



Advancing Health in America



2024 National Hospital Week Social Toolkit

EXECUTIVE SUMMARY: The American Hospital Association is working to encourage the general population, and specifically, parents of eligible children and the most susceptible populations, to get vaccinated for flu and COVID-19. Below are sample social media posts and personalized graphics to inform about and advocate for the COVID-19 and flu vaccines – we encourage you to use these on your social media to help spread the word.

All graphics and captions are ready to be posted to any social media platform (Facebook, Instagram, LinkedIn, or Twitter), with the potential to optimize the captions for performance on each respective platform.

LINK: [2024 National Hospital Week May 12-18 | AHA](#)

HASHTAGS: #WeAreHealthCare #NationalHospitalWeek

SUGGESTED POSTS:

Save the Date! The 2024 National Hospital Week kicks off May 12-18th this year, and we encourage everyone to participate in celebrating the hospitals and health care professionals in your community. Learn more: [2024 National Hospital Week May 12-18 | AHA](#)

Hospitals and health care workers have stood strong for their communities, and they have a vital role in our society to keep communities healthy. Join us in celebrating Nation Hospital Week to thank them! [2024 National Hospital Week May 12-18 | AHA](#)

Patients and communities rely on the wide range of critical health care services that only hospitals and health systems can provide, including 24/7 emergency and other higher-acuity care. Support National Hospital Week showing your appreciation! [2024 National Hospital Week May 12-18 | AHA](#)

Did you know? Hospitals work with their community partners to develop and deploy programs that advance health and wellness. Learn more: [2024 National Hospital Week May 12-18 | AHA](#)

Want to get involved and protect patient care? Join the [Coalition to Strengthen America's Health Care](#) and commit to protect care for all Americans.

Hospitals care for their communities every single day no matter what. Learn more about the amazing stories of hospital care: [Telling the Hospital Story | AHA](#)

This week is National Hospital Week! Join us in celebrating our hospitals and health systems that care for us and our communities using #WeAreHealthCare. [2024 National Hospital Week May 12-18 | AHA](#)

Have a positive story from your experience at your local hospital? Use #WeAreHealthCare to share!
[2024 National Hospital Week May 12-18 | AHA](#)

National Hospital Week is the chance to thank the hospitals, health systems, and health care professionals for their commitment to our health and safety. #WeAreHealthCare [2024 National Hospital Week May 12-18 | AHA](#)

Between health care professionals and high-quality hospitals, the health of our communities continues to improve! #WeAreHealthCare [2024 National Hospital Week May 12-18 | AHA](#)

How to celebrate National Hospital Week:

- Use #WeAreHealthCare
- Thank a health care worker
- Share your story

Learn more: [2024 National Hospital Week May 12-18 | AHA](#)

Hospitals and health systems are the backbone of our entire health care system. In one year, they will provide emergency care for more than 130 million people — our parents, spouses, children, and friends. This is the hospital story. <https://www.aha.org/tellingthehospitalstory>

Six babies delivered every minute. Countless memories created. This is the story of America's hospitals. <https://www.aha.org/tellingthehospitalstory>

260 emergency visits every minute. Countless lives saved. This is the story of America's hospitals. <https://www.aha.org/tellingthehospitalstory>

Nearly half of all U.S. healthcare workers work in our nation's hospitals. Surgeons, doctors, nurses, and more — all powered by a passion to care for others. This is the hospital story. <https://www.aha.org/tellingthehospitalstory>

60 patients admitted every minute. Countless lives saved. This is the story of America's hospitals. <https://www.aha.org/tellingthehospitalstory>

Providing care for every patient who walks through their doors — no matter what. This is the story of America's hospitals. <https://www.aha.org/tellingthehospitalstory>

Graphics Folder:

https://drive.google.com/drive/folders/1USHMCfcB56exvPGb_0a9bjXE1_vONkRZ?usp=sharing



A dark blue banner with a white border. On the left, the text 'EVERY YEAR' is inside a white rounded rectangle. To its right, 'AMERICA'S HOSPITALS AND HEALTH SYSTEMS' is written in white, bold, sans-serif font. On the right side of the banner is the American Hospital Association logo, which includes a stylized 'H' with an American flag motif, the text 'American Hospital Association™', and the tagline 'Advancing Health in America' below it. The background of the banner is a close-up photograph of a smiling baby's face. In the bottom right corner, a dark blue circle contains the text 'DELIVER 3.5M BABIES' in white, bold, sans-serif font.

EVERY YEAR



AMERICA'S HOSPITALS ARE THE
HEALTH CARE SAFETY NET FOR

26M
UNINSURED



HOSPITALS
BY THE NUMBERS

EVERY YEAR

AMERICA'S HOSPITALS
AND HEALTH SYSTEMS



PROVIDE
EMERGENCY
CARE FOR
137M
PEOPLE

EVERY YEAR

AMERICA'S HOSPITALS
AND HEALTH SYSTEMS



EMPLOY
6.3M
PEOPLE