

Social Media Toolkit

Title: Birth Defects Prevention Month

For use during week January 27 – February 2, 2020

Launch Date: January 13, 2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

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

This toolkit will provide 5 Facebook posts, 5 Instagram posts, ten hashtags and ten tweets related to Birth Defects Prevention Month. Much of the material in this toolkit comes from the Centers for Disease Control and the National Birth Defects Prevention Network. Some of the material contained about avoiding birth defects links to the Week 01 Toolkit on “Folic Acid Prevention Week.”

A birth defect is a condition that occurs while a baby is developing in the mother's body. Most birth defects happen during the first 3 months of pregnancy when the organs of the baby are forming. However, birth defects can occur during any stage of pregnancy.² About one in every 33 babies is born with a birth defect; nearly 120,000 babies are affected by birth defects each year. Birth defects are structural changes present at birth that can affect almost any part or parts of the body (e.g., heart, brain, foot). They may affect how the body looks, works, or both. Birth defects can vary from mild to severe. The well-being of each child affected with a birth defect depends mostly on which organ or body part is involved and how much it is affected. Depending on the severity of the defect and what body part is affected, the expected lifespan of a person with a birth defect may or may not be affected.¹

A birth defect can be found before birth using prenatal testing, at birth, or any time after birth through newborn screening. Most birth defects are found within the first year of life. Some birth defects such as cleft lip or neural tube defects are easy to see, but others such as heart defects or hearing loss are found using special tests, such as echocardiograms (an ultrasound picture of the heart), x-rays or hearing tests.¹ Researchers think that most birth defects are caused by a complex mix of factors, which can include genetics; chromosomal problems; exposures to medicines, chemicals or other toxic substances; infections during pregnancy; and lack of certain nutrients²

Birth defects can occur during any stage of pregnancy. Most birth defects occur in the first 3 months of pregnancy, when the organs of the baby are forming. This is a very important stage of development. However, some birth defects occur later in pregnancy. During the last six months of pregnancy, the tissues and organs continue to grow and develop. While with some birth defects, like fetal alcohol syndrome, we may be able to establish the cause, for most birth defects we don't know what causes them.

For most birth defects, we think they are caused by a complex mix of factors. These factors include our genes (information inherited from our parents), our behaviors, and things in the environment. But, we don't fully understand how these factors might work together to cause birth defects.¹

Some things might increase the chances of having a baby with a birth defect, such as the following:¹

- Smoking, drinking alcohol, or taking certain “street” drugs during pregnancy.
- Having certain medical conditions, such as being obese or having uncontrolled diabetes before and during pregnancy.
- Taking certain medications, such as isotretinoin (a drug used to treat severe acne).
- Having someone in your family with a birth defect. To learn more about your risk of having a baby with a birth defect, you can talk with a clinical geneticist or a genetic counselor.
- Being an older mother, typically over the age of 34 years.

Living with a Birth Defect

Babies who have birth defects often need special care and interventions to survive and to thrive developmentally. State birth defects tracking programs provide one way to identify and refer children as early as possible for services they need. Early intervention is vital to improving outcomes for these babies. If your child has a birth defect, you should ask his or her doctor about local resources and treatment. Geneticists, genetic counselors, and other specialists are another resource.²

Target audience/high-risk subsets

**Describe target audience*

Women who are thinking of pregnancy; women who are of age to become pregnant; and in general, everyone.

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

As stated in the narrative, these risk factors will increase the chance of having a baby with a birth defect:

- Smoking, drinking alcohol, or taking certain “street” drugs during pregnancy.
- Having certain medical conditions, such as being obese or having uncontrolled diabetes before and during pregnancy.
- Taking certain medications, such as isotretinoin (a drug used to treat severe acne).
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Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

None

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](#)

[March of Dimes](#)

[National Birth Defects Prevention Network](#)

[Womenshealth.gov](#)

References






¹Centers for Disease Control and Prevention. (2019, December 5). What are Birth Defects? Retrieved on 01/06/20 from: <https://www.cdc.gov/ncbddd/birthdefects/facts.html>

²U.S. National Library of Medicine. (2019, December 29). Medline Plus: Birth Defects. Retrieved on 1/6/20 from: <https://medlineplus.gov/birthdefects.html>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandy Vasenda NEOMED Graduate Student																													
Estimated time used to create	Five hours																													
Date submitted	January 7, 2020																													
DUE date & TARGET date for release (Monday)																														
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <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>1/8/20</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Osman Ulvi</td> <td>1/12/20</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	1/8/20	AL			Osman Ulvi	1/12/20	OU	OU	OU										
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Approvers Instructions <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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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;"> <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>11</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>3</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	11	Video (YouTube)	Optional	3	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional		
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FACEBOOK

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.nbdpn.org/bdp m.php (click on "Tools you can Use")	Tip 1: Be sure to take 400 micrograms (mcg) of folic acid every day.	01/06/20	Source: National Birth Defects Prevention Network
Facebook 2		https://www.nbdpn.org/bdp m.php (click on "Tools you can Use")	Tip 2: Book a visit with your healthcare provider before starting/stopping any medicine	01/06/20	Source: National Birth Defects Prevention Network
Facebook 3		https://www.nbdpn.org/bdp m.php (click on "Tools you can Use")	Tip 3: Become up to date with all vaccines, including the flu shot	01/06/20	Source: National Birth Defects Prevention Network
Facebook 4		https://www.nbdpn.org/bdp m.php (click on "Tools you can Use")	Tip 4: Before you get pregnant, try to reach a healthy weight	01/06/20	Source: National Birth Defects Prevention Network
Facebook 5		https://www.nbdpn.org/bdp m.php (click on "Tools you can Use")	Tip 5: Boost your health by avoiding harmful substances during pregnancy	01/06/20	Source: National Birth Defects Prevention Network

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	Trying to be your healthiest self before & during pregnancy? Be sure to take 400 micrograms (mcg) of folic acid every day. #Best4YouBest4Baby
Tweet 2	Visiting your healthcare provider before & during pregnancy is key, especially if stopping or starting any medication. Have questions about medication during pregnancy? Visit http://bit.ly/Best4UBaby for expert information. #Best4YouBest4Baby
Tweet 3	Not all birth defects can be prevented. But you can increase your chances of having a healthy baby by being your healthiest self both before & during pregnancy. Vaccines help protect you & your developing baby against serious diseases. #Best4YouBest4Baby
Tweet 4	What is best for you is also best for your baby. Stop using harmful substances during pregnancy (including #alcohol & #tobacco) to avoid harmful effects on your baby. #Best4YouBest4Baby
Tweet 5	Thinking about #pregnancy this year? Getting enough #FolicAcid before and during early pregnancy can prevent certain #BirthDefects. Learn more. http://bit.ly/2RO5vF9 #FolicAcidAwarenessWeek #NBDPM
Tweet 6	Using certain drugs during pregnancy can cause health problems for a woman and her developing baby. If you are pregnant/trying to get pregnant and cannot stop using drugs—please ask for help! A healthcare provider can help you with counseling, treatment, and other support services.
Tweet 7	You can get the flu shot before or during each pregnancy. Pregnant women with flu have an increased risk of serious problems for their pregnancy, including preterm birth. Getting a flu shot is the first and most important step in protecting against flu.
Tweet 8	Preparing for a healthy baby should start well before conception and continue throughout pregnancy. This is important because many birth defects occur very early in pregnancy, often before a woman even knows she is pregnant.
Tweet 9	A healthy pregnancy begins before you become pregnant. It actually begins long before you even think about motherhood. All women can benefit from some basic pre-pregnancy planning.
Tweet 10	Start prenatal care as soon as you think you might be pregnant and see your health care provider regularly during pregnancy.

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




	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.cdc.gov/ncbddd/birthdefects/facts.html	Birth Defects are Common	01/06/20	Source: Centers for Disease Control and Prevention
Instagram 2		https://www.endbirthdefects.org/parent_advisory_group.php	1 in Every 33 Babies is Born with a Birth Defect	01/07/20	Source: National Birth Defects Prevention Network
Instagram 3		https://www.cdc.gov/ncbddd/birthdefects/infographics/prevent2protect/index.html	Pregnant or Thinking about Getting Pregnant?	01/07/20	Source: Centers for Disease Control and Prevention

<p>Instagram 4</p>		<p>https://www.cdc.gov/ncbddd/birthdefects/infographics/pact/index.html</p>	<p>Making Healthy Choices To Help Prevent Birth Defects – Make a PACT for Prevention</p>	<p>01/07/20</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Instagram 5</p>		<p>https://health.mil/News/Gallery/Infographics/2016/06/21/Zika-Virus-and-Pregnancy</p>	<p>Zika virus and pregnancy</p>	<p>01/07/20</p>	<p>Source: health.mil (the official website of the U.S. Military Health System)</p>

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#Best4YouBest4Baby
Hashtag 2	#BirthDefects
Hashtag 3	#FolicAcid
Hashtag 4	#HealthyPregnancy
Hashtag 5	#BirthDefectsPreventionMonth
Hashtag 6	#NationalBirthDefectsPreventionMonth
Hashtag 7	#BirthDefectsPrevention
Hashtag 8	#PregnancyHealth
Hashtag 9	#CleftLip
Hashtag 10	#DownSyndrome
Hashtag 11	#SpinaBifida

VIDEO (OPTIONAL)

Media	Image	Embedded Link	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos							
Video #1		<iframe width="560" height="315" src="https://www.youtube.com/embed/10VbvjdcaXA" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://www.youtube.com/watch?v=10VbvjdcaXA	Birth Defects – What Causes Birth Defects (length 0:59)	01/07/2020	SV	Source: Centers for Disease Control and Prevention
Video #2		<iframe width="560" height="315" src="https://www.youtube.com/embed/VBPLMtNOz34" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://www.youtube.com/watch?v=VBPLMtNOz34	Birth Defects – Understanding Birth Defects (length 1:30)	01/07/2020	SV	Source: Kaiser Permanente
Video #3		<iframe width="560" height="315" src="https://www.youtube.com/embed/C1nGNyRLoY4" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/C1nGNyRLoY4	Birth Defects: Common, Costly, Critical (length 1:00)	01/07/2020	SV	Source: National Birth Defects Prevention Network