

During Family Advocacy Day, we encourage all participants and their respective hospitals to engage on social media. This year's theme, "Team CHA" captures our shared journey towards improving pediatric care. Coming together as Team CHA on Capitol Hill and online amplifies our voices, strengthens our mission, and underscores our commitment to supporting pediatric patients and their families.

## **SOCIAL MEDIA:**

X/Twitter: [@hospitals4kids](https://twitter.com/hospitals4kids)

Facebook: [@childrenshospitals](https://www.facebook.com/childrenshospitals)

Instagram: [@childrenshospitals](https://www.instagram.com/childrenshospitals)

**HASHTAGS:** #TeamCHA  
#FAD2026

## **PROPOSED CONTENT**

This content is meant to highlight our public policy priorities during FAD 2026. Below, we have provided sample social copy options for your hospital. We encourage you to post photos and videos and engage with our social accounts leading up to and throughout Family Advocacy Day! For Instagram, we encourage you all to tag CHA and post as a collaborative post to increase the reach and engagement during FAD.

## **PRE-EVENT**

Suggested copy is below and hospitals are welcome to pair with these [graphics](#) or use your own photos from the event.

### **X/Twitter**

- Next week, **[X Hospital]** will be in D.C. for **#FAD2026** with **@hospitals4kids**. We'll stand alongside **#TeamCHA** families on Capitol Hill to share why **#MedicaidMatters** and why continued investment in children's health care is essential to keeping kids healthy.
- We're in D.C. this week with **#TeamCHA** for **@hospitals4kids #FAD2026**. Tomorrow, we'll head to Capitol Hill to highlight the lifesaving innovations from children's hospitals and the critical role **#Medicaid** plays in ensuring families can access care.
- We're honored to be in D.C. this week for the 21st **#FAD2026** hosted by **@hospitals4kids**. Standing with **#TeamCHA** families, we're united in protecting **#Medicaid** and children's access to care.

# Instagram

- Next week, **[X Hospital]** is heading to Washington, D.C., with **@childrenshospitals** and **#TeamCHA** families for **#FAD2026**. Family Advocacy Day brings together community, celebration, and powerful advocacy for pediatric health care. We're excited to lift up family voices and champion policies that put kids first. Follow along as we share updates from D.C.
- We're in D.C. this week with **#TeamCHA** for **@childrenshospitals #FAD2026**. Tomorrow, we head to Capitol Hill to talk with lawmakers about lifesaving innovations from children's hospitals and the vital role **#Medicaid** plays in helping families access care. Leaders from **[state name]** will hear directly from our patients' families about their strength, resilience, and why continued support for Medicaid and children's hospitals is essential to keeping kids healthy.
- This week, **@childrenshospitals** is hosting the 21st **#FAD2026**, bringing **#TeamCHA** families together in Washington, D.C. We are proud to stand alongside families and advocates as we champion children's access to care. From transformative procedures to innovative therapies, children's hospitals continue to push pediatric care forward. Our message is clear access to care must keep pace with that progress.

# Facebook

- **[X Hospital]** will be in Washington, D.C., June 11 through 13 as part of **@childrenshospitals #TeamCHA** for **#FAD2026**. This year marks the 21st anniversary of children's hospitals bringing patient and family voices directly to lawmakers. We are honored to join families from across the country and advocate for protecting **#Medicaid** and keeping children's health care a national priority.
- This week, **[X Hospital]** is on the ground in Washington, D.C., with **#TeamCHA** for **#FAD2026**. As we prepare to meet with lawmakers, we are bringing forward stories from **[state name]** that reflect the strength of our families, the innovation in pediatric care, and the importance of continued investment in **#Medicaid**.
- **@childrenshospitals** is hosting its 21st **#FAD2026** this week, and we are proud to stand alongside **#TeamCHA** families in D.C. Together, we are making the case for protecting **#Medicaid** and ensuring that every child can access the care they need. Innovation in pediatric health care is moving forward, and access must move with it.

# DURING THE EVENT

## X/Twitter

- At **[X Hospital]**, advocating for our patients goes beyond our walls. Today, we're on Capitol Hill with **@hospitals4kids** for **#FAD2026**, urging lawmakers to protect access to high-quality pediatric care because kids deserve policies that put their health first.
- Today on Capitol Hill, we stood alongside **#TeamCHA** families from across the country as part of **#FAD2026**. Representing **[State]**, our advocates shared personal stories and why protecting **#Medicaid** and pediatric care matters for them and their families.
- Today, **[X Hospital]** joined **@hospitals4kids** and **#TeamCHA** on Capitol Hill for **#FAD2026** to advocate for **#Medicaid**—an essential lifeline that helps children access the care they need to thrive.

- As the children’s mental health crisis continues, Congress must act. Today, we urged lawmakers to expand access to behavioral and mental health services and grow the pediatric mental health workforce. **#TeamCHA #FAD2026**

## Instagram

- **[X hospital]** is proud to advocate for our patients — both in and out of the hospital. Today, we’re joining **@childrenshospitals #FAD2026** on Capitol Hill with **#TeamCHA**, urging lawmakers to protect access to pediatric care. At a critical moment for children’s health care, kids deserve policies that put their health first. We must join together to protect it.
- Today on Capitol Hill, we stood alongside **#TeamCHA** families from across the country for **#FAD2026**. Representing **[State]**, our advocates shared their stories and experiences and why access to pediatric care matters so deeply to their children and loved ones. Family voices make all the difference.
- **#Medicaid** is essential for our patients and for children nationwide. Today, we joined **@childrenshospitals** and **#TeamCHA** on Capitol Hill for **#FAD2026** to urge lawmakers to protect this cornerstone of pediatric health care. Access to care should never be out of reach for kids and families.
- Highly trained pediatric health care professionals make exceptional care possible. Today, alongside **#TeamCHA**, we spoke with lawmakers about prioritizing policies like **#CHGME** that invest in training and growing the pediatric workforce. Supporting providers means better care for kids and families now and in the future. **#FAD2026**
- Children and families across the country continue to feel the impact of the mental health crisis. During **#FAD2026**, we urged Congress to prioritize legislation that expands access to behavioral and mental health services and strengthens the pediatric mental health workforce so children can get the support they need when they need it. **#TeamCHA**

## Facebook

- At **[X Hospital]**, advocating for our patients goes far beyond the walls of our hospital. Today, we are proud to join **@childrenshospitals** and **#TeamCHA** on Capitol Hill for **#FAD2026**, urging lawmakers to protect access to high-quality pediatric care. Children deserve policies that put their health first, and at a time when pediatric health care faces growing challenges, it is more important than ever that we come together to speak up for kids and the care they depend on.
- As part of **#FAD2026**, we spent today on Capitol Hill alongside **#TeamCHA** families from across the nation. Representing **[State]**, our advocates shared their stories and explained why access to **#Medicaid** and pediatric care is essential for their loved ones and for children everywhere.
- **#Medicaid** is essential for our patients and for children and families across the country. Today, we are on Capitol Hill with **@childrenshospitals** and **#TeamCHA** for **#FAD2026**, urging lawmakers to protect this critical lifeline for pediatric patients. Safeguarding Medicaid means protecting access to the care kids need to grow, heal, and thrive.
- Highly trained pediatric health care professionals make high quality care possible for children and families. Today, alongside **#TeamCHA**, we met with lawmakers on Capitol Hill as part of **#FAD2026** to emphasize the importance of prioritizing policies like **#CHGME** that support training and growing the pediatric workforce. Investing in the pediatric health care workforce helps ensure children can access the care they need now and in the future.

- The children’s mental health crisis continues to affect families in every community. During **#FAD2026**, we are urging Congress to prioritize legislation that expands access to behavioral and mental health services and strengthens the pediatric mental and behavioral health workforce. Children deserve timely, comprehensive mental health care, and policymakers must act to ensure kids can access the support they need to thrive. **#TeamCHA**

## POST-EVENT

### X/Twitter

- That’s a wrap on **#FAD2026**. Thank you **@hospitals4kids** for bringing **#TeamCHA** together. From powerful stories to meaningful advocacy and a wonderful celebration, this week was a strong reminder of why protecting children’s health matters on Capitol Hill and back home.

### Instagram

- That’s a wrap on an unforgettable **#FAD2026**! Huge thanks to **@childrenshospitals** for bringing **#TeamCHA** together for a week filled with powerful family stories, meaningful advocacy, and moments worth celebrating. We leave D.C. reminded of why speaking up for children’s health matters, both on Capitol Hill and back home.

### Facebook

- That’s a wrap on an inspiring week in Washington, D.C. Thank you to **@childrenshospitals** for bringing **#TeamCHA** together for **#FAD2026**! From powerful patient and family stories to meaningful advocacy on Capitol Hill and time spent celebrating together, this experience reinforced why speaking up for children’s health matters so deeply both here in D.C. and back home.