



# HOP Advocacy Social Media Posts



Below is a set of 14 social media graphics you can use to help advocate for HOP. You will find a link to the downloadable graphic in the “Graphic” column and the caption to copy and paste in the “Caption” column.

Graphic	Caption
<p><u>Post:</u> <u>“What really shapes your health?”</u></p>	<p>Did you know that 80% of a person’s health is shaped by access to food, housing, and safety — not just medical care?</p> <p>The Healthy Opportunities Pilot (HOP) was created in 2022 to improve lives by addressing these social drivers of health. And it's working.</p> <p>In Western NC alone, HOP services reached almost 11,000 people in 2024, helping families thrive — not just survive.</p> <p> Learn more at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>
<p><u>Post:</u> <u>“HOP builds our local economies”</u></p>	<p>What does real impact look like?</p> <p>Since launching in 2022, the Healthy Opportunities Pilot (HOP) has delivered over 337,000 services to North Carolinians in need — providing healthy food, safe housing, and more.</p> <p>And it’s not just life-changing — it’s cost-saving. HOP is estimated to save \$1,020/person annually in healthcare costs. That’s prevention with purpose.</p> <p> Learn more about HOP’s impact at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>

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<p><u>Post:</u> <u>“HOP helped us eat together again”</u></p>	<p>“As a mom, I don’t have to worry about how I’m going to feed my family.”</p> <p>HOP services like healthy food deliveries and safe housing are life-changing.</p> <p>In Western North Carolina, 144,595 healthy food boxes were delivered in 2024 alone. That’s nourishment. That’s energy. That’s hope.</p> <p>📺 Learn more about HOP’s impact at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>
<p><u>Post:</u> <u>“365,262 services. Thousand of stories.”</u></p>	<p>Behind every HOP service is a story — a family stabilizing after crisis, a child sleeping in a safe home, a parent able to put healthy food on the table.</p> <p>As federal and state budget conversations continue, it’s important to understand what’s working.</p> <p>HOP has provided over 365,000+ services in Western NC alone since 2022. That’s prevention in action. That’s health, redefined.</p> <p>Let’s keep telling these stories.</p> <p>📺 Learn more about HOP’s impact at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>
<p><u>Post:</u> <u>“HOP keeps the lights on”</u></p>	<p>💡 HOP keeps the lights on — literally.</p> <p>After losing electricity for 34 days, one Western North Carolina mother turned to HOP for help.</p> <p>HOP helped her family restore power, access a payment plan, and regain housing stability — all while she started a new job. Now, her family has light, warmth, and a path forward. This is what health looks like when we invest in whole-person care.</p> <p>Learn how HOP changes lives at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>

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<p><u>Post:</u> <u>“From shelter to stability”</u></p>	<p>🚨 Fleeing violence, one family found themselves in a shelter, frightened and unsure where to turn.</p> <p>HOP helped them secure safe housing, child care, a job, and even self-defense training.</p> <p>Safe, employed, and thriving, this family knows that HOP is more than a program — it’s a path to dignity, stability, and health.</p> <p>📺 Learn more at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>
<p><u>Post:</u> <u>“HOP stats”</u></p>	<p>Since March 2022, HOP has made significant strides in North Carolina:</p> <p>Over 42,000 participants served</p> <p>More than 1 million services provided</p> <p>“These numbers reflect the tangible impact of addressing social drivers of health — something Impact Health works to advance every day.”</p> <p>📺 Learn more about HOP’s impact at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>
<p><u>Post:</u> <u>“Responsive. Relevant. Resilient.”</u></p>	<p>In the aftermath of Hurricane Helene, HOP swiftly allocated \$5 million in emergency funding to 67 organizations, ensuring continued support for those in need.</p> <p>Responsive. Relevant. Resilient. HOP creates stronger, healthier communities.</p> <p>📺 Learn more about HOP’s impact at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>

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Graphic	Caption
<p><u>Post:</u> <u>“Healthy opportunities across NC”</u></p>	<p>🏠 Since 2022, the Healthy Opportunities Pilot (HOP) has transformed how we think about health in North Carolina.</p> <p>By addressing essential needs like food, housing, transportation, and safety, HOP has delivered 1 million services to more than 42,000 enrolled participants across the state.</p> <p>That’s not just care — it’s prevention, stability, and dignity at work.</p> <p>📺 Learn more about HOP’s impact in Western North Carolina at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>
<p><u>Post:</u> <u>“HOP is good medicine”</u></p>	<p>🏠 Health is about more than doctor visits. It's about access to food, housing, and safety. That’s why the Healthy Opportunities Pilot (HOP) exists.</p> <p>Since 2022, HOP has supported more than 42,000 participants across North Carolina with more than 1 million life-changing services, giving families tools for better health, dignity, and stability.</p> <p>📺 Learn more about how HOP redefines health: <a href="https://www.ncdhhs.gov/about/departments-initiatives/healthy-opportunities/healthy-opportunities-pilots/healthy-opportunities-pilots-work">https://www.ncdhhs.gov/about/departments-initiatives/healthy-opportunities/healthy-opportunities-pilots/healthy-opportunities-pilots-work</a>.</p> <p>#HealthyOpportunities #HOPworks</p>
<p><u>Post:</u> <u>“Safe at home”</u></p>	<p>🏠 In 2024, more than 2,300 families across Western NC received help from HOP to find, access, and move into safe, stable housing.</p> <p>Others received support to make their current homes safer.</p> <p>A safe place to live doesn’t just improve health—it transforms futures.</p> <p>📺 Learn how HOP supports housing stability at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>



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Graphic	Caption
<p><u>Post:</u> <u>“Food that fuels health”</u></p>	<p>🍏 Access to healthy food isn't a luxury — it's a necessity.</p> <p>Through HOP, families in Western NC received 144,595 healthy food boxes in 2024 alone.</p> <p>Better food. Better energy. Better outcomes.</p> <p>📦 HOP meets nutritional needs and feeds long-term health.</p> <p>📺 Learn more at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>
<p><u>Post:</u> <u>“HOP client story”</u></p>	<p>A leaking roof. Two asthmatic kids. And a dream on the brink.</p> <p>When Andrea and Justin's farm home became unsafe, the Healthy Opportunities Pilot (HOP) helped with critical repairs: a new roof and safe heat to protect their children's health and their future.</p> <p>“This made our lives — and our kids' lives — better,” Andrea said.</p> <p>📺 Learn more at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a>.</p> <p>#HealthyOpportunities #HOPworks</p>
<p><u>Post:</u> <u>“From crisis relief to a lifeline”</u></p>	<p>From crisis relief to a lifeline for hundreds of local families each week.</p> <p>With support from the Healthy Opportunities Pilot (HOP), [your HSO] provides [amount] services to families in [your region], putting more than [amount of money] back into the local economy.</p> <p>[insert a quote from your HSO about your impact on your community]</p> <p>📺 Learn more at <a href="https://impacthealth.org/hop-results">impacthealth.org/hop-results</a></p> <p>#HealthyOpportunities #HOPworks</p>