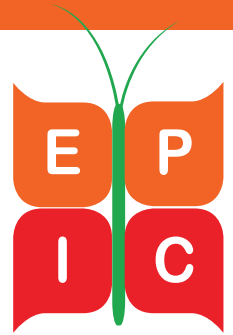# USING SOCIAL MEDIA FOR HEALTH AWARENESS MONTHS: AUGUST - SEPTEMBER EDITION

HOW TO USE THIS TOOLKIT
This toolkit includes tips for using social media for health awareness months, as well as content relevant to select awareness months in August and September. For each awareness month featured, this toolkit includes suggested organizations to like or follow, relevant hashtags, links to other resources, and four template social media posts with ePostcards.

HOW TO USE SOCIAL MEDIA DURING AWARENESS MONTHS
Social media can be used during health awareness months 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 AWARENESS MONTHS

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. Tips for hosting Twitter chats can be found at https://www.audiense.com/how-to-host-a-twitter-chat/.

PARTICIPATE IN OR START A THUNDERCLAP
Thunderclap (https://www.thunderclap.it/) is a free way to amplify your organization's voice on social media. Tips for starting your own Thunderclap are available at http://www. digitalgov.gov/2014/06/25/case-studies-in-thunderclap/ and https://medium.com/@lucdudler/6-things-you-should-know-before-using-thunderclap-bc0855efb4db#.31yf7ov4u.

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! Some resources likely already exist with template messages for you to post - see the resources below. 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!

AUGUST: NATIONAL BREASTFEEDING MONTH

RESOURCES

Supporting Nursing Moms at Work
(http://www.womenshealth.gov/breastfeeding/employer-solutions/partner-resources/index.html#social-media), Womenshealth.gov
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.

Breastfeeding Series: Social Media Toolkit
(http://media.wix.com/ugd/bf3f4e_276510e0e6ff4bbaa28b018274c3cfd7.pdf), The Lancet
This January 2016 series from The Lancet provides some great content for posting during National Breastfeeding Month. Materials include sample Facebook and Twitter posts, social media graphics, and "fast facts."

World Breastfeeding Week/National Breastfeeding Month Social Media Platform Messages
(http://californiabreastfeeding.org/wp-content/uploads/2015/07/WBW15_Social-Media-Platform.pdf), California Breastfeeding Coalition
Materials include sample Facebook and Twitter posts, newsletter copy, and website copy.

National Breastfeeding Month 2016
(http://www.usbreastfeeding.org/nbm), 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 #lactation #pumpingatwork #FirstFood16 #worldbreastfeedingweek #BreastIsBest

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
US Breastfeeding Committee (USBC)	@USbreastfeeding
Office of Women's Health	@womenshealth
National Healthy Mothers, Healthy Babies Coalition	@HMHBCoalition
Breastfeeding USA	@Bf_USA

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 available at http://healthystartepic.org/event/special-initiative-engaging-online-using-social-media-to-increase-awareness-attendance-and-action/. 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: 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

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

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

SUGGESTED POST TEXT FOR EPOSTCARD 4:

Twitter: August is Nat'l #Breastfeeding Month: time to support thriving families & communities! @USbreastfeeding #NBM16

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 #NBM16

AUGUST: NATIONAL IMMUNIZATION AWARENESS MONTH AND WEEK

Recognizing National Immunization Awareness Month (NIAM)
(http://www.cdc.gov/vaccines/events/niam.html), 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
(https://www.nphic.org/niam), 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
(https://healthfinder.gov/nho/AugustToolkit.aspx#tweets), healthfinder.gov
Resource includes sample announcements for newsletter, listserv, or media release; sample tweets; e-cards; web badge; and additional information and resources.

Alliance for Immunization in Michigan Social Media Resources
(http://www.aimtoolkit.org/indiv-families/social-media.php), 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
(http://www.health.state.mn.us/divs/idepc/immunize/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 #NIAM16 #PowertoProtect

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
National Center on Birth Defects and Developmental Disabilities (NCBDDD)	@CDC_NCBDDD
The American Congress of Obstetricians and Gynecologists (ACOG) Pregnancy	@ACOGPregnancy
Centers for Disease Control and Prevention Immunization (CDC IZ) Learn	@CDCIZLearn
Dr. Tom Frieden	@DrFriedenCDC
National Foundation for Infectious Diseases (NFID)	@NFIDvaccines

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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
 (http://www.nationalhealthystart.org/site/assets/docs/IMAC_ToolKit%20Web.pdf), National Healthy Start Association
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
(http://minorityhealth.hhs.gov/omh/content.aspx?ID=6953&lvl=3&lvlID=8), 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
(http://minorityhealth.hhs.gov/omh/content.aspx?ID=6907&lvl=3&lvlID=8), 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
(http://healthystartepic.org/wp-content/uploads/2015/08/InfantMortality-Toolkit508.pdf), 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 2016.

HASHTAGS:
#infantmortality #SIDS #safesleep #HealthyStart

ORGANIZATIONS TO LIKE OR FOLLOW

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

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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>