

DIGNITY UNITES US

**Global Dignity Day
Celebration**

**Social Media Toolkit
October 2021**



**Dignity
Alliance
Massachusetts**



This Oct 20th, on Global Dignity Day,
we invite you to...

**celebrate
dignity!**

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WHO WE ARE

Dignity Alliance Massachusetts

Dignity Alliance Massachusetts (DAM), a grassroots coalition of aging and disability service and advocacy organizations and supporters, works to secure fundamental changes in the provision of long-term services, support, and care.

DAM is dedicated to transformative change to ensure the dignity of older adults, people with disabilities, and their caregivers. We are committed to advancing new ways of providing long-term services, support, living options, and care, while respecting choice and self-determination!



“A comprehensive effort is needed to promote the dignity of all people in the Commonwealth, especially older adults and those with disabilities. Dignity includes the highest possible quality of care and quality of life for all. The eagerness of so many groups to come together this quickly tells us that the time for change is now.”

Arlene Germain, a co-founder of Dignity Alliance and Policy Director of Massachusetts Advocates for Nursing Home Reform



“The nature and function of nursing homes has remained essentially unchanged for the past half century. It is well past time for nursing homes to meet the needs and expectations of adults and persons with disabilities.”

Paul Lanzikos, former Secretary of the
Massachusetts Executive Office of Elder Affairs

WHAT DOES DIGNITY LOOK LIKE?



RESPECT

**SELF-
DETERMINATION**

CHOICES

Dignity Alliance passionately believes that older adults and persons with disabilities have the right to expect to live their lives in dignity, with **self-determination**, **choices**, and with **respect** to their privacy as much as any other resident. This belief is what drives our coalition.

CELEBRATE GLOBAL DIGNITY DAY!

October 20th, 2021

On Global Dignity Day, everyone, everywhere is invited to **look beyond what divides us and recognize the dignity and humanity we share.**

Check out Global Dignity for events throughout the month of October:

<https://globaldignity.org/global-dignity-day>



HOW TO CELEBRATE WITH DIGNITY ALLIANCE

Join DAM in celebrating **Global Dignity Day** on social media **Wednesday, October 20th**!

CONTENT IDEAS:

- Share what dignity means to you or your organization – or both!
- Provide examples of what dignity does or does not look like, and explain why it is important
- Express your personal or organizational commitment to dignity
- Share ideas or articles about how to honor dignity for older adults and people with disabilities



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Dignity Alliance
Massachusetts

Tag us & use the
hashtags

#DignityUnitesMass

and **#ThisIsDignity**

when posting to unite
our celebrations!

**INTERESTED
IN PROMOTING
DIGNITY FOR
OLDER ADULTS &
PEOPLE WITH
DISABILITIES?**





UNITE WITH DIGNITY ALLIANCE

DAM is a broad-based group representing a wide range of stakeholders, including nursing home resident advocates, disability rights organizations, legal service entities, mental health organizations, and health policy experts, and centering the voices of older adults and individuals with disabilities.

Our aim is to advance policies that revolutionize long-term care, putting the dignity of individuals first, providing affordable options for community living, and ensuring living wages and benefits for those who work in facilities.

Join the movement to promote dignity for all today at:

<https://dignityalliancema.org>