Twitter Toolkit

Equal Treatment Maryland Twitter Handle:

Twitter – @MD_BHCoalition

Click here to get the Gubernatorial Candidate’s social media handles.

Hashtags: #EqualTreatmentMD #MDGov

SAMPLE POSTS

General:

• Our ask is simple and achievable: make mental health and substance use care available when and where Marylanders need it. Learn more at EqualTreatmentMD.org.

• Marylanders can’t wait until they’re in crisis to receive life-saving services. Visit EqualTreatmentMD.org to ask Maryland’s candidates for Governor to ensure mental health and substance use care is available when and where Marylanders need it.

• Your voice matters. Visit EqualTreatmentMD.org to demand equal treatment for all Marylanders. #EqualTreatmentMD #MDGov

• Visit EqualTreatmentMD.org to engage with Maryland’s candidates for governor and demand their support for the equal treatment of mental health and substance use care when and where needed.

Individual Outreach Posts:

• I’m asking Maryland’s candidates for Governor to ensure mental health and substance use care is available when and where Marylanders need it. Download Equal Treatment MD’s social media toolkit for sample posts to help spread the word! #EqualTreatmentMD

• Join me in telling Maryland’s candidates for Governor why accessible mental health and substance use care is important to you. #EqualTreatmentMD

• Too many Marylanders are lost each year to suicide and overdose. We deserve better. I’m asking our candidates for Governor to commit to making mental health and substance use care available when and where we need it. #EqualTreatmentMD

• I’ll be at @(candidate)’s event to tell them why mental health and substance use care for all Marylanders matters to me. Attend a candidate’s event near you to help spread the word and support Equal Treatment MD’s #EqualTreatmentMD campaign!

• I believe in accessible mental health and substance use care for myself, my friends and family, and all Marylanders—@{candidate} should too! Our next Governor of Maryland must commit to #EqualTreatmentMD.
@{candidate}, Marylanders deserve accessible mental health and substance use care when and where they need it. I’m asking for your commitment to #EqualTreatmentMD with Equal Treatment MD’s as candidate for Governor.

Marylanders deserve access to mental health and substance use care when and where they need it regardless of their age or insurance status. @{candidate} join #EqualTreatmentMD with Equal Treatment MD’s and commit to this goal.

Statistics:

- Over 45% of youth aged 12-17 experiencing depression did not receive mental health care in the last year. Urge Maryland’s candidates for Governor to commit to making mental health & substance use care available when and where needed: EqualTreatmentMD.org, #EqualTreatmentMD

- MD has 48 mental health professional shortage areas. Every Marylander should have access to mental health and substance use care when and where they need it. Visit EqualTreatmentMD.org to urge the candidates to commit to equally accessible care. #EqualTreatmentMD #MDGov

- MD ranked 7th worst in the US for rates of opioid deaths from April 2020-21. Marylanders can’t wait until they’re in crisis to receive services. Our next Governor must commit to making mental health & substance use care available when and where it’s needed. #EqualTreatmentMD #MDGov

- 2800+ Marylanders lost their lives overdose between April 2020-21, making MD 7th worst in the US for rates of opioid deaths. Visit EqualTreatmentMD.org to ask our candidates to commit to mental health & substance use care when and where it’s needed. #EqualTreatmentMD #MDGov

- In Feb 2021, nearly 40% of Marylanders reported symptoms of anxiety or depression, yet nearly 1/3 could not access needed services. Visit EqualTreatmentMD.org/action-center to urge candidates to commit to accessible mental health & substance use care. #EqualTreatmentMD #MDGov

- Private insurance companies in MD pay behavioral health providers nearly 20% less than other doctors for similar procedures. It’s time for mental health & substance use care to be considered equally important. Call on MD’s candidates to commit to our ask: EqualTreatmentMD.org/action-center.

Advocacy Alert Sign Up:

- Marylanders can’t wait until they’re in crisis to receive life-saving services. Sign up for Equal Treatment MD’s advocacy alerts to help ensure the next Governor of Maryland commits to making mental health and substance use care available when and where needed: EqualTreatmentMD.org/join-us

- Our ask is simple and achievable: make mental health and substance use care available when and where Marylanders need it. Sign up for Equal Treatment MD’s advocacy alerts to make your voice heard and demand equal treatment for all Marylanders: EqualTreatmentMD.org/join-us

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