

My ote.

My Health.™

Mi Voto. Mi Salud.

AltaMed Health Services
Your Community Health Network

My Vote. My Health.™ Digital Toolkit for Healthcare Leaders, Providers, and Community Partners

BACKGROUND

The upcoming November election presents an opportunity to engage and advocate for our patients and the communities we serve. Voters will have the opportunity to elect who will represent them in the governor's office, state constitutional offices, leaders in both the state senate and assembly, and other local and federal offices. All leaders who sit on key committees or are critical to ensuring federal, state, and local funding for healthcare and other social determinants. Additionally, there will be seven measures on the ballot that can lead to real implications on women's health and address other key social determinants of health. While this election will be pivotal, our communities are generally not represented unless we can do our part to help turnout our patients, staff, and community members to vote.

Research conducted in 2018 by the National Association of Latino Elected Officials (NALEO) Educational Fund found that Latinos highly trust nurses, doctors, teachers, and Latino community organizations as messengers of civic information. This research is supported by a survey conducted by the Pat Brown Institute of Public Affairs in 2022, which identified that Latinos trust health care professionals and teachers to be responsive to their needs.

About My Vote. My Health.™

My Vote. My Health. is a campaign launched by AltaMed Health Services to mobilize patients, families and residents in our Southern California service areas to address the social and political determinants of health. My Vote. My Health. partners with other community healthcare providers and local civic engagement organizations to help increase Latino civic participation to improve the quality of life of underserved and underrepresented communities locally and across California.

TAKE ACTION

Help amplify this campaign and its messages by:

1. **Sharing our social graphics and videos with your social media followers.**
Download videos and use sample social media scripts below.
2. **Send an email to your members and community.** Below you will find sample email templates for you to adapt and use.
3. **Send a text message to your members and community.** Below you will find sample text messages for you to adapt and use.
4. **Share campaign assets, tools and resources** such as links, flyers, videos and graphics.

APPENDIX

- [Graphics and Creative](#)
- [Social Media Accounts](#)
- [Sample Email Blasts](#)
- [Sample Facebook/Instagram Posts](#)
- [Sample Twitter Posts](#)
- [Sample Text Messages](#)
- [Downloadable Links and Resources](#)

GRAPHICS AND CREATIVE

<https://drive.google.com/drive/folders/10ayD21JDPc9n37eTXcggX3dO2lpYcCPu?usp=sharing>

LINKS

www.myvotemyhealth.org

www.mivotomisalud.org

SOCIAL MEDIA

Handles and Tags

Facebook: [myvotemyhealth](#) & [OfficialAltaMed](#)

Instagram: [@myvotemyhealth](#) [@altamedhealths](#)








Twitter: [@mivotomisalud](#) [@AltaMedHS](#)

Hashtags



#MyVoteMyHealth #MiVotoMiSalud

SAMPLE SOCIAL MEDIA POSTS





Sample Social Media Post #1 - Voter Education - English


FB/IG Voting is easy!  Look for your ballot in the mail  Review voter guide.  Complete your ballot.  Mail your ballot or drop off at a Ballot Drop Box, mobile voting site or Vote Center no later than Nov. 8. Find your nearest voting locations here   
<https://caearlyvoting.sos.ca.gov>. #Election2022 #Vote #MyVoteMyHealth

Sample Social Media Post #2 - Voter Education - English

FB/IG  Get ready to vote for your health! This November, there are 7 statewide propositions on the ballot, including propositions on women's health, funding for arts and music in schools, and banning flavored tobacco. You'll also have a chance to vote for our next Governor and US Senator, as well as US Congressional representatives, local candidates and local measures. Learn more  www.myvotemyhealth.org #Vote #MyVoteMyHealth

SAMPLE Twitter Posts

Twitter Voting is easy!  Look for your ballot in the mail  Review the voter guide.  Complete your ballot.  Mail your ballot or drop off at a Ballot Drop Box, mobile voting site or vote center no later than Nov 8. Learn more caearlyvoting.sos.ca.gov #MyVoteMyHealth #Vote

Twitter Get ready to vote for your health! This #Election2022, there are 7 statewide propositions on the ballot, including propositions on women's health and funding for school programs. You'll also get to vote for our next Governor and US Senator. Learn more  www.myvotemyhealth.org #MyVoteMyHealth #Vote

SAMPLE E-BLASTS

Sample E-mail Blast #1 - Get Ready to Vote - English

Subject:    Get ready to vote! Here's what's on the ballot

Dear NAME:

The upcoming November 8 election is one of the most important in your lifetime! Here's what's on the ballot:

✓ **Seven ballot propositions**, including propositions on women’s health, funding for arts and music in schools, banning flavored tobacco, and more.

✓ **Statewide representatives** for State Senator, State Assembly, Governor, Lieutenant Governor, Secretary of State, Controller, Treasurer, Attorney General, Insurance Commissioner, Member of State Board of Equalization, State Superintendent of Public Instruction

✓ **U.S. Representatives** in Congress and the U.S. Senate

✓ **Superior Court Judges**, as well as other local candidates and local measures.

Learn more about what’s on the ballot [here](#).

Don’t miss your chance to vote! Register, check your voter registration status, and download voter guides here 🗳️🗳️🗳️ myvotemyhealth.org.

Questions? Call 888-839-8682 or Text JOIN to 33339.

Thank you for voting for the health of your family and community.

Warm regards,

Sample E-mail Blast #2 - Start of in-person voting - English

Subject: ✓ ✉️ 🗳️ Vote early by mail or in-person!

Dear NAME,

Vote early in the upcoming General Election! There are seven statewide propositions on the ballot, including propositions on women’s health, funding for arts and music in schools, banning flavored tobacco, and many more. We’ll also vote for the Governor and U.S. Senator, as well as U.S. Congressional Representatives, local candidates and local measures.

You have three options to vote early:

✓ **Drop off your ballot at any Ballot Drop Box** starting October 10 up to Election Day on Tuesday, November 8.

✓ **Vote early at any vote center in your county** starting October 29 up to Election Day on Tuesday, November 8.

✓ **Mail your vote-by-mail ballot.** Don't forget to sign the envelope! No postage necessary. Your vote-by-mail ballot must be postmarked by Tuesday, November 8 and received by Tuesday, November 15.

Click [here](#) to find a Flex Vote Center or Ballot Drop box near you or call **888-839-8682 (English) or 888-VE-Y-VOTA (Spanish).**

You can also vote early at AltaMed! We will be hosting over 12 voting locations, including mobile voting sites and ballot dropboxes. Download the full list of our voting sites [here](#).

Thank you for voting for your health, your family and your community.

Warm Regards,

Sample E-mail Blast #3 - Today is Election Day! - English

Subject: 🎉 TODAY IS ELECTION DAY! Vote between 7 am and 8 pm.

Dear NAME:

Today is Election Day and your last day to vote in the 2022 General Election! Don't miss out on your chance to vote on women's health and help elect the leaders who will best represent you and the issues that matter to you and your community.

Here's what you need to know to vote today:

✓ Polls are open from **7 AM - 8 PM**

✓ Click [here](#) to find your polling place.

✓ You can also drop off your ballot at any Ballot Drop Box or vote in person at any Vote Center in Los Angeles and Orange counties. Click [here](#) to find out where to vote near you.

Remember, you have rights as a voter! They include:

- The right to vote if you are still in line when the polls close.
- The right to get a new ballot if you have made a mistake, if you have not already cast your ballot. You can:
 - Ask an elections official at a polling place for a new ballot,
 - Exchange your vote-by-mail ballot for a new one at an elections office, or at your polling place, or

- Vote using a provisional ballot.
- The right to drop off your completed vote-by-mail ballot at any polling place in California.
- The right to report any illegal or fraudulent election activity to an elections official or the Secretary of State's office.

View your voter bill of rights [here](#).

Questions? Visit MyVoteMyHealth.org, call 888-839-8682 or text JOIN to 33339.

Thank you for voting for your health, your family and your community.

Warm Regards,

SAMPLE SMS

Sample SMS #1 - Get Ready to Vote - English

Get ready to vote for your health! This November there are 7 important propositions on the ballot, including props on women's health and funding for school programs. Learn more: 🖱️🖱️🖱️ <https://myvotemyhealth.org>.

Sample SMS #1 - Get Ready to Vote - Spanish

¡Prepárate para votar por tu salud! En estas elecciones vamos a tener 7 proposiciones importantes en la boleta, incluyendo proposiciones acerca de la salud de la mujer y ayuda para programas escolares. Aprenda más: 🖱️🖱️🖱️ <https://www.myvotemyhealth.org/es/home-espanol/>

Sample SMS #2 - Get Ready to Vote - English

⚡️✉️ It's time to vote by mail! You should have received your ballot for the upcoming General Election. Mail your ballot (no stamp required!) or drop off at a Ballot Drop Box, mobile voting site or vote center. Find your nearest voting sites: <https://caearlyvoting.sos.ca.gov>

Sample SMS #2 - Get Ready to Vote - Spanish

⚡✉ ¡Es tiempo de votar por correo! Tu boleta para las elecciones generales ya debió de haber llegado por correo. Puedes mandar tu boleta por correo (sin estampilla) o depositarla en un buzón de entrega, un sitio de votación móvil o un centro de votación. Encuentra tus centros de votación más cercanos en: <https://caearlyvoting.sos.ca.gov>

LINKS AND RESOURCES

Downloadable Clinic Materials and Resources:

- [AltaMed General Election Vote Center Flyer- English](#)
- [AltaMed General Election Vote Center Flyer - Spanish](#)
- [My Vote. My Health.™ Vote For Your Health Flyer - English](#)
- [My Vote. My Health.™ Vote For Your Health Flyer - Spanish](#)
- [My Vote. My Health.™ Vote Early Tabletop - English](#)
- [My Vote. My Health.™ Vote Early Tabletop - Spanish](#)
- [My Vote. My Health.™ Vote For Your Health Tabletop - English](#)
- [My Vote. My Health.™ Vote For Your Health Tabletop - Spanish](#)
- [My Vote. My Health.™ Mujeres Vote Sticker](#)
- [My Vote. My Health.™ Word Search - English](#)
- [My Vote. My Health.™ Word Search - Spanish](#)
- [My Vote. My Health.™ Coloring Page #1 - English](#)
- [My Vote. My Health.™ Coloring Page #1 - Spanish](#)
- [My Vote. My Health.™ Coloring Page #2 - English](#)
- [My Vote. My Health.™ Coloring Page #2 - Spanish](#)
- [My Vote. My Health.™ Window Cling - English](#)
- [My Vote. My Health.™ Window Cling - Spanish](#)
- [My Vote. My Health.™ Screensaver - English](#)
- [My Vote. My Health.™ Oh Hold Message - English](#)
- [My Vote. My Health.™ Oh Hold Message - Spanish](#)

Voter Guides:

- [Co-Branded Easy Voter Guide w/ California League of Women Voters - English](#)
- [Co-Branded Easy Voter Guide w/ California League of Women Voters - Spanish](#)

Canvassing Door Hanger:

- [My Vote. My Health.™ Door Hanger - English](#)
- [My Vote. My Health.™ Door Hanger - Spanish](#)

Videos:

- [My Vote. My Health.™ Canvassing Video for Providers and Healthcare Leaders](#)
- [My Vote. My Health.™ Campaign Video for General Election English](#)
- [My Vote. My Health.™ Campaign Video for General Election Spanish](#)
- [My Vote. My Health.™ Voter Registration Video for Providers and Healthcare Leaders](#)

Los Angeles Mayoral Debate Hosted by My Vote. My Health.™

- [Get to Know the Los Angeles Mayoral Candidates](#)

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