

**The health of each of us  
depends on the health  
of ALL of us.**



A Budget to Save Lives (B2SL) is a multi-year vision to move California toward a “Care First” future by investing in healing and rehabilitation, divesting from incarceration, and ending the fiscal austerity that endangers the lives of countless human beings.

VISIT: [budget2savelives.org](https://budget2savelives.org)  
#Budget2SaveLives #CareNotCages



## **JOIN THE MOVEMENT: SIGN YOUR NAME TO ENDORSE A BUDGET 2 SAVE LIVES**

*#CareNotCages Keeps Communities Safe*

### **2021 Campaign Launch Media Toolkit**

***Post starting on 3/3/21***

***Link to share this Media Toolkit: [bit.ly/B2SL2021](https://bit.ly/B2SL2021)***

***Website: [www.budget2savelives.org](https://www.budget2savelives.org)***

***Organizations to tag in posts: @curbprisons @justiceLAnow  
@MigrantFreedom @the\_ILRC @LAdefensx***

### ***Overview***

**Sign on—as an **organization!**—to endorse #B2SL at [bit.ly/SignOnB2SL](https://bit.ly/SignOnB2SL)**

**Sign on—as an **individual!**—to endorse #B2SL at [bit.ly/EndorseB2SL](https://bit.ly/EndorseB2SL)**

Your endorsement will help build momentum to close a violent chapter of California's history. Let's transition into a future that is sustainable, just and healthy for all.

Do you share our values? Budget 2 Save Lives (B2SL) is a multi-year vision to move California toward a "Care First" future by investing in healing and rehabilitation, divesting from incarceration and policing, and ending the economic austerity that endangers the lives of countless human beings.

The unprecedented events of 2020 have revealed to all Californians what marginalized communities have known for decades: incarceration, family separation and deportations are public health crises.

It's time to invest in real solutions to the systems of inequality that uniquely endanger populations that are disproportionately impacted by policing, incarceration, family separation and deportations: Black, brown, and Indigenous people; TGI (transgender, gender-variant and intersex) folks; and those immigrating to our state to build a better life for themselves and their families.

The B2SL coalition--**Californians United for a Responsible Budget (CURB), Dignity not Detention Coalition, Justice LA, Dignity and Power Now, La Defensa, Human Impact Partners (HIP), Immigrant Legal Resource Center (ILRC) and Freedom for Immigrants (FFI)**--represents more than 150 grassroots organizations.

Together, we've created three 2021-22 legislative policy proposals focused on reentry services and alternatives to incarceration that seek to create lifelines of hope for community members across the state.

**You may view the Budget to Save Lives proposals at [bit.ly/budget2sl](https://bit.ly/budget2sl)**

1. CareFirst Funding for IMMIGRANT INTEGRATION
  - a. Investment in community led efforts helps to integrate immigrants who have suffered the harm of immigrant prisons.
2. CareFirst Funding for ALTERNATIVES TO INCARCERATION
  - a. Incarceration is a public health crisis. Investing in alternatives to incarceration saves lives and supports healthy communities.
3. CareFirst Funding for TGI REENTRY SERVICES
  - a. TGI folks are forced to the margins of society, where they are disproportionately impacted by homicide, assault, sexual violence, policing, and incarceration.

**We know #CareNotCages Keeps Communities Safe. Join us in building a #CareFirst future for California. #B2SL**

### ***Call to Action:***

**[Sign on here to endorse B2SL!](#)** Individuals:([bit.ly/EndorseB2SL](https://bit.ly/EndorseB2SL))

Orgs: ([bit.ly/SignOnB2SL](https://bit.ly/SignOnB2SL))

1. **Sign on to endorse all of the Budget to Save Lives proposals.** Your name/your orgs name strengthens advocacy efforts by showing the breadth of statewide support for:
  - a. the divestment of policing, mass incarceration and deportation as solutions to social problems and
  - b. the reinvestment in community based systems of care that are at the heart of public health solutions.
2. **Share with your followers and listservs!**

### ***Table of Contents:***

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**[\\*\\*DOWNLOAD FLYERS/ASSETS HERE\\*\\*](#)**

### ***Key Points:***

A budget is a statement about our values. As California wastes billions of dollars of tax revenue on jails, prisons, and detention centers built to solve problems that are actually socio-economic. Too many people have fallen victim to California's culture of punishment and austerity.

- Shifting our fiscal priorities from cages to care will provide immediate relief to our most vulnerable communities and establish the long-term, cost-saving infrastructure California needs to address some of its most imperative crises.

- Most importantly, divesting from incarceration and investing in the health and wellness of our state’s residents will undoubtedly save the lives of countless people inside and outside of cages. Though we remain in the grip of the COVID-19 pandemic, we have a historic opportunity to enact a “decarceration budget” for California—a new vision for community safety that aligns with the hearts and minds of the vast majority of the state’s electorate.
- The incarceration and deportation of immigrants in California is exponentially harmful and holistically unsustainable for the state. Community based efforts serve as the only resources available for many immigrants upon their release from ICE custody and need the state to invest in local capacity building for an ethical, sustainable immigration integration infrastructure. Community investment will allow for better coordination of services and better case outcomes, which will bring holistic stability to CA’s immigrant communities, creating a steady increase in CA’s cost savings over time.

## Social Media Posts

### Twitter Posts:


*And/or post text with a Twitter-sized [graphic here](#).*

**Option 1:** Budget 2 Save Lives ([#B2SL](#)) is a multi-year vision to move California toward a [#CareFirst](#) future by investing in healing & rehabilitation, and divesting from incarceration & policing. Do you share our values? Sign-on here: [bit.ly/EndorseB2SL](https://bit.ly/EndorseB2SL)

**Option 2:** A budget is a statement about our values. Every year California wastes BILLIONS on jails, prisons, & detention centers. Too many people have fallen victim to CA’s culture of punishment and austerity. View our Budget to Save Lives ([#B2SL](#)) proposals: [bit.ly/budget2sl](https://bit.ly/budget2sl)

**Option 3:** Divesting from incarceration & investing in health and wellness will undoubtedly save the lives of countless people inside and outside of cages. Learn more about Budget 2 Save Lives [#B2SL](#) [#CareFirst](#) vision here: [bit.ly/B2SL2021](https://bit.ly/B2SL2021)

**Option 4:** The [#B2SL](#) coalition represents more than 150 grassroots orgs calling for CA to invest in real solutions to the systems of inequality that

endanger people disproportionately impacted by policing, incarceration & deportations. Share our values?  [bit.ly/EndorseB2SL](https://bit.ly/EndorseB2SL)

**Option 5:** We know [#CareNotCages](#) keeps communities safe. Join us in building a [#CareFirst](#) future for California. [#B2SL](#) Read our proposed legislation here: [bit.ly/budget2sl](https://bit.ly/budget2sl) and endorse our vision. [bit.ly/EndorseB2SL](https://bit.ly/EndorseB2SL)

**Option 6:** Reinvestment in community based systems of care are at the heart of public health solutions. Your endorsement of [#B2SL](#) will help build momentum to close a violent chapter of CA's history and transition into a future that is sustainable, just, & healthy for all. [bit.ly/EndorseB2SL](https://bit.ly/EndorseB2SL)

**Option 7:** Detention & deportation destabilizes families & entire communities, creating exponential social & economic costs for California. A Budget to Save Lives [#B2SL](#) maps out [#CareFirst](#) funding for a just immigration system. Read our proposed legislation here: [bit.ly/budget2sl](https://bit.ly/budget2sl)

**Option 8:** State resources funneled to collaborations b/w local law enforcement & ICE is both wasteful & a violation of SB 54. A Budget to Save Lives [#B2SL](#) proposes a reinvestment of these funds to [#CareFirst](#) funding for community based first responders supporting immigrants. Read our proposed legislation here: [bit.ly/budget2sl](https://bit.ly/budget2sl)

**Option 9:** A Budget to Save Lives includes [#CareFirst](#) funding for post-release & immigrant integration services & highlights the state's collaboration w/ ICE as a target for divestment. Read about [#B2SL](#) community reinvestment models to support first responders here: [bit.ly/budget2sl](https://bit.ly/budget2sl)

### ***Instagram or Facebook Posts:***

***Post text with a IG or FB-sized graphic here.***

**COPY:**

## **Call to Action! Sign on to endorse #B2SL!**

The health of each of us depends on the health of ALL of us!

1. View the 2021-22 Budget to Save Lives legislative proposals here:  
[bit.ly/budget2sl](https://bit.ly/budget2sl)
2. Sign on to endorse #B2SL! Individuals AND Organizations can sign on:
  - a. For **Individuals**: [bit.ly/EndorseB2SL](https://bit.ly/EndorseB2SL)
  - b. For **Orgs**: [bit.ly/SignOnB2SL](https://bit.ly/SignOnB2SL)
3. Repost if you share our values!

Budget 2 Save Lives (#B2SL) is a multi-year vision to move California toward a #CareFirst future by investing in healing and rehabilitation, divesting from incarceration and policing, and ending the economic austerity that endangers the lives of countless human beings.

It's time to invest in real solutions to the systems of inequality that endanger people who are disproportionately impacted by policing, incarceration, family separation and deportations: Black, Brown, and Indigenous people; TGI folks; and those immigrating to our state to build a better life for themselves and their families.

We know #CareNotCages Keeps Communities Safe. Join us!

## ***Instagram Stories Challenge:***

**ACTION ITEM:** Make a 5-15 second video for your instagram stories! **Add these Hashtags to your stories post: #B2SL #CareFirst**

## ***Check out Brian from CURB's video!***

Script: "I endorse A Budget to Save Lives because..."

- ***Incarceration is a public health crisis***
- ***COVID-19 in jails and prisons threaten public health and safety in California***
- ***The health of each of us depends on the health of all of us***
- ***Racial justice is health and economic justice***

- ***Family separation and deportations are inhumane and must end***
- ***California must reduce its jail population and close jails***
- ***California must reduce its prison population and close prisons***
- ***California must reduce its immigrant prison population and close these cages***
- ***California must decriminalize and decarcerate its youth***
- ***California must create and fund opportunities for local governments to implement community-based systems of health, reentry, and alternatives to incarceration***
- ***Healing is a human right***
- ***Communities have a right to heal***

***...visit [budget2savelives.org](https://budget2savelives.org) and sign on to a powerful vision for a Care First California."***

***Or create your own, unique message of support!***

## **Image Description for Graphic**

***Tip: Add image descriptions to your posts to increase their accessibility for visually impaired folks using screen-readers. Add these image descriptions to your caption and as "[Alt Text](#)" on Instagram. Learn more about increasing accessibility on your social media [here](#).***

1. The central image is a non-scientific drawing of an orange hand holding a pink heart against a light blue background. Above the drawing is a caption that reads "The Health of Each of Us Depends on the Health of ALL of Us" in orange letters. Below the drawing is text describing Budget 2 Save Lives as a Care First multi year vision. At the bottom of the image are two hashtags, "Budget2SaveLives" and "CareFirst," and the website address [budget2savelives.org](https://budget2savelives.org). In the bottom right corner is the Budget 2 Save Lives logo B2SL in blue letters with a drawing of a pink heart over the B.