

Safe Staffing Social Media Toolkit

Updated for March 16

COVID-19 exposed the deadly consequences of understaffing in nursing homes and hospitals, revealing what frontline healthcare workers have long said —Safe Staffing Saves Lives. There’s never been a more pressing time to pass safe staffing standards in New York State!

Hashtag: #SafeStaffingSavesLives

Website: <http://www.campaignforpatientsafety.org/>

Tags: @NYNurses @PatientSafetyNY

Sample Elected Twitter Language

- COVID-19 exposed the deadly consequences of understaffing in nursing homes and hospitals. There’s never been a more pressing time to pass Safe Staffing in New York! I’m proud to support @NYNurses in the fight for safe staffing and urge my colleagues to do the same.
- We can’t turn our backs on nurses and healthcare workers who continue to work tirelessly through the pandemic. New York must pass Safe Staffing to ensure healthcare facilities have enough staff to care for their patients. @nynurses

Sample Supporter Twitter Language

- ALL New Yorkers deserve safe, quality healthcare—whether in a hospital or a nursing home. Ensuring safe, universal standards for nursing care will help patients heal. #SafeStaffingSavesLives @nynurses
- Over a year ago, hospital systems everywhere were overwhelmed and underprepared. 500k U.S. deaths later, there should be no excuse for the lack of protocols and staffing to safely care for all patients. #SafeStaffingSavesLives @nynurses
- Nurses and healthcare workers know we’re not out of the woods yet. COVID variants are emerging and new COVID cases are not declining in NYC as quickly as in other regions of the state, the need for safe staffing is urgent. @nynurses <http://www.campaignforpatientsafety.org/take-action>
- One year ago, nurses feared for their lives and the lives of their patients in the face of the rising COVID pandemic. One year later, nurses are outraged that hospitals are still understaffed and underprepared. It's time to give them the support they need. #SafeStaffingSavesLives @nynurses
- 1 year = too long to still be caring for COVID patients with too few nurses. Let’s make sure ALL patients get the care they need. #SafeStaffingSavesLives @nynurses

- Nurses and healthcare workers are burnt out and stretched thin working through the pandemic. As we face new COVID variants, hospitals shouldn't risk putting their nurses and patients at risk. It's time to pass Safe Staffing now! #SafeStaffingSavesLives @nynurses

Images



Sample Facebook Posts

- The @NewYorkStateAG report on nursing home deaths called for minimum staffing standards in nursing homes. Safe, universal standards should also apply in hospitals. @NYNurses fight to pass safe staffing will do just that. It's time to pass safe staffing in New York.
<https://nypost.com/2021/01/31/bill-would-require-minimum-staffing-in-nursing-homes-hospitals/>
- Staffing at NY Presbyterian and Mount Sinai are still inadequate, but this isn't just a problem in one or two hospitals, or one borough, or even one region of the state. Understaffing is systemic, but it impacts patients in low-income communities and communities of color more than others.
<https://www.beckershospitalreview.com/workforce/26-219-understaffing-complaints-filed-by-nurses-in-last-2-years-new-york-union-says.html>