

# USING SOCIAL MEDIA FOR HEALTH OBSERVANCES: JANUARY - MARCH EDITION

## HOW TO USE THIS TOOLKIT

This toolkit includes tips for using social media for health observances, as well as content relevant to select awareness months, weeks, and days in January, February and March. 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

# JANUARY: BIRTH DEFECTS PREVENTION MONTH

## RESOURCES

**January is National Birth Defects Prevention Month**, *Centers for Disease Control and Prevention (CDC)*

This website contains information about National Birth Defects Prevention Month and includes guidelines for how to help prevent birth defects during pregnancy.

**National Birth Defects Prevention Month**, *National Birth Defects Prevention Network*

This website includes materials and resources to assist those interested in promoting birth defects prevention during Birth Defects Prevention Month. Materials are available in both English and Spanish. A National Birth Defects Prevention Month Packet is also included on the website.

## HASHTAGS:

#1in33 #Best4YouBest4Baby #birthdefects #BirthDefectsAwarenessMonth

## ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
National Birth Defects Prevention Network (NBDPN)	<a href="#">@NBDPN</a>
Centers for Disease Control and Prevention	<a href="#">@CDC</a>
March of Dimes	<a href="#">@MarchofDimes</a>
CDC's National Center on Birth Defects and Developmental Disabilities	<a href="#">@CDC_NCBDDD</a>
The Compassionate Friends	<a href="#">@TCFofUSA</a>
Cribs for Kids	<a href="#">@CribsForKids</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, Facebook, etc.: Make Healthy Choices to Prevent Birth Defects **#Best4YouBest4Baby**



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

Twitter, Facebook, etc.: 1 in every 33 babies is born with a birth defect in the U.S. We want to help you reduce that risk. <insert Healthy Start program's website> **#1in33**



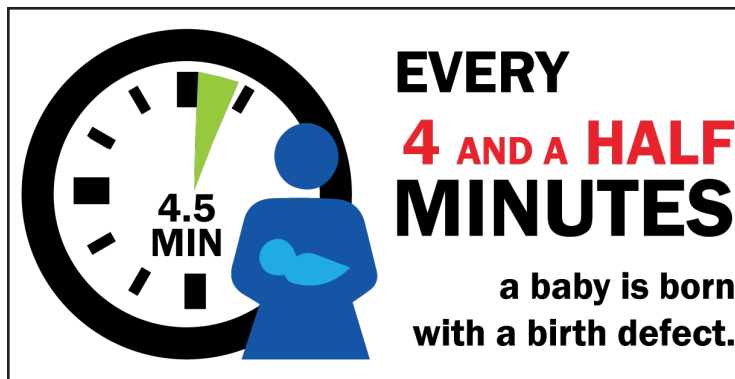
**SUGGESTED POST TEXT FOR EPOSTCARD 3:**

Twitter, Facebook, etc.: Birth defects are more common than you think. Learn what you can do to prevent them. [http://www.nbdpn.org/docs/10Things\\_Eng.pdf](http://www.nbdpn.org/docs/10Things_Eng.pdf) #BirthDefectsAwarenessMonth



**SUGGESTED POST TEXT FOR EPOSTCARD 4:**

Twitter, Facebook, etc.: What steps can you take to prevent birth defects? Take a look at this prevention pamphlet [http://www.nbdpn.org/docs/BDprevention\\_pamphletEng.pdf](http://www.nbdpn.org/docs/BDprevention_pamphletEng.pdf) @NBDPN #birthdefects



# JANUARY: FOLIC ACID AWARENESS WEEK (JANUARY 6-13, 2019)

## RESOURCES

**Folic Acid Awareness Week**, *National Birth Defects Prevention Network*

The National Birth Defects Prevention Network provides resources for Folic Acid Awareness Week, including free educational materials and a social media toolkit. Educational materials are available in both English and Spanish.

**Folic Acid**, *CDC*

CDC's page on Folic Acid provides facts, articles, and guidelines surrounding folic acid intake before, during, and after pregnancy to help prevent major birth defects of a baby's brain and spine.

## HASHTAGS

#1in33 #IFGPI #birthdefects #SpinaBifida #FolicAcid #FolicAcidAwarenessWeek

## ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
National Birth Defects Prevention Network (NBDPN)	<a href="#">@NBDPN</a>
CDC's National Center on Birth Defects and Developmental Disabilities	<a href="#">@CDC_NCBDDD</a>
Centers for Disease Control and Prevention	<a href="#">@CDC</a>
The International Federation for Spina Bifida and Hydrocephalus	<a href="#">@ifsbh</a>

## TEMPLATE MESSAGE WITH EPOSTCARD

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

### SUGGESTED POST TEXT FOR EPOSTCARD 1:

Twitter: Taking folic acid daily before pregnancy can prevent spina bifida, which affects 1,500 babies each year in the US. [#1in33](#)

Facebook, etc.: Did you know that more than half of the cases of the serious birth defects spina bifida and anencephaly can be prevented if women take folic acid daily BEFORE pregnancy? Start taking a daily multivitamin with folic acid.



# FEBRUARY: NATIONAL CHILDREN'S DENTAL HEALTH MONTH

## RESOURCES

### Healthy Habits for Happy Smiles, *Head Start*

This series of handouts for pregnant women and parents of infants and young children provides simple tips on oral health issues. All handouts are available in English and Spanish.

### February is National Children's Dental Health Month, *American Dental Association*

This website offers a National Children's Dental Health Month (NCDHM) Program Planning Guide with resources to promote the benefits of good oral health to children, including activities, planning timetable tips, and a sample proclamation. A campaign poster and activity sheets are also available in both English and Spanish.

### National Children's Dental Health Month, *National Education Association*

This website includes oral health-related activities for kids, including recommended books, science experiments, informational fact sheets, a brushing log, videos, and resources for classrooms.

### February is National Children's Dental Health Month, *National Institute of Dental and Craniofacial Research at NIH*

NIH provides free health education materials for children and their parents in both English and Spanish.

## HASHTAGS

#NCDHM #OralHealth #2min2x

## ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
American Dental Association (ADA)	<a href="#">@AmerDentalAssn</a>
National Education Association (NEA)	<a href="#">@NEAToday</a>
American Academy of Pediatrics	<a href="#">@AmerAcadPeds</a>
Healthy Children	<a href="#">@healthychildren</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!

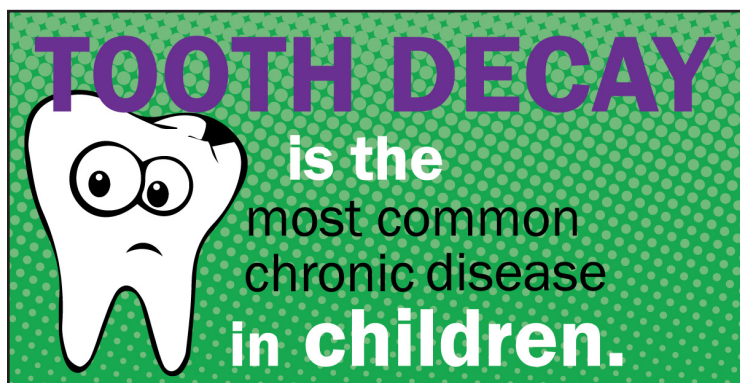
### **SUGGESTED POST TEXT FOR EPOSTCARD 1:**

Twitter, Facebook, etc.: Are you pregnant or a new mom? Learn some easy ways to keep your mouth and your baby's mouth healthy! [https://youtu.be/IKFPMvS\\_vGY](https://youtu.be/IKFPMvS_vGY) #NCDHM



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

Twitter, Facebook, etc.: Healthy teeth and gums are essential at every stage in life. Start good #oralhealth habits early on! #NCDHM #2min2x



**SUGGESTED POST TEXT FOR EPOSTCARD 3:**

Twitter, Facebook, etc.: Even though your baby will lose his or her baby teeth, early **#oralhealth** is still important! **#NCDHM**



**SUGGESTED POST TEXT FOR EPOSTCARD 4:**

Twitter, Facebook, etc.: Check out this article for information on starting good oral health habits when your baby is still young! <https://www.healthychildren.org/English/healthy-living/oral-health/Pages/Brushing-Up-on-Oral-Health-Never-Too-Early-to-Start.aspx>? **#NCDHM**





# MARCH: NATIONAL POISON PREVENTION WEEK (MARCH 17-23, 2019)

## RESOURCES

**National Poison Prevention Week**, *National Poisoning Prevention Council*

This website contains a history of National Poison Prevention Week, daily themes for each day of National Poison Prevention Week, and a fact sheet on Poison Control Centers.

**National Poison Prevention Week**, *HRSA*

HRSA provides a National Poison Prevention Week Planner to help partners plan and implement activities to raise awareness of poison prevention. The Planner includes background information, guidance on working with your local poison control center, help identifying events or activities based on target audience, and working with the media.

**Poisoning Prevention**, *CDC*

This page provides tips to prevent poisonings among children, as well as links to additional resources.

**Tips to Prevent Poisonings**, *CDC*

This page provides information on how to prevent poisonings and what steps to take if a poisoning occurs.

## HASHTAGS:

#NPPW19 #preventpoison #poisonhelp

## ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
American Association of Poison Control Centers	<a href="#">@AAPCC</a>

## TEMPLATE MESSAGE WITH EPOSTCARD

The following ePostcard 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 the ePostcard, but feel free to customize the messages to your program and community!

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

Twitter: Everyday items in your home can be poisonous to children. Take steps to poison-proof your home. <http://kidshealth.org/en/parents/safety-poisoning.html> #NPPW19

Facebook, etc: Everyday items in your home, such as household cleaners and medicines, can be poisonous to children. Here are some steps you can take to poison-proof your home. <http://kidshealth.org/en/parents/safety-poisoning.html>

