**Raising Awareness of Voting’s Importance Among Health Care Employees**

The 2020 elections are important … and it’s equally important that health care employees’ voices are heard through voting!

**The AHA’s “We Care, We Vote” website,** [**wecarewevote.aha.org**](http://wecarewevote.aha.org)**,** provides sample materials hospitals can use in their own organizations, including get-out-the-vote email messages and social media posts to raise awareness of the importance of voting. Your state’s voting registration policies, deadlines, and information on candidates and health care issues are also easily accessible.

Listed below are suggested activitiesto encourage voter participation in the 2020 election. Coordinate your efforts with your organization’s leadership.

* **Hold a voter registration drive at your hospital.** Plan drives around holidays, like Labor Day or Oct. 6, the 30-day pre-election countdown. Also, post links on your employee intranet to non-partisan voter registration sites, such as [www.voter.org](http://www.voter.org) and [www.nass.org/can-I-vote](http://www.nass.org/can-I-vote).
* **Publish an article in your employee newsletter** or blog from your CEO encouraging employees to register to vote and vote on Nov. 3.
* **Employ recorded messages and emails from your CEO** encouraging employees to register to vote and vote on Election Day.
* **Use your hospitals social media** **channels**, like Facebook and Twitter, to encourage your employees and community to register and vote.
* **Communicate to employees information about local voting.** Again, these websites — [www.voter.org](http://www.voter.org)and [www.CanIVote.org](http://www.CanIVote.org)— have state-specific information. Consider posting voting registration deadlines on your intranet site.