



How Right Now

# Partner Toolkit



En Español

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# Overview



## About the Initiative

*How Right Now* is an initiative to address people's feelings of grief, loss and worry during the COVID-19 pandemic. Overall, it aims to increase people's ability to adapt and be resilient during this time. The *How Right Now* initiative is funded by the CDC Foundation.

**We invite you to begin sharing materials from the How Right Now initiative beginning on August 5, 2020.**

## What's In This Toolkit

This toolkit contains a variety of materials that you can use to support the rollout with the communities you serve. Each of these materials are created based on audience research. These include:

- Sharable graphics to promote the website to share on your organization's communications channels;
- Sharable coping strategy graphics that provide simple techniques for supporting emotional wellbeing;
- Suggested newsletter content; and
- Launch video featuring people's lived experiences and how they are coping during the COVID-19 pandemic.

This toolkit provides some examples of material you can share. Use the links within each section to explore more options and find what suits your audience.

# Overview

## How To Use This Toolkit

You can use this toolkit to address mental health and wellbeing for the communities you serve. You can download materials by clicking on the links throughout this toolkit. Share them on social media platforms, such as Facebook, Twitter or Instagram, or print them for distribution. Download the video file and copy and paste one of the sample posts to share this video on your social media channels, via text or other applications (e.g. WhatsApp, Signal, etc.).

The messages and materials contained in this toolkit have been tested with members of the Initiative's priority audiences to ensure they will be effective in helping people cope with stress and support their mental and emotional wellbeing amidst the COVID-19 pandemic. Because of this, please do not alter them before using. If you have questions about this, please contact [partners@howrightnow.org](mailto:partners@howrightnow.org).

## The Audiences

*How Right Now* has four primary audiences, which include: adults over 65 and their caregivers; people with pre-existing physical and mental health conditions; people experiencing violence; and people who are experiencing economic distress.

## Quick Facts



### The Initiative

*How Right Now*

### The Initiative and Tagline

*How Right Now*: Finding What Helps

### Initiative Hashtag

#HowRightNow

### How to Describe Your Involvement

<Insert Organization> is a partner of the *How Right Now* initiative, which is focused on sharing information and support to help people cope and be resilient through the COVID-19 pandemic.

### Need Assistance?

Please email [Partners@HowRightNow.org](mailto:Partners@HowRightNow.org) for help.

# Your Personal Link

The *How Right Now* initiative is using simple sourced links to track how organizations are sharing its website.

Each *How Right Now* partner has a unique link.

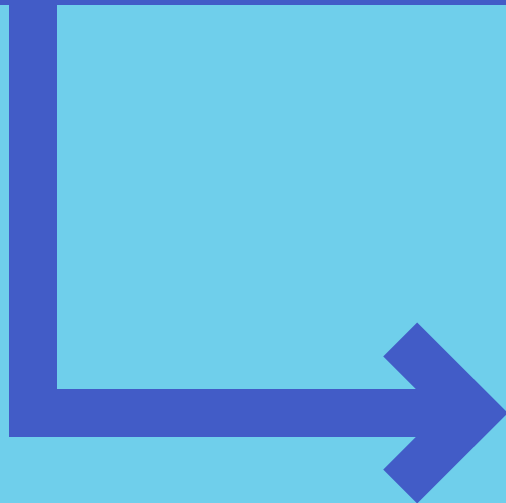
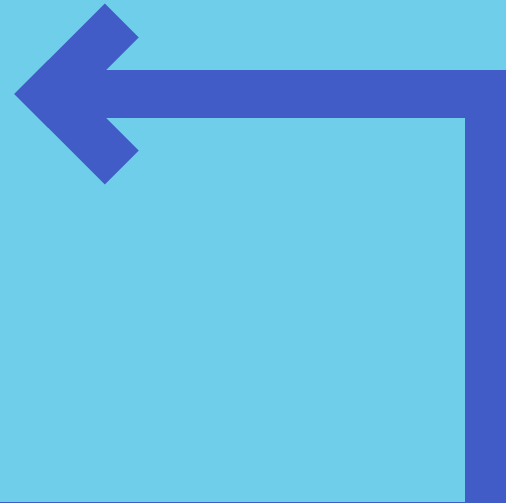
Copy and paste this unique link from the call-out on the right, and please use this link when sharing on any digital platform—like your website, social media accounts or email campaigns.



**Use this link when sharing the site:**

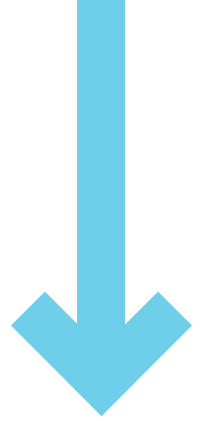
[https://howrightnow.org/?utm\\_source=General&utm\\_medium=Partner%20Toolkit&utm\\_campaign=HRN&utm\\_content=English](https://howrightnow.org/?utm_source=General&utm_medium=Partner%20Toolkit&utm_campaign=HRN&utm_content=English)

**#HowRightNow**



**#HowRightNow**

# Anthem Video



The *How Right Now* anthem video features people boldly sharing their lived experiences and how they are coping with challenges during the COVID-19 pandemic.



## Download Anthem Video

<https://bit.ly/2EnJBmN>

## Hashtag

#HowRightNow

## Sample Tweets

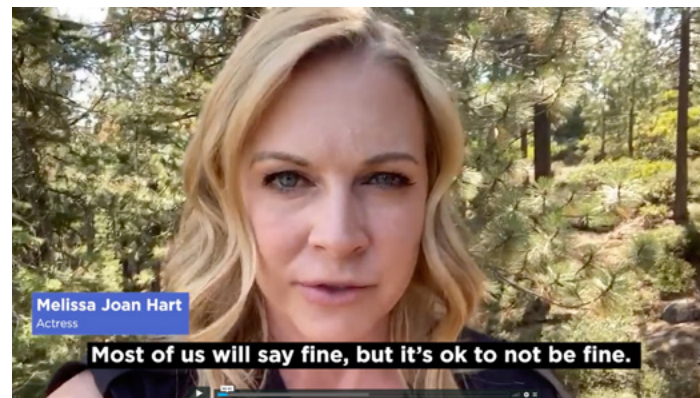
We are in challenging times because of #COVID19, but there are things we can do and resources that can help us get through. #HowRightNow  
[HowRightNow.org](https://www.howrightnow.org)

You are doing the best you can during the #COVID19 pandemic. Hear from real people on how they're coping and find resources that could help.  
#HowRightNow [HowRightNow.org](https://www.howrightnow.org)

Many of us are going through tough times. What are you doing right now to cope with your emotions? #HowRightNow [HowRightNow.org](https://www.howrightnow.org)

# Celebrity PSAs

Celebrities like Lance Bass, Omari Hardwick, Melissa Joan Hart and others are sharing what helps during this time.



Download the PSAs:



Download



# Conversations Matter Right Now

Conversation is a powerful coping tool. We've developed materials with Clinical Psychologist, Dr. Charma Dudley, Ph.D to provide tips on how to start a meaningful conversation with a loved one or listen with compassion.

➔ Watch the Video



## Additional Resources



Tips for having a meaningful conversation one pager:

➔ Download



Listen with compassion:

➔ Download

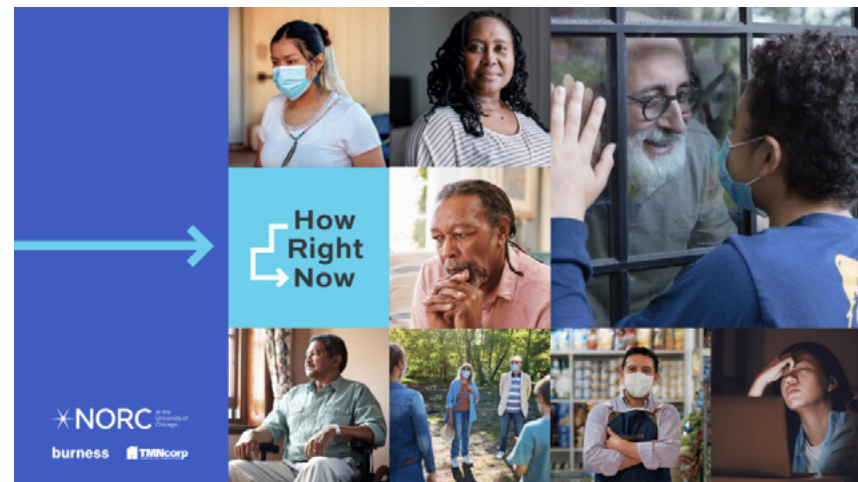
# How Right Now Partner Overview Deck and Explainer Video

We've developed an overview deck for the *How Right Now* Initiative and a short explainer video to share with others.

Partner Overview Deck:



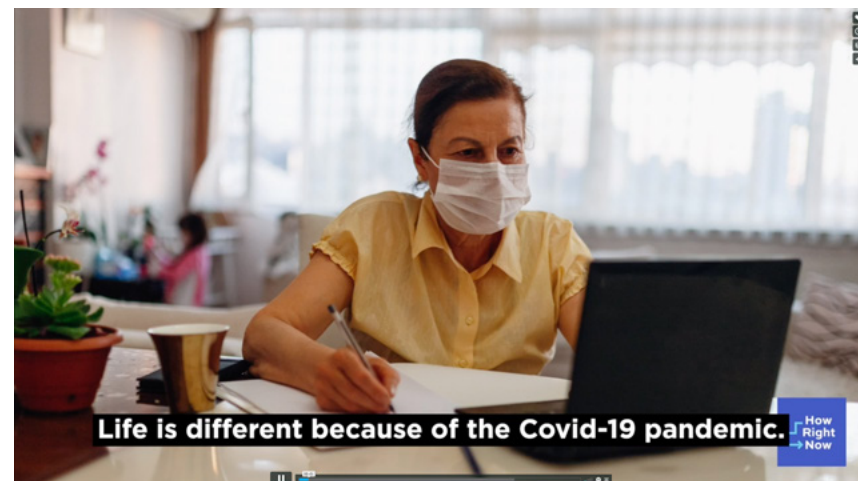
Download



Explainer Video:



Download





# Promoting HowRightNow.org

Ready-to-share social content for  
general website promotion.

Promoting HowRightNow.org

# People Ages 65 and Older

## Sample Post

Loneliness is common and there are steps we can take to deal with it.  
Find resources that could help you or someone you know who is feeling lonely at HowRightNow.org. [#HowRightNow](#)

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:



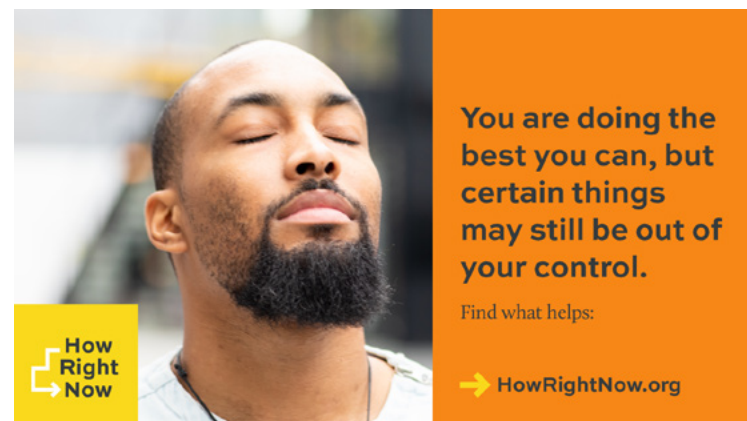
## Promoting HowRightNow.org

# Caregivers

### Sample Post

Feeling stressed? With so much going on—and so many depending on you—it's normal to feel stressed. Find resources, tips and inspiration for #HowRightNow you can de-stress: [HowRightNow.org](https://HowRightNow.org). [#HowRightNow](https://HowRightNow.org)

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:





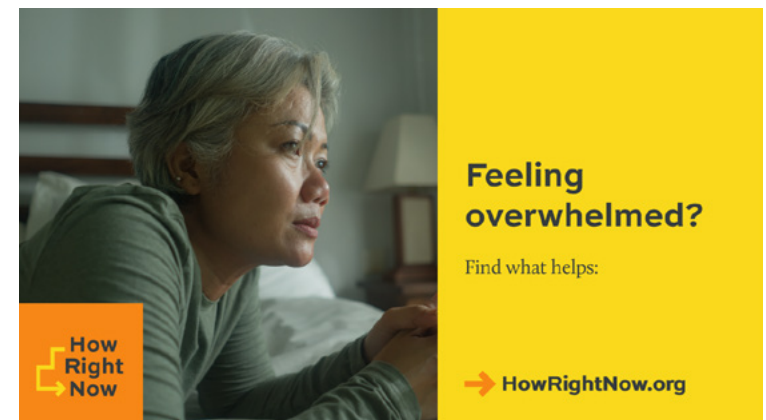
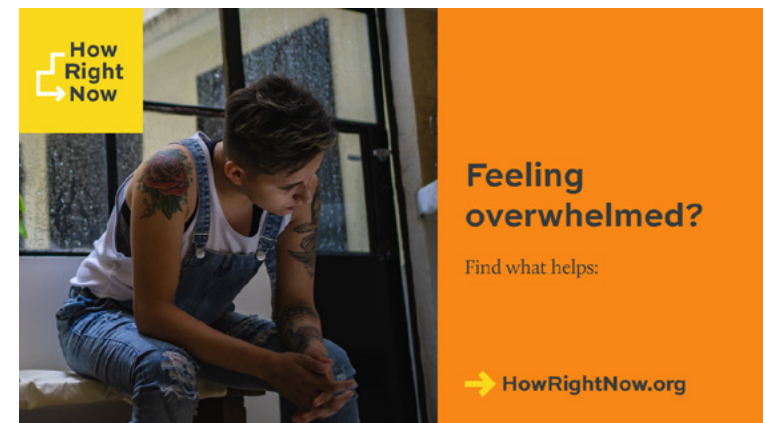
Promoting HowRightNow.org

# People With Pre-existing Mental Health Conditions

## Sample Post

The stress of #COVID19 can affect our mental health.  
Find what works with the help of someone you trust.  
See #HowRightNow people are finding what helps:  
[HowRightNow.org](https://www.howrightnow.org) [#HowRightNow](https://twitter.com/HowRightNow)

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:



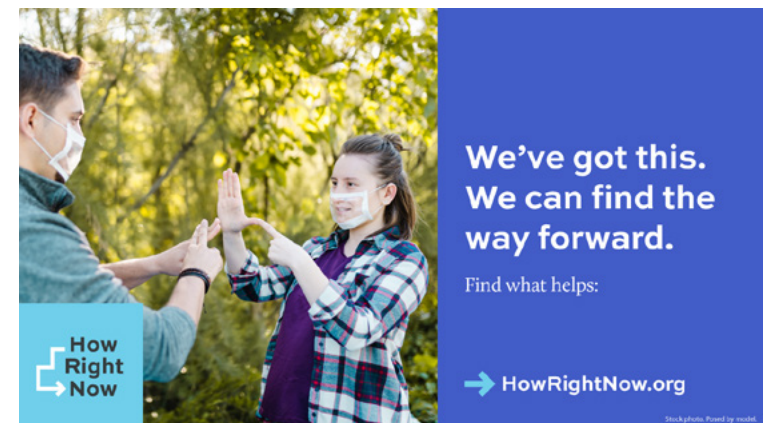
Promoting HowRightNow.org

# People With Pre-existing Physical Health Conditions

## Sample Post

#COVID19 has created new challenges for many people.  
We can adapt to new routines, stay safe and be well.  
Here's #HowRightNow people can find what helps:  
[HowRightNow.org](https://www.howrightnow.org). #HowRightNow

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:





**How  
Right  
Now**

# **Promoting Ideas That Could Help**

**Ready-to-share social content featuring  
audience -specific coping strategies and resources.**



Promoting Ideas That Could Help

# People Ages 65 and Older

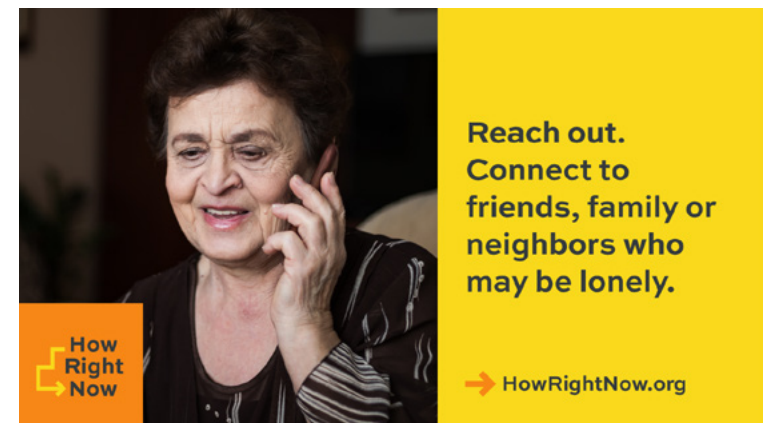
## Sample Post

Feeling lonely? Many of us are.

Find #HowRightNow people are dealing with loneliness:

[HowRightNow.org](https://www.HowRightNow.org).

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:



## Promoting Ideas That Could Help Caregivers

### Sample Post

Being a caregiver during the #COVID19 pandemic can be extra stressful. Try simple things to take care of yourself. Sometimes, even just a 5 minute break can help. See #HowRightNow people are dealing with stress: [HowRightNow.org](https://www.howrightnow.org)

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:



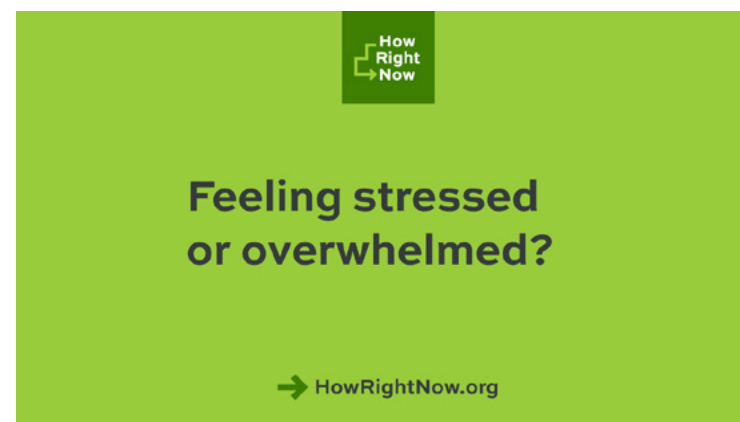
Promoting Ideas That Could Help

# People With Pre-existing Mental Health + Physical Conditions

## Sample Post

It can be a challenge to cope with changing routines and anxiety during #COVID19. But we've got this. We can find a way forward.

See #HowRightNow for ways that people can find what helps: [HowRightNow.org](https://HowRightNow.org)



**This animated GIF guides individuals through a simple, evidence-based strategy for relaxation. View and download the GIF:**



## Promoting Ideas That Could Help People Experiencing Violence


### Sample Post

You might feel afraid for your safety or for the safety of a loved one during #COVID19.

Here's #HowRightNow you can get help:

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:

 [Download](#)




**You Are Not Alone**

- ▶ Maintain social connections.
- ▶ Create a safety plan.
- ▶ Reach out for help to the National Domestic Violence Hotline. Call 1-800-799-7233 or text LOVEIS to 22522.

→ [HowRightNow.org](https://www.HowRightNow.org)

Stock photo. Pinned by model.




**You Are Not Alone**

- ▶ Maintain social connections.
- ▶ Create a safety plan.
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Stock photo. Pinned by model.



Promoting Ideas That Could Help

# People Experiencing Violence

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Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:

 [Download](#)



Promoting Ideas That Could Help

# People Experiencing Violence

## Sample Post

You might feel afraid for your safety or for the safety of a loved one during #COVID19.

Here's #HowRightNow you can get help:

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:

 [Download](#)



Promoting Ideas That Could Help

# People Experiencing Economic Distress

## Sample Post

United Way-supported @211Help connects you to a specialist in your area who can put you in touch with organizations that provide critical services like food, housing and utilities programs and more. <https://www.211.org/>

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:



Download





Promoting Ideas That Could Help

# People Experiencing Economic Distress

## Sample Post

Lost jobs. Lost income. #COVID19 has created new challenges for many of us. And those challenges can lead us to feel many emotions.

Find what helps at [HowRightNow.org/GetHelp](https://HowRightNow.org/GetHelp)

Find this specific graphic made with dozens of image options and sized for Facebook, Twitter and Instagram:



Download







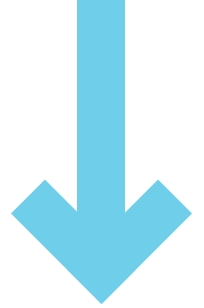
# Co-branding Materials

The State and Community Health Media Center provides access to free and low-cost, audience-tested advertising and support materials. Any organization can request to have their logo added to *How Right Now* materials.



**Go To Center**

# Newsletter Copy



**General Announcement:** Use this newsletter copy to announce your organization's support for the *How Right Now* initiative.

## **How Right Now Initiative Shares New Tools to Help with Coping and Resilience During the COVID-19 Pandemic**

[ORG NAME] is pleased to announce its support of How Right Now, an initiative that aims to address people's feelings of grief, loss and worry during the COVID-19 pandemic. It offers information and support to help people cope and be resilient during this time. This initiative is made possible with funding through the CDC Foundation.

[Org name] and many other national, regional and local organizations are working together to help improve individual and community resilience.

Visit [www.howrightnow.org](http://www.howrightnow.org) to explore the resources. Additional resources are being developed and will be made available.



For questions:

Email [Partners@HowRightNow.org](mailto:Partners@HowRightNow.org)

[www.HowRightNow.org](http://www.HowRightNow.org)

