

USING SOCIAL MEDIA FOR HEALTH OBSERVANCES: APRIL - JUNE 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 April, May, and June. 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.

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

APRIL: NATIONAL CHILD ABUSE PREVENTION MONTH

RESOURCES

[National Child Abuse Prevention Month](#), *The American Society for the Positive Care of Children*

This website contains information about National Child Abuse Prevention Month, including videos, images to share, and facts and statistics surrounding child abuse.

[Child Abuse Prevention](#), *Centers for Disease Control and Prevention (CDC)*

This page on the CDC website provides information on child abuse and neglect, along with resources and links to more information and resources on the topic.

HASHTAGS:

#ChildAbuse #NationalChildAbusePreventionMonth #ChildAbusePreventionMonth #NCAPM
#StopChildAbuse #ChildrenMatter

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
The American Society for the Positive Care of Children	<u>@americanSPCC</u>
National Child Traumatic Stress Network	<u>@nctsn</u>
Center for Disease Control	<u>@CDC</u>
Prevent Child Abuse America	<u>@PCAAmerica</u>

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.: Child abuse is at epidemic levels in the United States, with the highest rate of child abuse in children under age one. Step up. Speak up. Stop it. Report it! [#NCAPM](#)



SUGGESTED POST TEXT FOR EPOSTCARD 2:

Twitter, Facebook, etc.: Over 1,700 children die unnecessarily from child abuse and neglect in 2017. April is National [#ChildAbusePreventionMonth](#)



SUGGESTED POST TEXT FOR EPOSTCARD 3:

Twitter, Facebook, etc.: 1 in 7 children experienced child abuse or neglect in the last year. Find the five strategies to prevent child abuse here: <https://www.cdc.gov/violenceprevention/pub/technical-packages/infographic/can.html>



SUGGESTED POST TEXT FOR EPOSTCARD 4:

Twitter, Facebook, etc.: Help prevent child abuse and neglect by promoting essential parenting tips! Check them out here: <https://www.cdc.gov/parents/essentials/>



APRIL: NATIONAL INFANT IMMUNIZATION WEEK (APRIL 27 - May 4, 2019)

RESOURCES

[National Infant Immunization Week](#), *Centers for Disease Control and Prevention (CDC)*

The CDC page on National Infant Immunization Week offers educational resources, [promotional materials](#), and a roster of event and activities on the importance of infant immunization. NIIW logos are [available](#) in both English and Spanish.

[National Infant Immunization Week](#), *American Academy of Pediatrics*

The Immunization page on this website provides specific information on National Infant Immunization Week and resources on the importance of vaccinations, including a [social media toolkit](#).

HASHTAGS

#NationalInfantImmunizationWeek #NIIW #ivax2protect #GetVaccinated #Vaccinations
#VaccinesWork #PowerToProtect

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
Center for Disease Control and Prevention	@CDC
Child Care Aware USA	@UCAChildCare
American Academy of Pediatricians	@AmerAcadPeds

TEMPLATE MESSAGE WITH EPOSTCARD

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SUGGESTED POST TEXT FOR EPOSTCARD 1:

Twitter, Facebook, etc.: You have the power to protect your baby from dangerous diseases.
www.cdc.gov/vaccines/parents/index.html [#ivax2protect](#)



MAY: MENTAL HEALTH AWARENESS MONTH

RESOURCES

[National Coalition for Maternal Mental Health](#), *National Coalition for Maternal Mental Health*

This website unites members from organizations committed to addressing maternal mental health by engaging stakeholders, raising awareness, and advocating for change in policies and practices to ensure all mothers receive the help they need so they and their families can thrive.

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

This website offers Mental Health Month Toolkits, which contain information on spreading the word and conducting awareness activities surrounding mental health.

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

This website provides statistics, information, videos, awareness toolkits, [social media toolkits](#), and more on mental health and [how you can prevent](#) stigma and advocate for mental health.

[Mental Health](#), *Centers for Disease Control and Prevention (CDC)*

CDC's page on mental health includes basic information on mental health, data and statistics, publications and other general resources.

HASHTAGS

[#MentalHealthAwarenessMonth](#) [#MentalHealth](#) [#MentalHealthMonth](#) [#StigmaFree](#) [#MHAM](#)
[#MentalIllnessFeelsLike](#)

ORGANIZATIONS TO LIKE OR FOLLOW

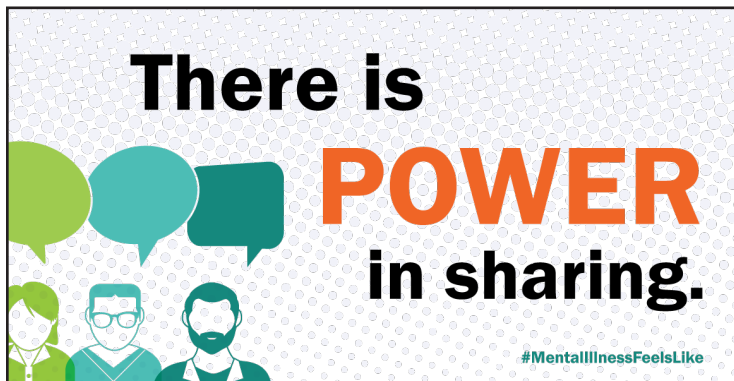
Organization	Twitter Handle
Mental Health America	@MentalHealthAM
National Alliance on Mental Illness	@NAMICommunicate
Mental Health NIMH	@NIMHGov
Mental Health Foundation	@mentalhealth
National Coalition for Maternal Mental Health	@MMHcoalition
Mental Health Chat	@MHChat

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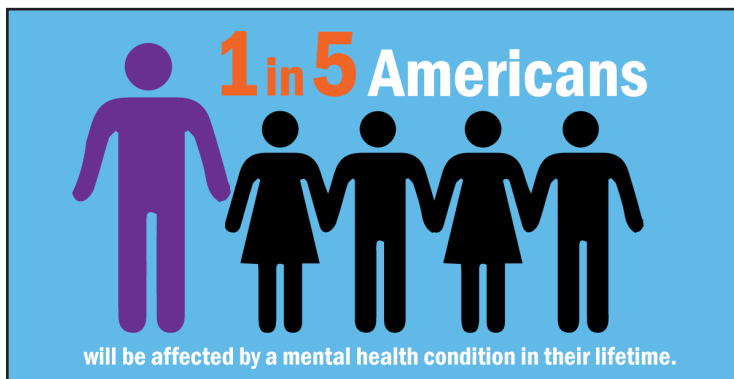
SUGGESTED POST TEXT FOR EPOSTCARD 1:

Twitter, Facebook, etc.: There is power in sharing. Don't keep mental illness to yourself. Visit <http://www.mentalhealthamerica.net/feelslike> to hear stories. #MentalIllnessFeelsLike



SUGGESTED POST TEXT FOR EPOSTCARD 2:

Twitter, Facebook, etc.: Each year, millions of Americans face the reality of living with a mental health condition #4Mind4Body #MHAM



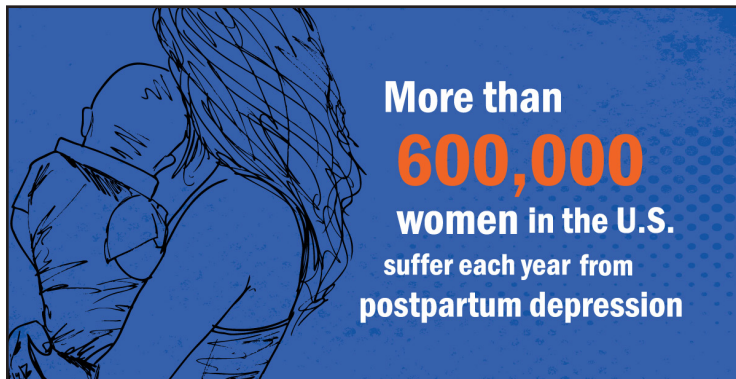
SUGGESTED POST TEXT FOR EPOSTCARD 3:

Twitter, Facebook, etc.: 60 million people in the U.S. live with **#mentalillness**. It's time to **#Act4MentalHealth** during **#MentalHealthMonth**



SUGGESTED POST TEXT FOR EPOSTCARD 4:

Twitter, Facebook, etc.: Maternal mental health disorders impact 15-20% of women during pregnancy and the postpartum period. That's 1 in 7 pregnancies. For resources: <http://www.postpartum.net/> **#MentalHealthMonth**



MAY: PREECLAMPSIA AWARENESS MONTH

RESOURCES

[May is Preeclampsia Awareness Month](#), *The Preeclampsia Foundation*

This website offers education and events that will increase awareness of preeclampsia. This includes weekly themes, social media toolkits, graphics, and more.

[Preeclampsia](#), *March of Dimes*

March of Dimes offers an explanation of preeclampsia, the signs and symptoms, causes, and treatments of the disease.

[May is Preeclampsia Awareness Month](#), *Preeclampsia & Eclampsia Monitoring, Prevention & Treatment (PRE-EMPT)*

This website is a hub of information on preeclampsia, and offers resources to help inform and educate health practitioners, patients, and families about pre-eclampsia and other hypertension-related conditions during pregnancy.

[The Promise Walk for Preeclampsia](#), *The Preeclampsia Foundation*

A signature event of the Preeclampsia Foundation, the Promise Walk for Preeclampsia provides patient support and education, raises public awareness, catalyzes research, and improves health care practices for millions of mothers and their babies every year who are impacted by preeclampsia and related hypertensive disorders of pregnancy.

HASHTAGS:

#Preeclampsia #PreeclampsiaAwarenessMonth #GoRedforWomen #Pream17

ORGANIZATIONS TO LIKE OR FOLLOW

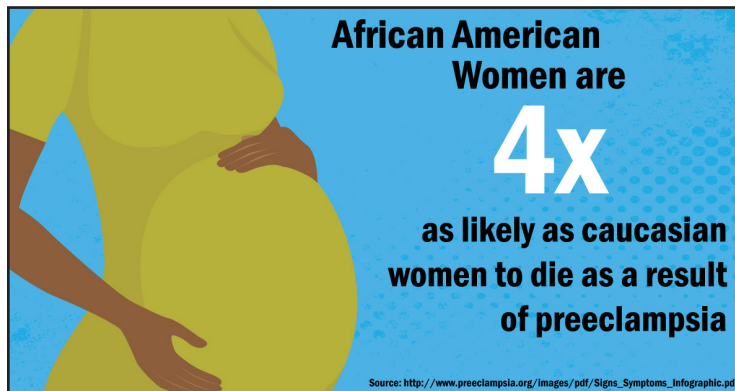
Organization	Twitter Handle
Preeclampsia Foundation	<u>@Preeclampsia</u>
Promise Walk	<u>@PromiseWalk</u>
American Congress of Obstetricians and Gynecologists (ACOG) News	<u>@ACOGNews</u>

TEMPLATE MESSAGE WITH EPOSTCARD

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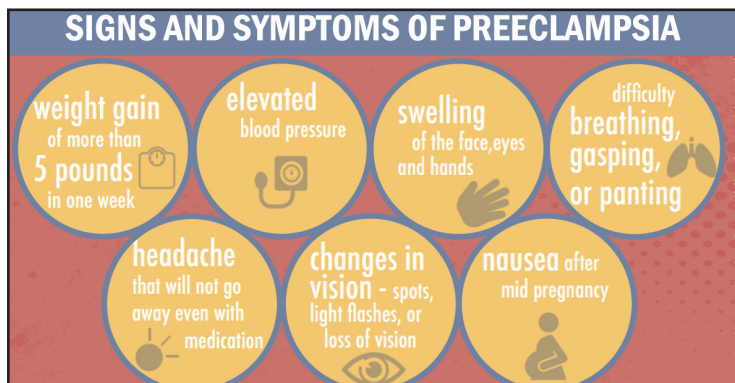
SUGGESTED POST TEXT FOR EPOSTCARD 1:

Twitter, Facebook, etc.: DYK: African American Women are more likely to die as a result of preeclampsia [#PreeclampsiaAwarenessMonth](#)



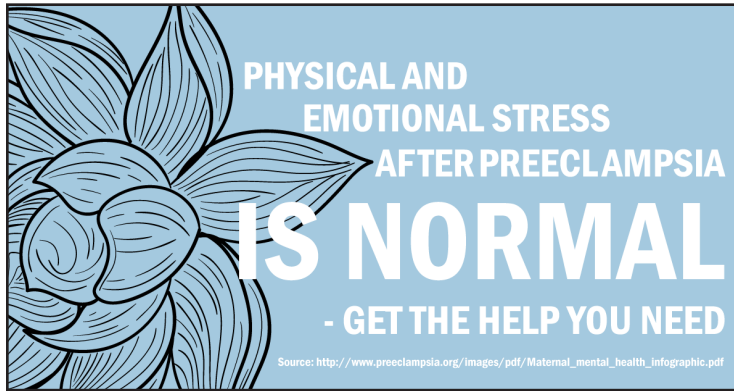
SUGGESTED POST TEXT FOR EPOSTCARD 2

Twitter, Facebook, etc.: Did you know: Preeclampsia doubles a woman's risk for developing heart disease or a stroke over the next 5-15 years? [#PreeclampsiaAwarenessMonth](#)



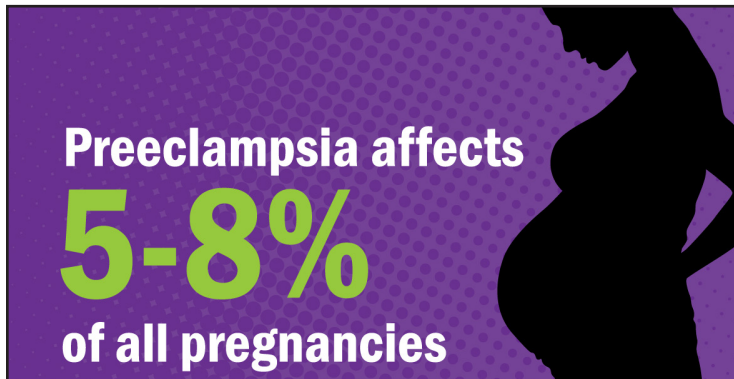
SUGGESTED POST TEXT FOR EPOSTCARD 3:

Twitter, Facebook, etc.: Women who experience preeclampsia have a 4-10x higher risk for PTSD
#PreeclampsiaAwarenessMonth #MentalHealth



SUGGESTED POST TEXT FOR EPOSTCARD 4

Twitter, Facebook, etc.: Are you a face of Preeclampsia? Tell your story and share a photo here: <http://www.preeclampsia.org/get-support/our-stories> #Preeclampsia



MAY: NATIONAL ALCOHOL AND OTHER DRUG-RELATED BIRTH DEFECTS AWARENESS WEEK (MAY 12-18, 2019)

RESOURCES

[National Alcohol and Other Drug- Related Birth Defects Awareness Week](#), *National Council on Alcoholism and Drug Dependence (NCADD)*

The National Council on Alcoholism and Drug Dependence is a great resource on the signs and symptoms, prevention, and treatment options for alcohol and drug dependency disorders.

[Fetal Alcohol Spectrum Disorders](#), *Centers for Disease Control and Prevention (CDC)*

The CDC page on FASD provides facts, articles, free materials, and educational materials surrounding FASDs.

HASHTAGS:

#FASD #StopBirthDefects #FetalAlcoholSyndrome

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
National Birth Defects Prevention Network (NBDPN)	<u>@NBDPN</u>
CDC's National Center on Birth Defects and Developmental Disabilities	<u>@CDC_NCBDDD</u>
Centers for Disease Control and Prevention	<u>@CDC</u>
National Council on Alcoholism and Drug Dependence (NCADD)	<u>@NCADD</u>

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, Facebook, etc.: If you're pregnant, think about your baby's health - don't drink alcohol! Handy fact sheet here: <https://www.acog.org/Patients/FAQs/Tobacco-Alcohol-Drugs-and-Pregnancy> #FASD



JUNE: MEN'S HEALTH WEEK (JUNE 10-16, 2019) AND MONTH

RESOURCES

[Men's Health Month](#), *Men's Health Month*

This website offers information and resources on the importance of Men's Health, and aims to heighten the awareness of preventable health problems and encourage early detection and treatment of disease among men and boys.

[National Men's Health Week](#), *Centers for Disease Control and Prevention (CDC)*

This website offers steps men can take each day to improve their health, including promoting healthy eating, exercise, tobacco cessation, stress management, and more!

[Men's Health Network](#), *Men's Health Network*

The Men's Health Network has the mission to reach men, boys, and their families with health awareness and disease prevention tools and messages, screening opportunities, educational materials, advocacy opportunities, and patient navigation. Click here for a [Fact Sheet](#).

[Wear Blue Day](#), *Men's Health Network*

Friday of Men's Health Week has been officially named Wear BLUE Day.

HASHTAGS:

#MensHealthMonth #MensHealthWeek #MensHealth @MHMnth17 #WearBlue #ProstateCancer
#ShowUsYourBlue

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
Men's Health Forum	<u>@MensHealthForum</u>
Men's Health Network	<u>@MensHlthNetwork</u>

TEMPLATE MESSAGE WITH EPOSTCARD

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SUGGESTED POST TEXT FOR EPOSTCARD 1:

Twitter, Facebook, etc.: Check out this Blueprint for Men's Health from @MensHlthNetwork <http://www.blueprintformenshealth.com/> #MensHealthMonth



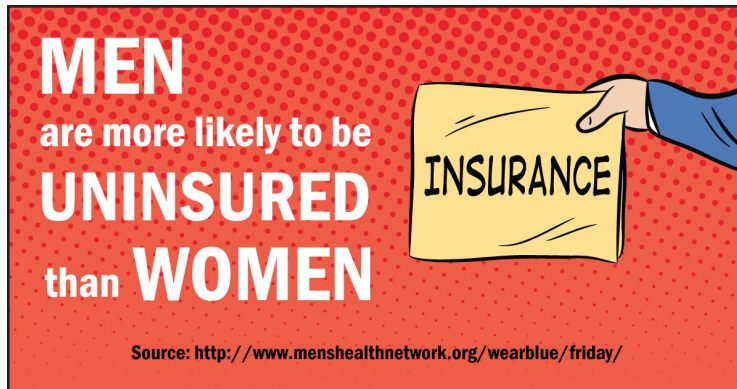
SUGGESTED POST TEXT FOR EPOSTCARD 2

Twitter, Facebook, etc.: Did you Know? Approximately 30,000 men in the U.S. die each year from prostate cancer #ProstateCancer #MensHealth



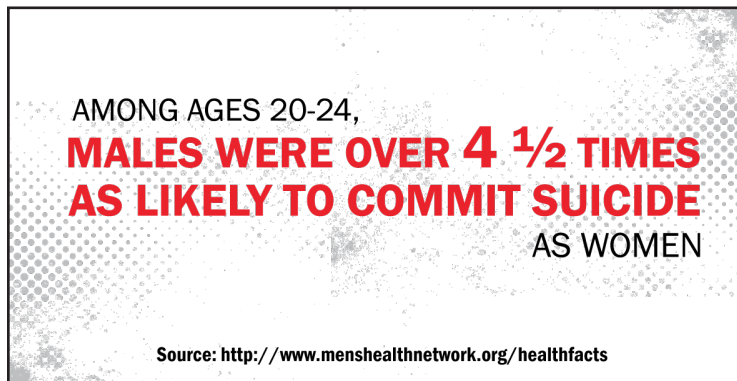
SUGGESTED POST TEXT FOR EPOSTCARD 3:

Twitter, Facebook, etc.: Men make 1/2 as many physician visits for prevention as women [#MensHealthMonth](#)



SUGGESTED POST TEXT FOR EPOSTCARD 4

Twitter, Facebook, etc.: Depression in men is often undiagnosed, contributing to the fact that men are 4x more likely than women to commit suicide [#MentalHealth](#) [#MensHealth](#)



JUNE: NATIONAL HIV TESTING DAY (JUNE 27, 2019)

RESOURCES

[National HIV Testing Day](#), *Centers for Disease Control and Prevention (CDC)*

This website provides statistics, information, videos, awareness toolkits, [campaign materials](#), and more on HIV and AIDS, and provides information on how to get tested and spread the word on National HIV Testing Day.

[National HIV Testing Day](#), *AIDS.gov*

This website provides facts, videos, graphics, stories, a [service locator](#), and other resources to share for National HIV Testing day.

HASHTAGS:

#NHIV #AIDS #NationalHIVTestingDay #KnowYourStatus #NHTD

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
CDC's Act Against AIDS Campaign	@talkHIV
CDC HIV/AIDS	@CDC_HIVAIDS
AIDS.gov	@AIDSgov
AIDSinfo	@AIDSinfo

TEMPLATE MESSAGE WITH EPOSTCARD

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SUGGESTED POST TEXT FOR EPOSTCARD 1:

Twitter, Facebook, etc.: June 27th is National HIV Testing Day. Find a testing site near you! <https://locator.aids.gov/> #NHTD

