



## 2025 ESSENTIAL SERVICES MONTH TOOLKIT

### ABOUT ESSENTIAL SERVICES MONTH

August Essential Services Month is an annual informational campaign aimed at raising awareness of the Los Angeles County Department of Public Social Services programs and services. DPSS helps low-income LA County residents access benefits that include, but are not limited to, cash aid, nutrition assistance, and health insurance, so they can get the support they need.

### PURPOSE OF TOOLKIT

The following social media posts are approved for use by DPSS. Digital platforms can help spread information about Essential Services Month during August.

### HOW TO USE TOOLKIT

This toolkit contains messaging that County departments and community partners may use on social media channels. Copy and paste the text into posts and download the images below. You may use any of the following combination of images and captions for your social media posts.



[DOWNLOAD IMAGE IN ALL THRESHOLD LANGUAGES](#)

### Caption 1: Share August 4-August 8

L.A. County residents 📞 Get the help you need and join DPSS @laco\_dpss this August in observing #EssentialServicesMonth2025. DPSS provides services like food assistance 🍎, cash assistance 💵, healthcare coverage 🏥, and more! ✅

Visit the DPSS YouTube channel to learn more about the different services offered:  
<http://www.youtube.com/@LACountyDPSS>

👉 Apply for assistance today at BenefitsCal.com. DPSS has you covered.

#EssentialServicesMonth2025 #DPSSHasYouCovered #LACoDPSS #BenefitsCal #SocialServices  
 #MetroLA @countyofLA

### Caption 2: Share August 18-August 22

Join DPSS @laco\_dpss this August in observing #EssentialServicesMonth2025 🍎💵🏥. DPSS provides essential services like nutrition assistance, financial assistance, healthcare, and more, so L.A. County residents can get the help they need.

Visit the DPSS YouTube channel to learn more about the different services offered:  
<http://www.youtube.com/@LACountyDPSS> 📺

👉 Apply for benefits at BenefitsCal.com. DPSS has you covered.

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