

NATIONAL

ESSENTIAL MEDICINE SHORTAGE

AWARENESS DAY

MEDIA KIT

ABOUT NATIONAL ESSENTIAL MEDICINE SHORTAGE AWARENESS DAY



National Essential Medicine Shortage Awareness Day (NEMSAD), observed each year on *September 8th*, raises awareness of a crisis many Americans don't realize they may face: essential medicines are not always available when they're needed most.

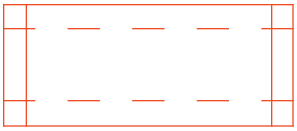
From pediatric ICUs to emergency rooms, our healthcare providers rely on a steady supply of critical medications. And while we've seen promising progress in recent years, essential medicine shortages remain a pressing challenge that demands long-term solutions.

This September 8th, we invite everyone to join the movement to **#StoptheShortages** and help create a stronger, more resilient medicine supply chain for all.

LOGO & GUIDELINES

To ensure brand consistency and clear recognition of **NEMSAD**,
please follow these simple guidelines when using the logo across digital, print, and social platforms.

1. Clear Space :



a. Maintain a minimum amount of clear space around the **NEMSAD** logo to protect its visibility and impact.

b. Keep all text, graphics, and other elements at least half the height of the logo away on all sides.

c. Do not crowd or overlay the logo with other elements.

2. Logo Usage on ***Backgrounds***



Do's



Don'ts

*The logo should be clearer.

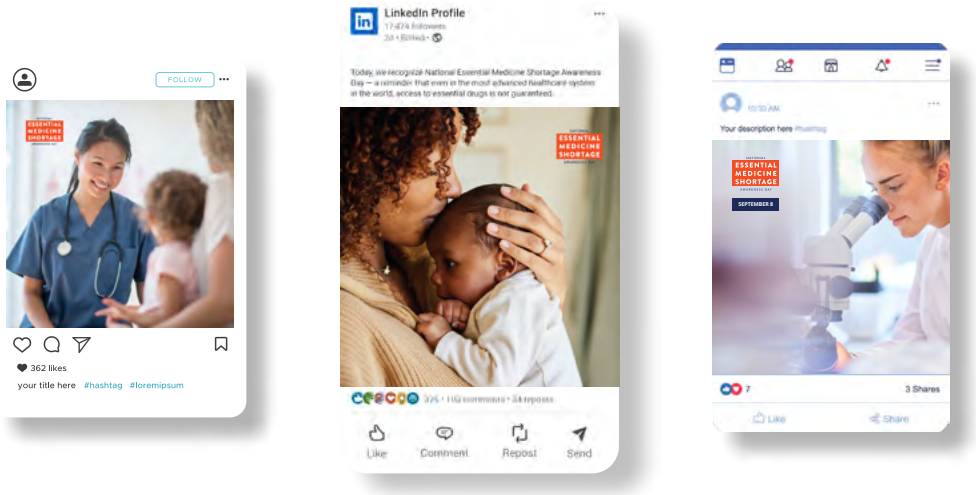
a. To ensure clarity and contrast, choose the appropriate logo version based on your background color:
   i. Use the full-color logo or dark text version on white or light backgrounds.
   ii. Use the white text version (reversed) on dark or colored backgrounds where the navy text is difficult to read.
   iii. Do not apply drop shadows, outline effects, or color overlays to the logo.

b. If in doubt, default to placing the logo on a white or neutral background for best results.

Download Logo Files

NATIONAL ESSENTIAL MEDICINE SHORTAGE AWARENESS DAY

SPREAD THE WORD.
FUEL THE MOVEMENT.



Social media is one of the most powerful tools we have to raise awareness about essential medicine shortages. Whether you're a hospital, healthcare professional, policymaker, or advocate — your voice can help drive change.

Use the sample posts below to speak out before and on September 8, and help amplify the message:

No patient should go without the medicine they need.

Download Social Images

NATIONAL ESSENTIAL MEDICINE SHORTAGE AWARENESS DAY

SAMPLE CONTENT FOR SHARING ON SOCIAL

HELP RAISE NATIONAL AWARENESS

Essential medicine shortages don't just impact hospitals — they affect families, communities, and people everywhere. These posts are for use by individuals, organizations, advocates, and anyone who wants to be part of the solution.

Share Before September 8

On Facebook, Instagram, and LinkedIn

1. Every day in America, hospitals are forced to ration or delay care because the most critical, life-saving drugs are in short supply.

   This isn't an inconvenience. It's a public health crisis.

   Essential medicine shortages are putting patients, providers, and entire communities at risk. And while we're finally beginning to see signs of progress, we can't mistake momentum for a solution.

   On September 8, join the movement to confront this crisis head-on. Together, we can build a medicine supply chain that never leaves our most vulnerable behind.

   www.stoptheshortages.com | #StoptheShortages

2. We invite you to join us on September 8th as [Organization Name] observes National Essential Medicine Shortage Awareness Day.

   Together, we're raising our voices because no one should have to wait for the medicine they rely on in emergencies, surgeries, cancer care, and daily life — simply because it's in short supply. **#StoptheShortages**

On X

1. Drug shortages affect hospitals across the country. But together, we're making progress. Join us on Sept 8 to raise awareness and demand change. **#NEMSAD #StoptheShortages**

2. Join us on September 8th as [Organization Name] observes National Essential Medicine Shortage Awareness Day. Together, we can create a future where every American has access to the essential medicines they deserve. **#StoptheShortages**

Share on September 8

On Facebook, Instagram, and LinkedIn

1. Today, September 8th, marks the observance of National Essential Medicine Shortage Awareness Day to bring awareness of essential medicine shortages and create a shared solution.

   Collaborate with us to build a reliable supply of high-quality medicine for all Americans. Learn more about National Essential Medicine Shortage Awareness Day at **www.stoptheshortages.com | #StoptheShortages**

2. When Americans go to a hospital, visit a doctor, or need an ambulance, they expect the drugs that they need will be available. But that's not the reality in the U.S. today, due to shortages in our most essential medicines.

   Every one of us can play an essential role in protecting American families—and our country—from current and future public health emergencies by stopping shortages. Collaborate with us to **#StoptheShortages.**

On X

1. Today is **#NEMSAD** — National Essential Medicine Shortage Awareness Day.
   Let's keep working toward a future without drug shortages. **#StoptheShortages**

2. No hospital should have to go without life-saving meds. Essential medicine shortages demand lasting action. I'm proud to support **#NEMSAD** on Sept 8. **#StoptheShortages**

3. Today is National Essential Medicine Shortage Awareness Day – a day to acknowledge a critical problem and share in the response to it. Collaborate with us to **#StoptheShortages.**

ELEVATE THE PEDIATRIC PERSPECTIVE

Children's hospitals are on the front lines of the essential medicine shortage crisis. These messages are designed to help Children's Hospital Coalition (CHC) members and pediatric hospitals communicate the impact on kids, raise their voices, and inspire collective action.

Share Before September 8

On Facebook, Instagram, and LinkedIn

1. [Hospital Name] is a proud member of the Children's Hospital Coalition, a first-of-its-kind effort uniting over 100 of the nation's leading hospitals and Phlow to raise awareness and drive solutions for pediatric essential medicine shortages.

   As we observe National Essential Medicine Shortage Awareness Day on September 8, we invite our fellow children's hospitals to join us in shining a light on this ongoing crisis. It's this kind of collective action that serves as an example of what is possible when we work together to fix the nation's broken essential medicine supply chain. **#StoptheShortages**

2. Pediatric hospitals across the country are still struggling to access critical medications — from chemotherapy to pain management drugs.

   Shortages put added strain on care teams and create heartbreaking decisions for families. The Children's Hospital Coalition was formed in response to this crisis, and we'll continue to fight to ensure every child has access to the medicine they need.

   There's hope on the horizon: bold innovation and collaboration are beginning to make a difference. But we must keep the pressure on.

   Join us on September 8 for National Essential Medicine Shortage Awareness Day. Because no child should wait for the medicine they need to heal.

   www.stoptheshortages.com | #StoptheShortages

On X

1. As part of the Children's Hospital Coalition, we're working to fix the broken pediatric drug supply chain. Sept 8 is **#NEMSAD** — a day to demand reliable access to essential meds for every child. **#StoptheShortages**

2. [Hospital Name] is a proud member of the Children's Hospital Coalition and we invite other children's hospitals to join us in spreading awareness of National Essential Medicine Shortage Awareness Day on September 8th. **#StoptheShortages**

Share on September 8

On Facebook, Instagram, and LinkedIn

1. At [Hospital Name], we've seen firsthand how essential medicine shortages impact our youngest and most vulnerable patients.

   Today, on National Essential Medicine Shortage Awareness Day, we join with our peers in the Children's Hospital Coalition to call for urgent, lasting solutions.

   No child should miss a treatment, suffer a delay, or face increased risk because a basic medicine isn't available.

   Progress is possible — but only if we act together.

   www.stoptheshortages.com | #StoptheShortages |#NEMSAD

2. A child should never have to wait for medicine.

   But across the U.S., pediatric hospitals navigate shortages of essential drugs that are critical to safe, effective care daily.

   Today, on National Essential Medicine Shortage Awareness Day, we raise our voices on behalf of every child who depends on us to fight harder.

   At [Hospital Name], we're proud to stand with our peers in the Children's Hospital Coalition. We've made progress. Now we must finish what we've started.

   www.stoptheshortages.com | #StoptheShortages |#NEMSAD

On X

1. Today is **#NEMSAD**. We stand with children's hospitals across the country to call for action on essential medicine shortages. Kids can't wait. **#StoptheShortages**

2. Essential medicine shortages are delaying care for children across the U.S. We must do better. On **#NEMSAD,** join us in fighting for reliable access to pediatric meds. **#StoptheShortages**

LEAD THE CALL FOR POLICY SOLUTIONS

Government leaders play a vital role in ending essential medicine shortages. These messages are crafted for elected officials and policymakers to show support, raise public awareness, and advocate for long-term, systemic change.

Share Before September 8

On Facebook, Instagram, and LinkedIn

1. As a [Title — Governor, Senator, Representative, Mayor], I recognize how fragile America's medicine supply chain has become, and I'm committed to building solutions.

   September 8 is National Essential Medicine Shortage Awareness Day, a reminder that while we've made real progress, healthcare providers across the country continue to navigate gaps in access to critical medicines, often adapting care when certain drugs are in short supply.

   Therefore, it is our duty to work together and advocate for strategic measures to ensure a stable and reliable supply of medications. We need to support both our pharmaceutical companies and federal agencies in implementing disaster preparedness plans, alternative production sites, and early warning systems. Additionally, we must explore ways to promote domestic production and reduce our dependence on overseas manufacturing. By investing in our national drug production capabilities, we can foster innovation, create jobs, and have greater control over our medicine supply. Together, we can ensure a safer and more resilient future for our healthcare system. **#StoptheShortages**

2. Today is National Essential Medicine Shortage Awareness Day!

   As a [Title — Governor, Senator, Representative, Mayor], I'm committed to advancing policies and resources that ensure every American has access to the essential medicines they depend on. Let's collaborate with stakeholders, medical professionals, and the public to make a difference in people's lives. It is this kind of collective action that represents the spirit of National Essential Medicine Shortage Awareness Day and serves as an example of what is possible when we join forces to fix the nation's broken essential medicine supply chain.

   Learn more about National Essential Medicine Shortage Awareness Day at **www.stoptheshortages.com | #StoptheShortages**

On X

1. Essential medicine shortages remain a national public health crisis. We've made progress, but the risks are real. On Sept 8, I'll be observing **#NEMSAD** and supporting long-term solutions. **#StoptheShortages**

2. I commit to fighting for legislation that helps solve the ongoing medicine shortage crisis to ensure that our U.S. drug supply chain is resilient. Let us work together to protect the health and well-being of all Americans. **#StoptheShortages**

NATIONAL ESSENTIAL MEDICINE SHORTAGE AWARENESS DAY

Share on September 8

On Facebook, Instagram, and LinkedIn

1. Today we observe National Essential Medicine Shortage Awareness Day — a day to acknowledge a crisis that continues to impact healthcare providers and patients nationwide.

   Drug shortages are a persistent threat to public health. We've made some headway, but there's still a long road ahead.

   I remain committed to working alongside healthcare leaders and industry innovators to secure America's essential medicine supply.

   Let's get this right for our Nation, our families, and our future.

   www.stoptheshortages.com | #StoptheShortages |#NEMSAD

2. Today, we recognize National Essential Medicine Shortage Awareness Day — a reminder that even in the most advanced healthcare system in the world, access to essential drugs is not guaranteed.

   We're talking about the medicines that save lives: antibiotics, sedatives, chemotherapy, and emergency IVs. And right now, they are not always available.

   I'm committed to solving the ongoing medicine shortage crisis to protect the health of our nation by securing the medicines our people depend on.

   Let today be a call to act — not just observe.

   www.stoptheshortages.com | #StoptheShortages

On X

1. **#NEMSAD** reminds us: no patient should go without vital medicine. Let's finish the work and **#StoptheShortages.**

2. We can't protect public health if our healthcare providers can't get the drugs they need. On **#NEMSAD**, let's work together to solve the essential medicine shortage crisis. **#StoptheShortages**



BEYOND THE DAY: HOW TO SUPPORT THE CAUSE YEAR-ROUND

National Essential Medicine Shortage Awareness Day is just the beginning. Eliminating essential medicine shortages will take sustained awareness, innovation, advocacy, and collaboration — all year long. Whether you're part of a hospital, healthcare organization, or an engaged advocate, here's how you can keep the momentum going:

SHARE YOUR STORY

Share stories. Post updates. Use **#StoptheShortages** all year long to keep this issue top of mind.

ADVOCATE IN YOUR ORGANIZATION

Encourage your leadership, pharmacy, and clinical teams to speak out and educate internally.

COLLABORATE WITH OTHERS

Join forces with hospitals, nonprofits, manufacturers, and advocates working to solve essential medicine shortages.

EDUCATE YOUR COMMUNITY

Include drug shortage education in outreach events, patient materials, and staff training.

ENGAGE POLICYMAKERS

Contact your reps. Advocate for stronger supply chains, domestic production, and long-term policy fixes.

NATIONAL ESSENTIAL MEDICINE SHORTAGE AWARENESS DAY

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