



California Voters on the Master Plan for Aging: A Call for Equity and Investment

Social Media Toolkit

On May 3, 2021, The SCAN Foundation and J. Wallin Opinion Research released survey results from 1,000 likely voters across California that gauged support of the Master Plan for Aging and state leadership investment in key goals.

To amplify the release of these findings, please use the following social media toolkit. This document provides sample content and suggested guidelines for engagement.

Website for All Poll-Related Content: <https://bit.ly/3aNRaAL>

Relevant Hashtags

#MasterPlanForAging
#Aging

#CAbudget
#Equity

#CAGovernor
#Alzheimers

Relevant Twitter Handles for the May 3rd Poll Release and Briefing

@TSF_CEO
@TheSCANFndtn

Dr. Sarita Mohany, President and CEO, The SCAN Foundation
The SCAN Foundation

@Asm_Nazarian

Assemblymember Adrin Nazarian

@kimwadedc
@CalAging

Kim McCoy Wade, Director, California Department of Aging
California Department of Aging

@JustinWallin1

Justin Wallin, J. Wallin Opinion Research

@justiceinaging

Justice In Aging

@DisabilityCA

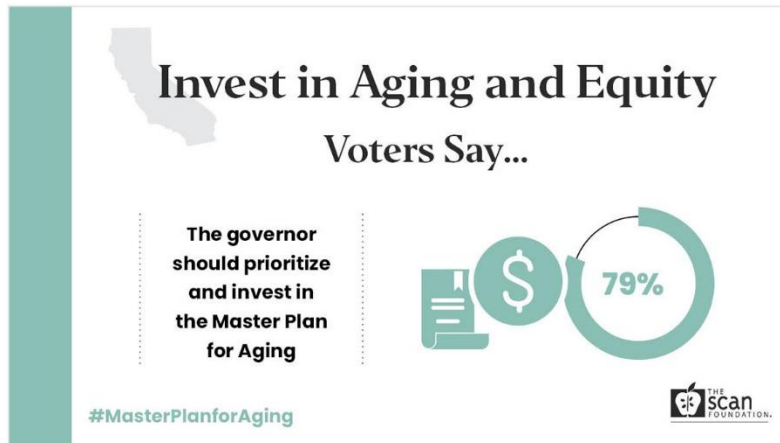
Disability Rights California

@AlzNorCalNorNev

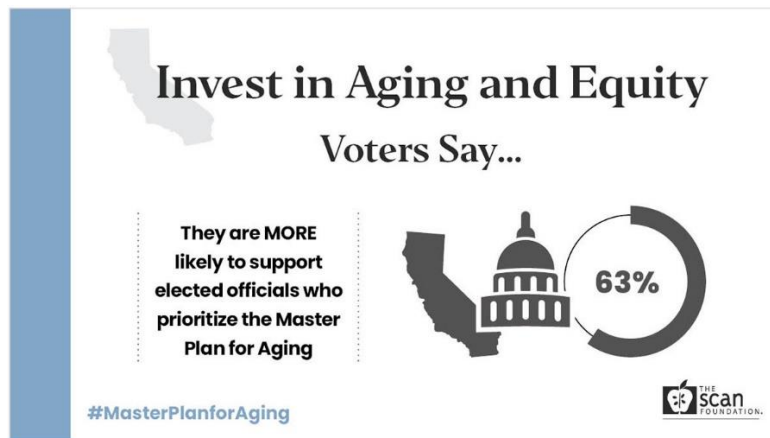
Alzheimer's Association, Northern California & Northern Nevada

Sample Twitter/LinkedIn Posts and Associated Graphics

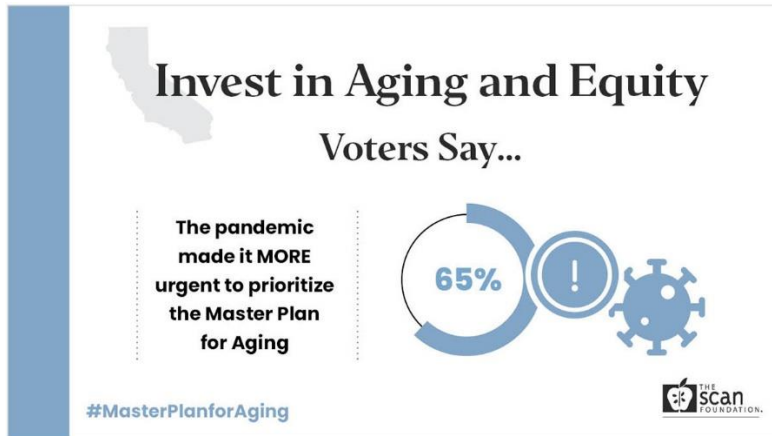
#California #voters have spoken – they want @CAGovernor and lawmakers to prioritize aging issues as the number of older adults is projected to double over the next 25 years
#MasterPlanForAging #Equity <https://bit.ly/3aNRaAL>



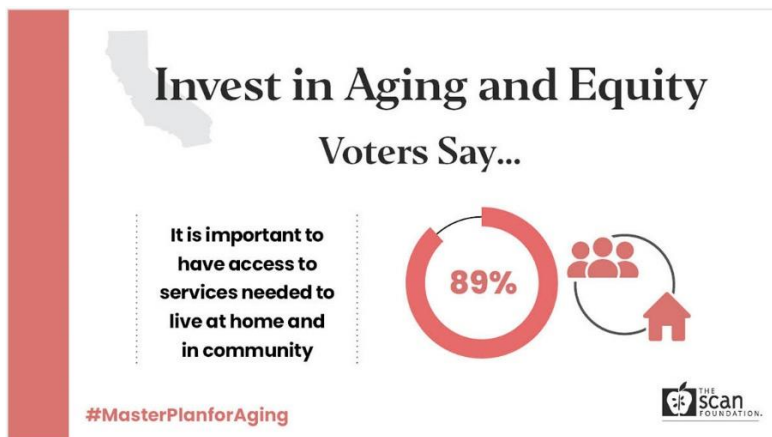
Voters are calling on California's elected leaders to invest in #aging and #equity, using the #MasterPlanForAging as the roadmap. #CAbudget <https://bit.ly/3aNRaAL>



#COVID-19 has laid bare inequities impacting #olderadults, #families, #caregivers, and communities of color across our states. #Voters overwhelmingly agree the #pandemic made it more urgent to prioritize the #MasterPlanForAging <https://bit.ly/3aNRaAL>

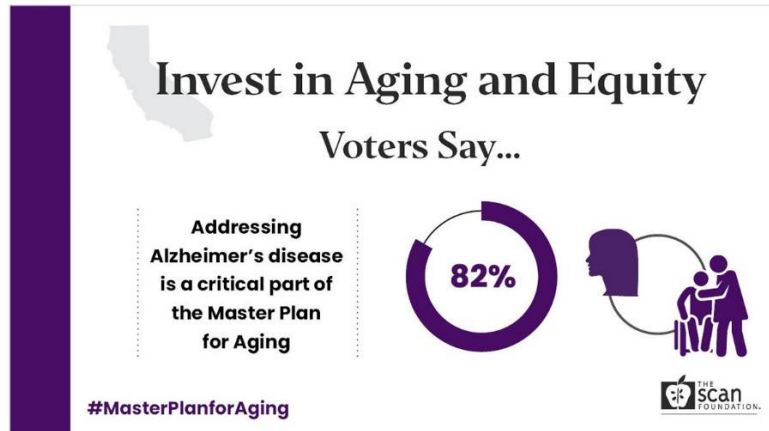


California's #olderadult population is growing rapidly – we must prepare now to build a society where we can all age at home and in community. #MasterPlanForAging #Aging #Equity <https://bit.ly/3aNRaAL>



Alzheimer's disease is one of the costliest diseases facing our future. Eight of 10 likely CA #voters believe addressing #Alzheimer's is a critical part of the #MasterPlanForAging. #Aging #Equity

<https://bit.ly/3aNRaAL>



Guidelines for Engagement

- Use all the tools available on each platform (i.e., tags, stickers, filters, stories/fleets).
- Post graphics, pictures, and videos for greater engagement with hashtags provided.
- Share and comment!

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