

#BeAwareForBetterCare: A Toolkit for Healthcare Professionals

Disparities in care continue to affect people from certain racial and ethnic minority groups despite ongoing efforts. Advancing health equity is one of the pillars of the Centers for Medicare & Medicaid Services (CMS) National Quality Strategy. Health equity means the attainment of the highest level of health for all people, where everyone has a fair and just opportunity to attain their optimal health regardless of race, ethnicity, disability, sexual orientation, or gender identity.



#BeAwareForBetterCare and help raise awareness about the ongoing need to improve health equity.

Learn more at <https://www.livantaqio.cms.gov/en/About/BeAwareForBetterCare> or scan the QR code below.

**#BeAwareForBetterCare
social media toolkit: A piece
of the solution for advancing
health equity**



- Unique hashtag for easy tracking
- Simple, plain language
- Culturally diverse
- Accessible format
- 12 graphic images
- 12 social media posts

How individuals and organizations can help:

- Scan the QR code and get content from #BeAwareForBetterCare
- Use #BeAwareForBetterCare when sharing on social media
- Follow @LivantaCares on social media
- Like, retweet, and share our social media posts