#)

 [@RADxUP](#)

 [ccphealth_org](#)