

# Refuge: A Production of the Hilton Prize Coalition

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SOCIAL MEDIA TOOLKIT

# Hilton Prize Coalition

An Alliance of Hilton Prize Recipients

## OVERVIEW

The *Refuge series*, a production of the [Hilton Prize Coalition Storytelling Program](#) aims to chronicle how Coalition members are addressing the global refugee crisis and features the work of Humanity & Inclusion (HI), HelpAge International, the International Rehabilitation Council for Torture Victims (IRCT), and SOS Children's Villages.

This social media toolkit will continue to be updated as each vignette of the four-part *Refuge* series is released.

## HUMANITY & INCLUSION

### MESSAGING

The *Refuge: Humanity & Inclusion* film offers two lines of messaging:

1. The film presents Humanity & Inclusion's refugee response efforts in Lebanon and the critical nature of incorporating response efforts specific to people with disabilities.
2. The film draws attention to the struggle around access to humanitarian services for those without the ability to move. Humanity & Inclusion offers a solution to this lack of access through its mobile team units.

### IMPORTANT TWITTER HANDLES & HASHTAGS

- Hilton Prize Coalition: @PrizeCoalition
- Humanity & Inclusion: @HI\_UnitedStates
  - Jeff Meer, U.S. Executive Director of Humanity & Inclusion: @Jeff\_HIUS

**Hashtags:** #HPCRefuge, #HPCStorytelling, #HiltonPrize, #refugees, #Lebanon, #Syria

### THOUGHT LEADERSHIP

This think piece by the U.S. Executive Director of Humanity & Inclusion, Jeff Meer, calls for humanitarian aid organizations to be more inclusive of refugees with disabilities:

<https://prizecoalition.charity.org/refuge-humanity-inclusion/>

### VIDEO

Hilton Prize Coalition film *Refuge: Humanity & Inclusion* features HI's work with disabled refugees in Lebanon: <https://prize-coalition.s3.amazonaws.com/videos/Humanity-and-Inclusion-Refuge.mp4>

### FACEBOOK SAMPLE POSTS

The Hilton Prize Coalition recently released the first film in the four-part *Refuge* series, featuring Humanity & Inclusion (HI). Watch the full film to see how HI's mobile teams in Lebanon deliver rehabilitation services to refugees with disabilities: <https://prizecoalition.charity.org/storytelling-program/refuge-storytelling-series/>

Humanity & Inclusion's team in Lebanon faces many complicated cases when delivering rehabilitation services to refugees with disabilities. The Hilton Prize Coalition's *Refuge* series spotlights HI's efforts and

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physiotherapists like Wassila who provide the necessary care to refugees with disabilities. Watch the full film here: <https://prizecoalition.charity.org/storytelling-program/refuge-storytelling-series/>

## TWITTER SAMPLE POSTS

WATCH @PrizeCoalition's release of the *Refuge* series, featuring @HI\_UnitedStates's impact on refugees. Hear HI's perspective on the crisis as their mobile teams travel across Lebanon delivering rehabilitation services to refugees with disabilities: <https://prizecoalition.charity.org/storytelling-program/refuge-storytelling-series/>

.@HI\_UnitedStates's team in Lebanon faces many complicated cases. WATCH the *Refuge* film to see how HI utilizes mobile teams to deliver rehabilitation services across Lebanon:

<https://prizecoalition.charity.org/storytelling-program/refuge-storytelling-series/>

## QUOTES

### **Chris Chenavier, Former Head of Mission for Lebanon Humanity & Inclusion**

"This is what we call a chronic crisis. That is the reason why we are switching our modalities from an emergency response more to a kind of development approach."

"Our patients at first were war-wounded patients that were impacted by some explosive remnants of war in Syria, and who came here to run away from the conflict. And basically were in need of physiotherapy sessions in order not to fall into permanent disability."

"Here in Lebanon, you have all the Syrian refugees spread all over the country, which makes it more complicated for us to reach the beneficiaries. This is the reason why we also implement some direct activities, trying to reach these vulnerable populations through mobile teams."

### **Mariam, Physiotherapist, Humanity & Inclusion**

"Our goals are to help the parents . . . maybe she will take a long time to walk, but our goal is to help the parent to do the exercise here in the home."

### **Wassila, Physiotherapist, Humanity & Inclusion**

"We had to face a lot of complicated cases where we had to help people physically, and we needed to offer them the minimum standard just to live. At least to live. That's our goal."

## HELPAge INTERNATIONAL

### MESSAGING

The *Refuge: HelpAge International* film offers two lines of messaging:

1. The film presents HelpAge International's refugee response efforts in Lebanon and the critical nature of incorporating response efforts specific to older persons and older persons' health needs.
2. The film draws attention to older persons who struggle to access humanitarian services due to their isolation in informal refugee settlements. HelpAge International offers a solution to this lack of access by bringing services into the refugee camps.

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## IMPORTANT TWITTER HANDLES & HASHTAGS

- Hilton Prize Coalition: @PrizeCoalition
- HelpAge International, HelpAge USA: @HelpAge, @HelpAge\_USA
  - Kate Bunting, CEO, HelpAge USA: @katebuntingdc

**Hashtags:** #HPCRefuge, #HPCStorytelling, #HiltonPrize, #refugees, #Lebanon, #Syria

## THOUGHT LEADERSHIP

This think piece by the CEO of HelpAge USA, Kate Bunting, calls for humanitarian aid organizations to address the healthcare needs of older persons in refugee communities:

<https://prizecoalition.charity.org/refuge-helpage-international/>

## VIDEO

Hilton Prize Coalition film *Refuge: HelpAge International* features HelpAge's work with older persons in Lebanon's Syrian refugee community: <https://prize-coalition.s3.amazonaws.com/videos/Refuge-HelpAge.mp4>

## FACEBOOK SAMPLE POSTS

The Hilton Prize Coalition released the second film in the four-part *Refuge* series, featuring HelpAge International. Watch the full film to see how HelpAge's team in Lebanon restores a sense of dignity, belonging, and self-esteem to older persons in the Syrian refugee community:

<https://prizecoalition.charity.org/storytelling-program/refuge-storytelling-series/>

For Syrian refugees affected by hypertension and diabetes, HelpAge International supports the consultation, medication, patient education, and patient awareness of behavioral changes that need to happen. The Hilton Prize Coalition's *Refuge* series spotlights HelpAge's efforts to provide this critical care to older persons displaced by conflict. Watch the full film here:

<https://prizecoalition.charity.org/storytelling-program/refuge-storytelling-series/>

## TWITTER SAMPLE POSTS

WATCH @PrizeCoalition's second *Refuge* film, featuring @HelpAge's work with older Syrian refugees. See HelpAge restore belonging and self-esteem to older persons displaced by conflict @HelpAge\_USA:

<https://prizecoalition.charity.org/storytelling-program/refuge-storytelling-series/>

.@HelpAge's seeks to ensure dignity for older persons, among Lebanon's Syrian refugee community.

WATCH the *Refuge* film to see how HelpAge provides critical medical care and improves older persons' psychological wellbeing @HelpAge\_USA: <https://prizecoalition.charity.org/storytelling-program/refuge-storytelling-series/>

## QUOTES

**Maguy Ghanem Kallab, HelpAge International**

"What we really want is to engage them, to get them out of their isolation, and to start empowering them within their own communities."

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“We are not establishing any new health facilities. We are supporting our partners to strengthen their own facilities to provide services.”

“Many times we were not able to bring the Syrian refugees from the informal tent settlements to the centers, so we started activities in the camps.”

“You need to be culturally sensitive. We’re only supporting [Syrian refugees]. We’re only just providing a little bit of support to have them see the bright side. We are not instigating this. This is coming from them. This assistance is helping these people to keep going and to look in a different way at their situation. Not only to look at the vulnerability, but to look at the future.”

## HPC WEBSITE

This page serves as a repository for the Coalition’s blog posts, images, and videos for *Refuge*. Updates on the four-part series will also be shared on this page: <https://prizecoalition.charity.org/storytelling-program/refuge-storytelling-series/>

## PHOTOS

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<https://www.flickr.com/photos/140736218@N03/albums/72157698736067504/with/42759285254/>