

FAMILY EMPOWERMENT DAY

Our Voice Shapes Policy.

MARCH 30, 2026

Families Together
in New York State



DIGITAL TOOLKIT

Families Together in New York State (FTNYS) is a statewide family-run organization that supports and represents families of children and youth with social, emotional, behavioral, and mental health needs. We work with families, youth, service providers, and policymakers to improve systems and ensure families' voices are heard.

Each year, Families Together hosts [Family Empowerment Day](#), bringing families, young people, and advocates to the New York State Capitol to share lived experience and advocate for policies and funding that impact children, youth, and families across New York State.

This **DIGITAL TOOLKIT** includes sample messages and resources to help promote Family Empowerment Day on **March 30, 2026** and amplify family and youth voices during the legislative session.

FOLLOW & SHARE

Please follow our social media accounts and feel free to cross-post and share our posts!



facebook.com/FamiliesTogetherNYS



families-together-in-new-york-state



@ftnys



@ftnys



Families-Together-in-NYS



@ftnys



Sign up for our Monthly Newsletter and email listserv [here](#).

HASHTAGS

To keep our campaign top of mind across social media channels, we recommend using the following hashtag **#FamilyEmPOWERmentDay** **#OurVoiceShapesPolicy**

PROFILE TAGS

We also encourage you to tag key stakeholders in your posts, including but not limited to:

		
Governor Kathy Hochul	@govkathyhochul	@GovKathyHochul
NYS Office of Mental Health	@NYSOMH	@NYSomh
NYS OASAS	@NewYorkStateOASAS	@NYSOASAS
Senator Gustavo Rivera, Chair Senate Committee on Health	@Hon.Gustavo.Rivera	@NYSenatorRivera
Assemblywoman Amy Paulin, Chair, Assembly Committee on Health	@assemblywomanpaulin	@AmyPaulin
Senator Samra Brouk, Chair Senate Committee on Mental Health	@SenatorBrouk	@SenatorBrouk
Assemblywoman Jo Anne Simon, Chair Assembly Committee on Mental Health	@AssemblymemberJoAnneSimon	@JoAnneSimonBK52
Senator Nathalia Fernandez, Chair Alcoholism And Substance Use Disorders Committee	@senfernandez34	@senfernandez34
Assemblyman Phil Steck, Chair Committee on Alcoholism and Drug Abuse	@PhilSteck110	@steck_phil

SOCIAL MEDIA SAMPLE POSTS

Families, young people, and advocates are coming together on Monday, March 30, 2026 at the New York State Capitol for [#FamilyEmpowermentDay](#).

This statewide rally and march is an opportunity to share lived experience, connect with legislators, and advocate for funding and policies that impact children, youth, and families across New York State. Free transportation and lunch are provided.

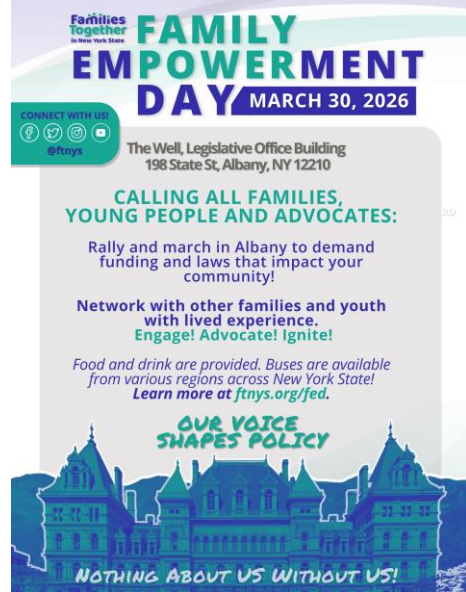
Learn more and register at www.ftnys.org/fed



#FamilyEmpowermentDay is a chance for families and youth to speak directly to decision-makers about the issues affecting their communities.

Join the rally and march on March 30, 2026, in Albany to advocate for stronger supports, connect with other families, and make your voice heard at the Capitol. Free buses and lunch are available.

Details and registration:
www.ftnys.org/fed



Want to attend Family Empowerment Day but need a ride? Free bus transportation is available from locations across New York State.

On March 30, 2026, families, youth, and advocates will travel to Albany to rally, share their stories, and advocate for policies that impact children and families. Lunch is provided, but bus seats are limited.

Reserve your seat at www.ftnys.org/fed



REGION SPECIFIC FLYERS

Families and advocates from [REGION NAME] can access free bus transportation to attend Family Empowerment Day on March 30, 2026, at the New York State Capitol.

The day centers lived experience and gives families an opportunity to engage directly with policymakers. Lunch is provided, and space on buses is limited.

Share the bus flyers for your regions!

- [New York City](#)
- [Long Island](#)
- [Central](#)
- [Westchester](#)
- [Western](#)
- [Southern Tier](#)

Learn more: www.ftnys.org/fed

Tag your representatives!

Research your legislators Click [HERE](#)

FACEBOOK & INSTAGRAM

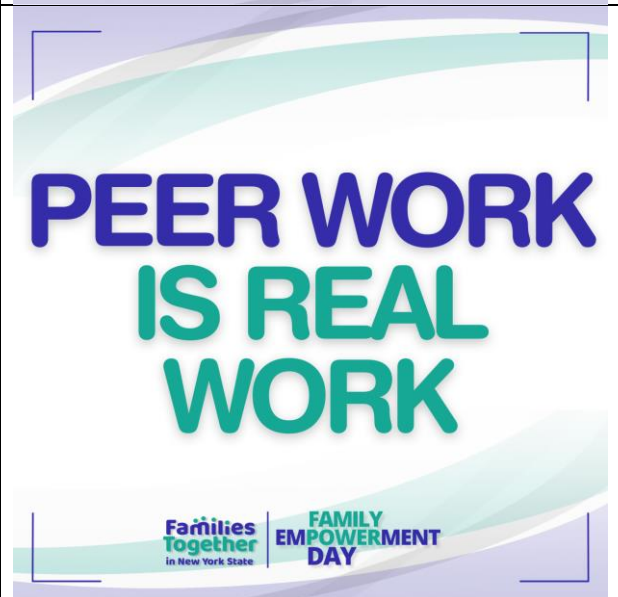
Families across New York are facing long waitlists for youth mental health care because there simply aren't enough providers. This is a workforce crisis, and families are paying the price.

@**[ASSEMBLYMEMBER]** and @**[SENATOR]**, investing in community-based behavioral health services means providers can hire and retain clinicians. @GovKathyHochul, families need a workforce, not waitlists.



Family and youth peer advocates help families navigate complex systems and stay engaged in care when it matters most. This support improves outcomes and saves lives.

@**[ASSEMBLYMEMBER]**, @**[SENATOR]**, and @GovKathyHochul — peer work is real work. New York must expand and fairly fund peer support across systems.



Schools are often the first and most accessible place young people receive mental health support, yet many schools still lack clinics, counselors, and peer advocates.

@[ASSEMBLYMEMBER] and @[SENATOR], expanding school-based mental health services helps students get support earlier. @GovKathyHochul, healthy minds start with support in schools.



TWITTER/X

Families are blocked from mental health care by insurance delays, denials, and low reimbursement rates.

@[ASSEMBLYMEMBER] @[SENATOR] @GovKathyHochul — care delayed is care denied.



Housing, food, and child care are mental health supports.

@[ASSEMBLYMEMBER] @[SENATOR]
@GovKathyHochul — investing in family well-being is prevention.



FOR YOUTH

Facebook/Instagram:

Young people deserve a seat at the table when decisions are made about mental health, schools, and community supports.

On March 30, youth from across New York will be at the Capitol sharing lived experience and calling for real change. Family Empowerment Day is about showing up, being heard, and shaping the policies that affect our lives.

Free transportation and lunch are provided.

Learn more: ftnys.org/fed

Twitter/X:

Youth voices belong in policy decisions.

March 30, young people from across NY will be at the Capitol speaking up on mental health, schools, and community supports. #FamilyEmPOWERmentDay



Learn more: ftnys.org/fed

Share the schedule at a glance!

FAMILY EMPOWERMENT DAY

Families Together
in New York State

MARCH 30, 2026

SCHEDULE AT A GLANCE

10:00 AM	Registration Opens
10:30 AM	Sign-making, Photo booth, Packet Drop-Off Buses Arrive at NYS Museum
11:00 AM	Boxed Lunch Pickup Meet & Greet with legislators (LOB Well)
12:30 PM	Rally for Youth & Family Funding
2:30 PM	March to Museum (weather permitting)
3:30 PM	Departures (by bus schedule)

OUR VOICE SHAPES POLICY.

