

# Case for Inclusion 2020 Outreach Toolkit

## Sample Social Media Posts

This tool offers sample content that makes it easy for you to spread the word about the *Case for Inclusion* on social media.

You're welcome to use the content as-is, or you can customize based on the specific data for your state. To make it easy to customize this content, we've highlighted in yellow the places where you will need to swap out placeholder information with information specific to your state. If you want to customize using data for your state, visit [caseforinclusion.org](http://caseforinclusion.org), hover over 'Data' and then select 'Data by State' or 'Data by Issue Area'.

Please keep in mind that if you begin a Tweet with one of the Twitter accounts listed below, use a period as the first character so it will be viewable to everyone (ex: [@WeHaveAStake](https://twitter.com/WeHaveAStake)).

If you would like support using this tool, please contact Sean Luechtefeld, Communications Director for ANCOR and the ANCOR Foundation, at [sluechtefeld@ancor.org](mailto:sluechtefeld@ancor.org).

## Key Information

Hashtag:

- #CaseForInclusion

Twitter Accounts:

- @WeHaveAStake
- @UCPnational
- @TheRealANCOR

## Content for National-Level Data (character-limited for Twitter)

Did you know that the national turnover rate for Direct Support Professionals is 43.8%? Learn more about the direct support workforce crisis and take action today at [caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis](http://caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis). #CaseForInclusion

The national median wage for Direct Support Professionals is just \$12.09/hr, meaning a full-time DSP at the median only earns ~ \$25k/year before taxes. Our DSPs deserve better! Learn more and take action today at [caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis](http://caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis). #CaseForInclusion



NEW: The number of people on waiting lists for Home and Community-based Services increased from 424,000 to 473,000, and 23 states saw their waiting lists grow. Learn more about this growing problem & take action today at [caseforinclusion.org/data/data-by-issue/reaching-those-need](https://caseforinclusion.org/data/data-by-issue/reaching-those-need). #CaseForInclusion

The #CaseForInclusion 2020 finds that 10 states had more than one-third of their residents with I/DD engaged in integrated employment. See if your state was one of them, or what it has to do to get there in 2021, at [caseforinclusion.org/data/data-by-issue/promoting-productivity](https://caseforinclusion.org/data/data-by-issue/promoting-productivity).

Nationally, the number of people with I/DD engaged in self-direction increased from last year's #CaseForInclusion, but only by two percentage points. Find out how many of your state's residents with I/DD are engaged in self-direction at [caseforinclusion.org/data/data-by-issue/quality-life](https://caseforinclusion.org/data/data-by-issue/quality-life). #CaseForInclusion

## Content for National-Level Data (not character-limited)

*Note: UCP's Facebook handle is different than their Twitter; please be sure to include the correct one when tagging them on Facebook.*

NEW: The number of people on waiting lists for Home and Community-Based Services increased from 424,000 to 473,000 since last year's #CaseForInclusion report. Overall, 10 states saw decreases in the number of people on waiting lists, while 23 saw their waiting lists grow. Learn more about where your state stands at [caseforinclusion.org/data/state-scorecards](https://caseforinclusion.org/data/state-scorecards).

Did you know that the national turnover rate for Direct Support Professionals is 43.8%? Learn more about the direct support workforce crisis and take action today at [caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis](https://caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis).

Nationally, the median wage for Direct Support Professionals is just \$12.09/hr, meaning a full-time DSP at the median earns just over \$25,000 per year before taxes. This low wage is directly attributable to the high turnover rate for DSPs (43.8%). Our DSPs deserve better! Learn more about the scope of the workforce crisis, and where your state stands, at [caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis](https://caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis).

Integrated employment — the percentage of people with disabilities receiving employment supports to work alongside people without disabilities — has barely budged in the past year, increasing by just a single percentage point between last year's #CaseForInclusion and this year's report. Learn where your state stands when it comes to promoting employment opportunities for people of all abilities at [caseforinclusion.org/data/state-scorecards](https://caseforinclusion.org/data/state-scorecards).



Did you know that the number of states that had more than one-third of their residents with I/DD engaged in integrated employment rose from 7 in 2019 to 10 in 2020? Find out if your state was one of them or find out what you need to do to get there in 2021 by visiting [caseforinclusion.org/data/state-scorecards](http://caseforinclusion.org/data/state-scorecards).

The number of people with I/DD engaged in self-direction rose nationally, but by just two percentage points. Overall, just 13% of people with I/DD in our country are self-directing their own supports. We can—and must—do better! Find out where your state stands at [caseforinclusion.org/data/data-by-issue/quality-life](http://caseforinclusion.org/data/data-by-issue/quality-life).

## Content for State-Specific Data (character limits may vary by state)

ICYMI: [insert percentage]% of people with disabilities in [insert state] are working in integrated employment. Learn more about how [insert state] stacks up at [caseforinclusion.org/data/state-scorecards](http://caseforinclusion.org/data/state-scorecards).

In [insert state], the turnover rate among direct support professionals is [insert percentage]%, which is [higher/lower] than the national average. Without solving this crisis, we can't expect any of the other outcomes in our state to improve! Learn more at [caseforinclusion.org/data/state-scorecards](http://caseforinclusion.org/data/state-scorecards).

Did you know that [insert percentage]% of residents in [insert state] report that they [insert 'quality of life' metric]? Learn more about this and other quality of life measures at [caseforinclusion.org/data/data-by-issue/quality-life](http://caseforinclusion.org/data/data-by-issue/quality-life).

NEW: At the median, DSPs in [insert state] earn an hourly wage of [insert wage], which is [higher/lower] than the national average of \$12.09/hr. This isn't a living wage here or anywhere else in our country, and our DSPs deserve better! Find out where your state stands at [caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis](http://caseforinclusion.org/data/data-by-issue/addressing-workforce-crisis).

Did you know that 10 states had no waiting lists for Home and Community-Based Services, while five states have lists with over 15,000 individuals with intellectual and developmental disabilities awaiting services? Find out where [insert state] stands at <http://caseforinclusion.org/data/data-by-issue/reaching-those-need>.

Did you know that [insert percentage]% of [insert state] residents with intellectual/developmental disabilities report that they have friends that aren't family members or staff—much higher than the national average? Learn more about the data for [insert state] at <http://caseforinclusion.org/data/data-by-issue/quality-life>.

