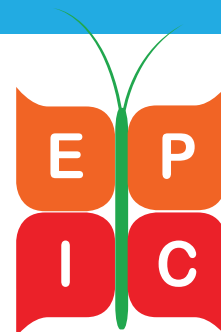


USING SOCIAL MEDIA FOR HEALTH OBSERVANCES: OCTOBER - DECEMBER EDITION

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 October, November, and December. 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!

OCTOBER: SUDDEN INFANT DEATH SYNDROME (SIDS) AWARENESS MONTH

RESOURCES

National Sudden Infant Death Syndrome, Pregnancy and Infant Loss Awareness Month Toolkit, *Georgia Department of Health, Injury Prevention Program*

This toolkit contains activities and resources for community and faith-based organizations to transform neighborhoods, engage communities, and promote safe infant sleep, as well as sample materials (newsletter articles, media release, e-mail, and social media messages).

Safe to Sleep Campaign Materials, *National Institutes of Health*

The Safe to Sleep campaign aims to bring public attention to SIDS and to educate caregivers on ways to reduce SIDS risk. The campaign's website includes information on SIDS and safe infant sleep, materials for parents/caregivers and health care providers, and an e-toolkit. Free print campaign materials can also be ordered through the website.

Healthy Child Care America (HCCA) Safe Sleep Campaign, *American Academy of Pediatrics*

This website includes informational materials for parents/caregivers and child care providers, including a free one-hour course for health care professionals and caregivers that includes information on creating a safe sleep environment and presentation materials that can be used to educate community members on SIDS in child care.

HASHTAGS:

#SIDSMonth #SafeToSleep #SIDS

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), NIH	@NICHD_NIH
First Candle	@FirstCandle
Association of Maternal & Child Health Programs (AMCHP)	@DC_AMCHP
CJ Foundation for SIDS	@CJSIDS
The Compassionate Friends	@TCFofUSA
Cribs for Kids	@CribsForKids

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: What does a safe sleep environment look like? Explore [@NICHD_NIH](#)'s virtual room to find out <http://1.usa.gov/1CSfmHi>. [#SIDSMonth](#) [#SafeToSleep](#)

Facebook, etc.: What does a safe sleep environment look like? Explore NIH's virtual room to find out! <http://1.usa.gov/1CSfmHi>. [#SIDSMonth](#) [#SafeToSleep](#)



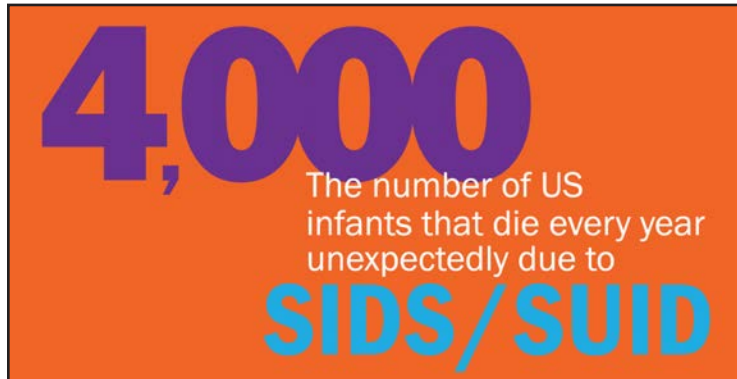
SUGGESTED POST TEXT FOR EPOSTCARD 2:

Twitter, Facebook, etc.: Bedtime? Room share, don't bed share! [#SIDSMonth](#) [#SafeToSleep](#)
<http://www.marchofdimes.org/baby/bed-sharing.aspx>



SUGGESTED POST TEXT FOR EPOSTCARD 3:

Twitter, Facebook, etc.: Did you know the chances of **#SIDS** can be decreased by nearly 50% if babies have a safe sleep environment? <http://1.usa.gov/1wsVRVJ> **#SIDSMonth**



SUGGESTED POST TEXT FOR EPOSTCARD 4:

Twitter, Facebook, etc.: Nap time? Put your baby on his or her back, every time! **#SIDSMonth**
#SafeToSleep



OCTOBER: CHILD HEALTH DAY (OCTOBER 3, 2016)

HASHTAGS:

#NationalChildHealthDay #ChildHealthDay

ORGANIZATIONS TO LIKE OR FOLLOW

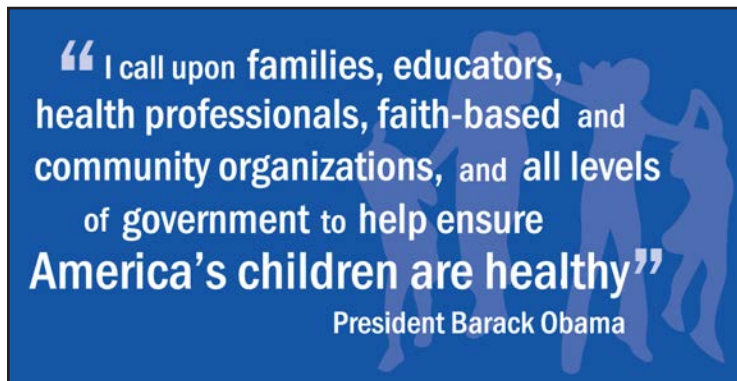
Organization	Twitter Handle
Health Resources and Services Administration (HRSA)	@HRSAgov

TEMPLATE MESSAGE WITH EPOSTCARD

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SUGGESTED POST TEXT FOR EPOSTCARD 1:

Twitter, Facebook, etc.: Today is [#NationalChildHealthDay](#)! Thanks to our partners who work with us everyday to ensure the health of all kids in our community!



NOVEMBER: NATIONAL PREMATURITY AWARENESS MONTH AND WORLD PREMATURITY DAY (NOVEMBER 17)

RESOURCES

National Prematurity Awareness Month, *CDC*

CDC's website includes information on premature birth

World Prematurity Day 2016, *European Foundation for the Care of Newborn Infants*

This website provides template resources for World Prematurity Day, including a factsheet, a toolkit, a logo, a post template, social media pictures, and an e-mail signature banner. Organizations can also submit descriptions and pictures of WPD activities to be featured on the website.

Fighting Premature Birth, *March of Dimes*

This page provides background information on premature birth and March of Dimes' work on the Prematurity Campaign.

Share Your Story, *March of Dimes*

March of Dimes-hosted online community for those who wish to share their experiences with prematurity, birth defects, and loss.

HASHTAGS:

[#worldprematurityday](#) [#prematurity](#) [#prematurebirth](#) [#preemie](#)

ORGANIZATIONS TO LIKE OR FOLLOW

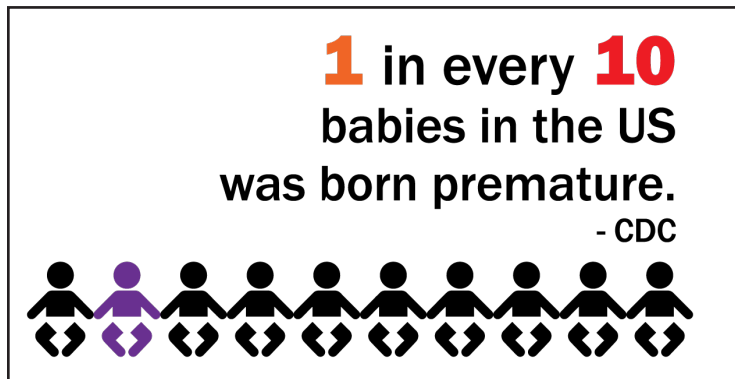
Organization	Twitter Handle
March of Dimes	@MarchofDimes
The Partnership for Maternal, Newborn & Child Health (WHO)	@PMNCH
CDC	@CDCgov
European Foundation for the Care of Newborn Infants	@EFCNIwecare

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.: Preterm birth is the leading cause of newborn death. [#prematurebirth](#)



SUGGESTED POST TEXT FOR EPOSTCARD 2:


Twitter, Facebook, etc.: Get medical care throughout your pregnancy to reduce the risk of an early birth
<insert Healthy Start program website URL> [#WorldPrematurityDay](#)



SUGGESTED POST TEXT FOR EPOSTCARD 3:

Twitter, Facebook, etc.: Healthy Start is dedicated to reducing disparities in maternal and infant health status in 100 communities around the US. [#prematurebirth](#)

Black infants were about **50%** more likely to be born preterm than white, Hispanic, and Asian/Pacific Islander infants. - CDC(2014)



SUGGESTED POST TEXT FOR EPOSTCARD 4:

Twitter, Facebook, etc.: Premature Birth Report Card: Did your state make the grade? [@MarchofDimes](#) [#prematurebirth](#) <http://www.marchofdimes.org/mission/prematurity-reportcard.aspx>

Babies born **TOO EARLY** can have short-term and long-term health problems. [#prematurity](#)



NOVEMBER: GREAT AMERICAN SMOKEOUT (NOVEMBER 17, 2016)

RESOURCES

The Great American Smokeout, *American Cancer Society*

This webpage includes template flyers, posters, and table tents, as well as ready-to-use web and social media graphics for workplaces, communities, and schools.

Smokefree.gov, *National Cancer Institute*

This website targets tobacco users and provides a wide variety of resources to help them quit.

HASHTAGS:

#GASO #GreatAmericanSmokeout

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
American Cancer Society	@AmericanCancer
SmokefreeUs	@SmokefreeUS
CDC Tobacco Free	@CDCTobaccoFree

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.: There are benefits to quitting smoking at any stage of pregnancy. 1-800-QUITNOW
smokefree.gov #GASO #GreatAmericanSmokeout



DECEMBER: NATIONAL INFLUENZA VACCINATION WEEK (DECEMBER 4-10, 2016)

RESOURCES

National Influenza Vaccination Week (NIVW), CDC

This website includes key messages, activities, communication resources, and web tools for NIVW.

Flu.gov, US Department of Health & Human Services

This website contains a wide range of information about the flu and the flu vaccine.

HASHTAGS:

#NIVW #NIVW2016 #fluvax #GetAFluVax

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
CDC Flu	@CDCFlu
Flu.gov	@FluGov
Vaccine Finder	@VaccineFinder

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

SUGGESTED POST TEXT FOR EPOSTCARD 1:

Twitter, Facebook, etc.: Have you gotten your #fluvax yet? If not, go this week during National Influenza Vaccination Week! <http://vaccine.healthmap.org/> #NIVW2016



DECEMBER: WORLD AIDS DAY (DECEMBER 1, 2016)

RESOURCES

World AIDS Day, *World AIDS Day*

This website contains background information on World AIDS Day, local events, and tips for hosting fundraising events.

December 2016 Toolkit, *healthfinder.gov*

This toolkit includes background information on World AIDS Day, sample newsletter or press release text, sample tweets, e-cards, a web badge, and additional resources.

World AIDS Day, *CDC*

This page includes AIDS resources, social media profile/cover images, and posters/inforgraphics, as well as 5 images that can be shared on social media for World AIDS Day.

HASHTAGS:

[#WorldAIDSDay](#) [#HIV](#) [#AIDS](#) [#AIDSFreeGen](#)

ORGANIZATIONS TO LIKE OR FOLLOW

Organization	Twitter Handle
AIDS.gov	@AIDSgov
National AIDS Trust (UK)	@NAT_AIDS_Trust
USAID's AIDSFree	@AIDSFreeGen

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: All pregnant women should get tested for [#HIV](#). Talk to your provider or find a testing center near you <http://1.usa.gov/9h37x0> [#WorldAIDSDay](#)

