

Social Media Toolkit

Title: Folic Acid Awareness Week (January 5-11, 2020)

For use during week 1

Launch Date: December 23, 2019

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit contains five Facebook posts, five Instagram posts, ten tweets, ten hashtags and one video regarding the importance of folic acid in the diet, especially of women.

Folic acid is a B vitamin necessary for proper cell growth.^{1,2} Folic acid also prevents a type of anemia called megaloblastic anemia. Some vitamins (such as vitamin D and vitamin A) can collect in fat tissues in the body, so they can be toxic if someone consumes too much. Folic acid does not collect in fat, but instead dissolves in water. This means that any amount of folic acid that is not used by the body (also called “unmetabolized folic acid”) goes through the kidneys, into the urine, and out of the body.²

Folic acid is the synthetic form of folate that is used in supplements and in fortified foods such as rice, pasta, bread and some breakfast cereals.² If taken before and during early pregnancy, folic acid can prevent up to 70% of some serious birth defects of the brain and spine, called neural tube defects.¹

The CDC and the U.S. Public Health Service recommend that all women between the ages of 15 and 45 consume 400 micrograms (mcg) of folic acid daily to prevent two types of neural tube defects, spina bifida and anencephaly. Since these birth defects develop within the first few weeks of pregnancy, it is important to have enough folic acid in your body BEFORE becoming pregnant and to continue getting enough folic acid during early pregnancy. Women need folic acid even if they are not planning to become pregnant since almost half of all pregnancies in the United States are unplanned. Women who could possibly become pregnant can consume 400 mcg of folic acid every day by: taking a daily multi-vitamin containing folic acid, and eating fortified foods like grains, pastas, or breakfast cereals.¹

Target audience/high-risk subsets

**Describe target audience*

Women

**Describe high-risk or sub-populations, if appropriate*

Pregnant women.

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Objections of folic acid added to grain products (food fortification): In the U.S. and other countries, wheat flour is fortified with folic acid. After the link between insufficient folic acid and neural tube defects became well-known, many governments and health organizations around the world made recommendations concerning folic acid supplementation in the form of mandatory food fortification programs. This was done because the neural tubes close in the first four weeks of gestation, before many women even know they are pregnant. Some nutritionists oppose fortification of food in general because it goes against a well-balanced diet. Additionally, the vitamin and nutritional supplement industry believe it is better to consume multi-vitamin supplements, and there is an ethical issue of having something inserted in a source of food without the consent of the person eating it.³

Potential side effects of ingesting large amounts of Folic Acid: While most adults will not experience side effects of folic acid if taken in quantities of less than 1,000 micrograms (mcg) daily, there may be a concern that if taken in a higher dose, folic acid can cause abdominal cramps, diarrhea, rash, sleep disorders, irritability, confusion, nausea, stomach upset, behavioral changes, and other side effects.⁴

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[Centers for Disease Control and Prevention](#)

[Kidshealth.org](#)

[National Birth Defects Prevention Network](#)

References

¹National Birth Defects Prevention Network. [Internet]. What is folic acid? Retrieved on 12/9/19 from:

<https://www.nbdpn.org/faaw.php>

²Centers for Disease Control and Prevention. (2017, November 22). Folic Acid Safety, Interactions and Effects on Other Outcomes. Retrieved on 12/12/19 from: <https://www.cdc.gov/ncbddd/folicacid/faqs/faqs-safety.html>

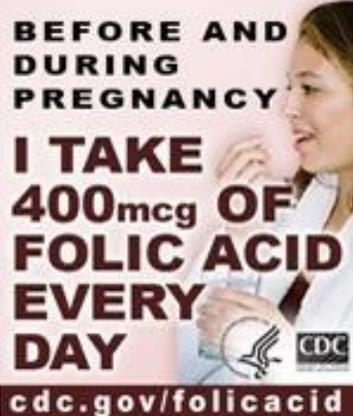
³Kamien, Max. (2006, June 19). The repeating history of objections to the fortification of bread and alcohol: from iron filings to folic acid. Medical Journal of Australia, Volume 184, Number 12; pp. 638-640.

⁴Lynch, Ben. [Internet]. Folic Acid Side Effects. Retrieved on 12/12/19 from: <https://www.drbenlynch.com/folic-acid-side-effects/>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandy Vasenda NEOMED MPH Student																									
Estimated time used to create	7 hours																									
Date submitted	12/14/19																									
DUE date & TARGET date for release (Monday)	Due Date: December 6, 2019 Target Date for Release: December 23, 2019																									
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>12/19/19</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Osman Ulvi</td> <td>12/23/19</td> <td>OU</td> <td>OU</td> <td>OU</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	12/19/19	AL			Osman Ulvi	12/23/19	OU	OU	OU										
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<p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																										
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Content recency	All messages in this toolkit were generated in December, 2019 and contain up-to-date information prior to the launch date.																									
Accuracy	Sources of all data are provided (all credible sources) YES or NO																									
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>1</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>	Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	1	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional		
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FACEBOOK

<p>Facebook 1</p>		<p>Button Source: Centers for Disease Control and Prevention Retrieved on 12/9/19 Embedded code: </p>
<p>Facebook 2</p>		<p>Caption: All women of reproductive age should get 400 mcg of folic acid each day to get enough folic acid to help prevent some birth defects because about half of U.S. pregnancies are unplanned, and major birth defects of the baby’s brain or spine occur very early in pregnancy (3-4 weeks after conception), before most women know they are pregnant Permission of caption: Centers for Disease Control and Prevention Photo credit: Photo is from the Creative Commons. Copy the HTML below to embed the attribution with license icons in your web page <p style="font-size: 0.9rem;font-style: italic;">"Pregnant Lady" by World s Direction is licensed under CC0 1.0</p></p>
<p>Facebook 3</p>		<p>Caption: This image depicts a metal colander filled with freshly washed spinach leaves, which were now ready to be eaten raw in a delicious salad, or cooked into a stir fry dish. In addition to being tasty, spinach's popularity stems from its high nutritional value. Not only is spinach low in calories, it is also a good source of essential nutrients, including vitamins A, C, and folic acid, or folate, which is an important vitamin involved in proper neural tube formation in a pregnant woman’s developing fetus. Photo Credit: CDC/ Debora Cartegena Website: https://phil.cdc.gov/Details.aspx?pid=14812 Accessed: 12/12/19 Permission: Public Health Image Library (PHIL)</p>

Facebook 4	
Facebook 5	

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.nbdpn.org/faaw.php	Folic Acid Fast Facts	12/9/2019	Source: National Birth Defects Prevention Network
Facebook 2		https://www.cdc.gov/ncbddd/folicacid/infographics/folicacidhealthypregnancy/index.html	Folic Acid and You: Your Healthy Pregnancy	12/9/2019	Source: Centers for Disease Control and Prevention
Facebook 3					
Facebook 4					
Facebook 5					

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Every woman needs #folicacid every day, whether she is planning to get pregnant or not.
Tweet 2	#Folicacid is a B-vitamin that is necessary for proper cell growth.
Tweet 3	The CDC and the U.S. Public Health Service recommend that all women between the ages of 15 and 45 consume 400 micrograms (mcg) of #folicacid daily to prevent two types of neural tube defects, spina bifida and anencephaly
Tweet 4	Although all enriched cereals and grain products in the U.S. are fortified with the B vitamin #folicacid , only one-third of U.S. women of childbearing age get the recommended amount from their diet.
Tweet 5	No matter what your age, foods rich in #folicacid are good for you.
Tweet 6	All women need #folicacid because it works best for you and your baby early in the first month of pregnancy, a time when you may not even know you're pregnant.
Tweet 7	Read food and vitamin labels carefully to be sure you are getting enough #folicacid . On the labels, #folicacid is also called "folate."
Tweet 8	#Folicacid , an essential B-vitamin, is the synthetic version of folates. Folates are naturally found in specific foods like leafy green vegetables, beans, liver, and some fruit.
Tweet 9	Did you know that you can reduce your risk of having an anencephaly-affected pregnancy by taking #FolicAcid daily BEFORE pregnancy? For more information visit: http://www.nbdpn.org/faaw.php
Tweet 10	Getting your body ready for pregnancy-preconception health-can help reduce the risk of birth defects. http://go.usa.gov/g6jx #1in33 #FolicAcid

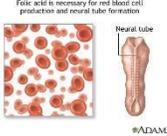
INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

<p>Instagram 1</p>		<p>Caption: This casserole dish contained a freshly prepared dish of barbequed lentils. Ingredients included dry lentils, barbeque sauce, green and red peppers, onions, and garlic. Lentils are a terrific source of folic acid, with is a nutrient that is especially necessary during pregnancy, in order to reduce the risk for a neural tube defect in the developing fetus. It is important for you to eat a healthy diet. Good sources of folic acid also include green leafy vegetables, cereal, pasta, bread, beans, and orange juice. Check the cereal you eat. It may contain 0.4 mg (400 mcgs) of folic acid in one bowl. Photo Credit: James Gathany Website: https://phil.cdc.gov/Details.aspx?pid=13119 Accessed: 12/12/19 Permission: Public Health Image Library (PHIL)</p>
<p>Instagram 2</p>	<p style="text-align: center;">Folic Acid</p> <p style="text-align: center;">What every woman needs to know <i>before</i> becoming pregnant</p> 	<p>The Global Prevention Initiative has produced a pamphlet on Folic Acid and it is available here: Website: https://www.ifglobal.org/our-work/prevention/ Accessed: 12/12/19 Permission: International Federation for Spina Bifida and Hydrocephalus</p>
<p>Instagram 3</p>		
<p>Instagram 4</p>		
<p>Instagram 5</p>		

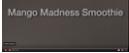
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<p>Instagram 1</p>		<p>http://www.w.c</p>		<p>12/12/19</p>	<p>Source: Centers for Disease Control and Prevention</p>

		dc.gov/ncbddd/birthdefects/count/basic.shtml			
Instagram 2		http://medlineplus.gov/encyclpages/93323.htm	Folic acid is necessary for red blood cell production and neural tube formation	12/12/19	Source: U.S. National Library of Medicine; Medline Plus
Instagram 3		http://www.utht.edu/article/59		12/12/19	Source: The University of Texas Health Science Center at Tyler
Instagram 4					
Instagram 5					

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#FolicAcidAwarenessWeek
Hashtag 2	#FolicAcid
Hashtag 3	#Folate
Hashtag 4	#Iodine
Hashtag 5	#Pregnancy
Hashtag 6	#NeuralTubeDefects
Hashtag 7	#SpinaBifida
Hashtag 8	#Anencephaly
Hashtag 9	#HealthyPregnancy
Hashtag 10	#Best4YouBest4Baby

VIDEO (OPTIONAL)

Media	Image	Embedded Code	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos							
Video #1		<code><iframe width="478" height="269" src="https://www.youtube.com/embed/kPtCoBSmisE" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe></code>	https://youtu.be/kPtCoBSmisE	Folic Acid and You: Your Healthy Pregnancy (Mango Madness Smoothie) (length:	12/10/19	SV	Source: Centers for Disease Control and Prevention
Video #2							
Video #3							

PHOTOS (copyright free)—OPTIONAL BUT GOOD TO INCLUDE

Photo #1						
Photo #2						
Photo #3						
Photo #4						
Photo #5						
Photo #6						
Photo #7						
Photo #8						
Photo #9						
Photo #10						