

# USING SOCIAL MEDIA FOR HEALTH AWARENESS MONTHS: JULY - SEPTEMBER EDITION

## HOW TO USE THIS TOOLKIT

This toolkit includes tips for using social media for health observances and provides content relevant to select awareness months, weeks, and days in July, August and September. For each observance featured, this toolkit includes suggested organizations to like or follow, relevant hashtags, links to other resources, and template social media posts with ePostcards..



## HOW TO USE SOCIAL MEDIA DURING HEALTH OBSERVANCES

Social media can be used during health observances to help raise awareness of the services of your program, to promote events, to join a broader national conversation, and to help improve the health of your social media followers!

## WAYS TO USE SOCIAL MEDIA DURING HEALTH OBSERVANCES

### INCORPORATE SOCIAL MEDIA INTO YOUR EXISTING EVENTS

Incorporate social media before, during, and after any events you have related to the topic of the awareness month. Use social media before your event to promote the event and build up excitement. Encourage event participants to join you in live tweeting or posting pictures during the event. Wrap up the event on social media by thanking your event attendees and volunteers and posting pictures.

### PARTICIPATE IN OR HOST AN ONLINE EVENT

Research and participate in relevant Twitter chats or Twitterviews, or consider hosting your own.

### PARTICIPATE IN OR START A THUNDERCLAP

Thunderclap is a free way to amplify your organization's voice on social media. Tips for starting your own Thunderclap are available from DigitalGov and Medium.

## POST INFORMATION FOR YOUR FOLLOWERS

The goal of awareness months is to raise awareness of a specific health issue or topic - so help increase awareness among your followers! Resources that already exist with template messages for you to post are highlighted throughout this toolkit. In addition, the HS EPIC Center has developed template messages and ePostcards for select awareness months that you can post. See below for more information!



Developed by JSI for the Healthy Start EPIC Center

# JULY: MINORITY MENTAL HEALTH AWARENESS MONTH

## RESOURCES

[Minority Mental Health Awareness Month](#), *National Alliance on Mental Illness*

This website contains information about Minority Mental Health Month, including images and graphics to share, information on how to get involved, stories, facts and statistics surrounding the topic.

[Minority Mental Health Awareness Month](#), *US Department of Health and Human Services, Office of Minority Health*

The page provides information and resources on mental health disparities, along with projects and partnerships and other resources related to minority mental health.

[National Minority Mental Health Awareness Month](#), *National Network to Eliminate Disparities in Behavioral Health*

This website contains information about Minority Mental Health Month, including ways to get involved in promoting mental health, and offers recordings of webinars focused on minority mental health.

[Minority Mental Health](#), *Mental Health America*

This website contains general information on minority mental health, along with specific information on Black and African- American Communities and Latino/ Hispanic Communities. Resources are also available in Spanish.

## HASHTAGS

#MinorityMentalHealth #MinorityMentalHealthAwarenessMonth #MMHAM #MentalHealth

## ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
Mental Health America	<a href="#"><u>@MentalHealthAm</u></a>
The National Alliance on Mental Illness	<a href="#"><u>@NAMIcommunications</u></a>
The US Dept. of Health & Human Services Office of Minority Health	<a href="#"><u>@MinorityHealth</u></a>
National Network to Eliminate Disparities in Behavioral Health	<a href="#"><u>@nned_net</u></a>

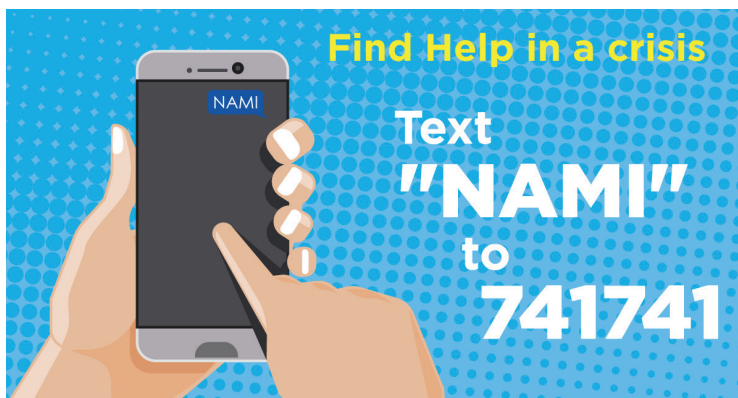
## TEMPLATE MESSAGES WITH EPOSTCARDS

The following ePostcards can be shared via social media, including Twitter, Facebook, Instagram, etc. or on your website. Separate image files are also [available](#). Template messages are included with each ePostcard, but feel free to customize the messages to your program and community!

### **SUGGESTED POST TEXT FOR EPOSTCARD 1:**

Twitter: African Americans use [#MentalHealth](#) services at ½ the rate of Caucasians. More here: <http://bit.ly/2tkPyqA> [#minoritymentalhealth](#)

Facebook.: African Americans and Hispanic Americans used mental health services at about one-half the rate of Caucasian Americans in the past year and Asian Americans at about one-third the rate. - More here: [https://www.nami.org/Learn-More/Mental-Health-By-the-Numbers?utm\\_source=awareness&utm\\_medium=website&utm\\_campaign=intoMH#sthash.FasWzZEW.dpuf](https://www.nami.org/Learn-More/Mental-Health-By-the-Numbers?utm_source=awareness&utm_medium=website&utm_campaign=intoMH#sthash.FasWzZEW.dpuf)



### **SUGGESTED POST TEXT FOR EPOSTCARD 2:**

Twitter, Facebook, etc.: The current rate of postpartum depression screening in primary care practices is below 50%. When screening be sure to use a validated tool. [#minoritymentalhealth](#)



**SUGGESTED POST TEXT FOR EPOSTCARD 3:**

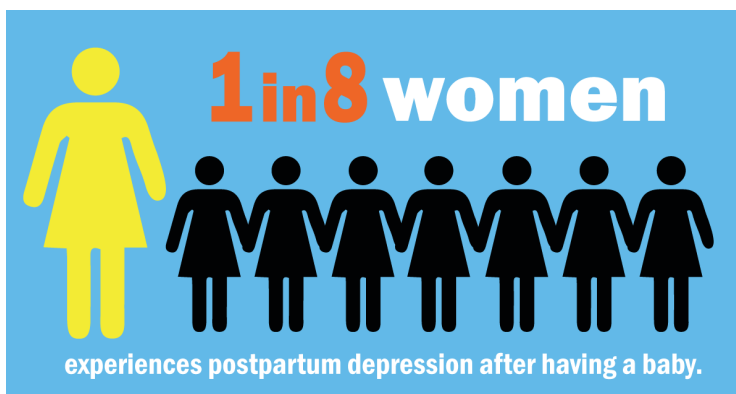
Twitter, Facebook, etc.: Postpartum depression is more than just the “baby blues”. Know the signs and make referrals to a mental health professional as necessary. [#minoritymentalhealth](#)



**SUGGESTED POST TEXT FOR EPOSTCARD 4:**

Facebook: To increase care and support for moms’ mental health, the Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD) created Moms’ Mental Health Matters: an initiative aimed at raising awareness for maternal mental health among families and healthcare providers.

Twitter etc.: Check out the Mom’s Mental Health Matters project from NICHD at NIH. [#minoritymentalhealth](#)  
<https://www.nichd.nih.gov/ncmhep/initiatives/moms-mental-health-matters/moms/Pages/default.aspx>



# AUGUST: NATIONAL BREASTFEEDING MONTH

## RESOURCES

### [Supporting Nursing Moms at Work](#)

Use these materials to spread the word about Supporting Nursing Moms at Work: Employer Solutions. Materials include sample Facebook and Twitter posts, info cards, fact sheets, and web badges.

### [World Breastfeeding Week/National Breastfeeding Month Social Media Platform Messages](#), *California Breastfeeding Coalition*

Materials include sample Facebook and Twitter posts, newsletter copy, and website copy.

### [National Breastfeeding Month](#), *United States Breastfeeding Committee (USBC)*

In celebration of National Breastfeeding Month (NBM) 2016, the USBC will host a social media advocacy campaign inviting breastfeeding coalitions, member/partner organizations, and individual supporters to join a variety of online actions and conversations to raise awareness and advocate for the policy and practice changes breastfeeding families need. Additional materials will be added closer to August.

## HASHTAGS:

[#breastfeeding](#) [#bfing](#) [#normalizebreastfeeding](#) [#pumpingatwork](#) [#FirstFood16](#) [#worldbreastfeedingweek](#)  
[#BreastIsBest](#) [#nursingmoms](#)

## ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
US Breastfeeding Committee (USBC)	<a href="#">@USbreastfeeding</a>
Office of Women's Health	<a href="#">@womenshealth</a>
National Healthy Mothers, Healthy Babies Coalition	<a href="#">@HMHBCoalition</a>
Breastfeeding USA	<a href="#">@Bf_USA</a>

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### **SUGGESTED POST TEXT FOR EPOSTCARD 1:**

Twitter: Research shows that [#nursing moms](#) who get support for [#pumpingatwork](#) miss fewer days and are more productive <http://www.womenshealth.gov/breastfeeding/employer-solutions/business-case.html>

Facebook, etc.: Research shows that nursing moms who get support to pump at work miss less work and are more productive and loyal to their company. [www.womenshealth.gov/breastfeeding/employer-solutions/business-case.html](http://www.womenshealth.gov/breastfeeding/employer-solutions/business-case.html)



### **SUGGESTED POST TEXT FOR EPOSTCARD 2:**

Twitter: We know [#breastfeeding](#) is good for infant health, but did you know it supports maternal health too? That's a win-win!

Facebook, etc.: Breastfeeding doesn't just support children. Each year a mother breastfeeds, her risk of developing invasive breast cancer decreases by 6 percent. [www.thelancet.com/series/breastfeeding](http://www.thelancet.com/series/breastfeeding)





### **SUGGESTED POST TEXT FOR EPOSTCARD 3:**

Twitter: Did you know? **#Breastfeeding** may reduce your child's risk of becoming **#obese** or **#overweight** in childhood? **@WHO** <http://bit.ly/1XpHeRZ>

Facebook, etc.: Not only does breastfeeding reduce infectious disease risk in infants and young children, but breastfeeding may also reduce their risk of becoming obese or overweight in childhood. More reasons **#BreastIsBest!** <http://bit.ly/1XpHeRZ>

**BREASTFEEDING = HEALTHY BABIES**



- Decreased diarrhea
- Fewer respiratory tract infections
- Fewer allergies
- Less risk of obesity and diabetes

### **SUGGESTED POST TEXT FOR EPOSTCARD 4:**

Twitter: August is Nat'l **#Breastfeeding** Month: time to support thriving families & communities! **@USbreastfeeding** **#NBM17**

Facebook, etc.: August is National Breastfeeding Month! Learn what you can do in just two minutes to support breastfeeding families at work, in health care coverage, and in the community. [www.usbreastfeeding.org/nbm](http://www.usbreastfeeding.org/nbm) **#NBM17**



**Breast milk** contains vitamins and nutrients babies need for good health and protection from disease.

# AUGUST: NATIONAL IMMUNIZATION AWARENESS MONTH AND WEEK

## RESOURCES:

### [Recognizing National Immunization Awareness Month \(NIAM\)](#), *CDC*

Each year in August, National Immunization Awareness Month (NIAM) provides an opportunity to highlight the value of immunization across the lifespan. Activities focus on encouraging all people to protect their health by being vaccinated against infectious diseases. This resource includes several communications toolkits and links to additional CDC information related to immunization.

### [National Immunization Awareness Month Communications Toolkit](#), *National Public Health Information Coalition*

This communications toolkit includes guidance on promoting the importance of immunizations. Materials include key messages, vaccine information, sample news releases and articles, sample social media messages and images, and links to web resources from the CDC and other organizations.

### [National Immunization Awareness Month](#), *healthfinder.gov*

Resource includes sample announcements for newsletter, listserv, or media release; sample tweets; e-cards; web badge; and additional information and resources.

### [Virtual Immunization Communications Network](#)

Resource includes an update webinar on the overall national communications plan for NIAM. The toolkit includes social media banners and graphics.

### [Alliance for Immunization in Michigan Social Media Resources](#), *Alliance for Immunization in Michigan*

Resource includes videos addressing common vaccine questions, videos of personal stories of individual and families affected by vaccine-preventable diseases, Public Service Announcements (PSAs), mobile apps, blogs, parent-friendly websites, and recommended Facebook and Twitter users to follow.

### [Minnesota Department of Health Immunization Campaigns](#), *Minnesota Department of Health*

Resource includes materials from Minnesota's vax4teens campaign, promoting adolescent vaccination, including social media messages, flyers for waiting rooms, posters, and web ads, as well as additional immunization posters.

## HASHTAGS:

[#Vaccine](#) [#Vaccines](#) [#TeamVax](#) [#NIAM17](#) [#PowertoProtect](#)

## ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
National Center on Birth Defects and Developmental Disabilities (NCBDDD)	<a href="#">@CDC_NCBDDD</a>
The American Congress of Obstetricians and Gynecologists (ACOG) Pregnancy	<a href="#">@ACOGPregnancy</a>
Centers for Disease Control and Prevention Immunization (CDC IZ) Learn	<a href="#">@CDCIZLearn</a>
National Foundation for Infectious Diseases (NFID)	<a href="#">@NFIDvaccines</a>



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### **SUGGESTED POST TEXT FOR EPOSTCARD 1:**

Twitter, Facebook, etc.: Are you on **#TeamVax**? Protect yourself and those around you this year by getting vaccinated.



### **SUGGESTED POST TEXT FOR EPOSTCARD 2:**

Twitter: It's important for kids to get their shots on schedule. Make an appointment for your child today:  
<http://1.usa.gov/XYqX3E>

Facebook, etc.: CDC has a parent-friendly childhood immunization schedule. Quickly see when your child needs each vaccine, so you can stay on schedule and make sure your baby is protected against 14 serious diseases by age two. <http://www.cdc.gov/vaccines/schedules/easy-to-read/child.html>



### **SUGGESTED POST TEXT FOR EPOSTCARD 3:**

Twitter: **#Parents**: Did you know protection from **#vaccine**-preventable diseases starts at birth? Get the facts. **#PowertoProtect** <http://1.usa.gov/InPEhA>

Facebook, etc.: Parents: Did you know protection from vaccine-preventable diseases starts at birth? Get the facts. Download the CDC's "Parents' Guide to Childhood Immunizations" today. <http://www.cdc.gov/vaccines/parents/tools/parents-guide/index.html>



### **SUGGESTED POST TEXT FOR EPOSTCARD 4:**

Twitter, Facebook, etc.: There are many ways to make shots less scary and stressful. Here are some tips! **#NIAM16** <http://1.usa.gov/1UwaWyz>



# SEPTEMBER: INFANT MORTALITY AWARENESS MONTH

## RESOURCES

### [Celebrate Day 366 Toolkit](#)

This toolkit, designed to promote awareness of the high U.S. infant mortality rate and the need to reduce it, can be used in September and throughout the year. It contains ideas for fundraising activities, advocacy, statistics, as well as tips for working with the media, public relations, and marketing.

### [A Healthy Baby Begins with You Media Tools](#), *Office of Minority Health*

This campaign is designed to raise awareness about infant mortality, with an emphasis on the African-American community. An online media kit supports state and local programs in their efforts to address health inequities among populations disproportionately affected by poor birth outcomes.

### [Infant Mortality Disparities Fact Sheets](#), *Office of Minority Health*

These fact sheets contain infant mortality statistics for different population groups including African Americans, American Indians/Alaska Natives, Asian Americans/Pacific Islanders and Hispanic Americans.

### [Social Media Toolkit for Healthy Start Programs](#), *HS EPIC Center*

The Social Media Toolkit created for Infant Mortality Awareness Month 2015 included additional social media messages with ePostcards specific to Healthy Start that can be re-used for 2017.

## HASHTAGS:

[#infantmortality](#) [#SIDS](#) [#safesleep](#)

## ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
March of Dimes	<a href="#">@MarchofDimes</a>
National Institute for Children's Health Quality (NICHQ)	<a href="#">@NICHQ</a>
First Candle	<a href="#">@FirstCandle</a>
National Institute of Child Health and Human Development (NICHD) News & Info	<a href="#">@NICHD_NIH</a>
text4baby	<a href="#">@mytext4baby</a>
ZERO TO THREE	<a href="#">@ZEROTOTHREE</a>
National Center for Education in Maternal and Child Health (NCEMCH)	<a href="#">@NCEMCH</a>
National Fetal and Infant Mortality Review Program (NFIMR)	<a href="#">@NFIMR</a>
American Academy of Pediatrics	<a href="#">@AmerAcadPeds</a>

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### SUGGESTED POST TEXT FOR EPOSTCARD 1:

Twitter, Facebook, etc.: September is **#InfantMortality** Awareness Month. Learn the risks and discover how you can protect your child today. <http://www.cdc.gov/features/infantmortality/>



### SUGGESTED POST TEXT FOR EPOSTCARD 2:

Twitter: [@CDCgov](#): Reduce the risk of SIDS and other sleep-related causes of **#infantmortality** with your ABCs

Facebook, etc.: Practicing safe sleep behaviors is one of the best ways to help reduce infant mortality. Always remember your ABCs.



### **SUGGESTED POST TEXT FOR EPOSTCARD 3:**

Twitter: **#HealthyStart** programs are in communities where the **#infantmortality** rate is 1.5 times the national average.

Facebook, etc.: Healthy Start programs are in communities where the infant mortality rate is 1.5 times the national average. Join us in recognizing Infant Mortality Awareness Month, and help us reduce infant mortality in our community.



### **SUGGESTED POST TEXT FOR EPOSTCARD 4:**

Twitter: Join <insert name of program> in working to reduce the **#infantmortality** rate in our community. <link to website> **#HealthyStart**

Facebook, etc.: <Insert name of program> is working to reduce the infant mortality rate in our community. Check out what you can do to help! <insert link to website>

